



The Maryland Tobacco Quitline now offers **FREE** evidence-based text message support and enhanced web-based services!

Quitting smoking is one of the most important steps a person can take to improve their health and quality of life. **The Maryland Tobacco Quitline, 1-800-QUIT-NOW**, is a **FREE** evidence-based telephone counseling program available **24 hours a day, seven days a week**. The Quitline provides services in English and Spanish and other languages via translation services by highly trained Quit Coaches® to Marylanders 13 years and older. Additionally, tobacco users 18 years and older have **FREE** access to the following benefits: (1) four weeks supply of Nicotine Replacement Therapy (NRT), such as the patch or gum, and (2) the NEW **Web Coach®** and **Text2Quit®** support programs!

Web Coach®

Web Coach® is an interactive website www.quitnow.net/maryland offering the following services:

- Information on the health risks of continued smoking, the benefits of quitting, and the risks of second-hand smoke.
- Unlimited access to tailored messages, counseling, and feedback from Quit Coaches trained to assist in the quitting process.
- Personalized smoking cessation plans for each registered participant.
- Ability to order a free four week supply of NRT online. (For eligible registered participants 18 years of age and older).
- Up-to-date evidence-based tobacco cessation information.
- Access to local resources that provide additional tobacco cessation support.

Text2Quit®

Text2Quit® is a mobile outreach program that helps participants with the following:

- Setting a quit date.
- Managing cravings by providing motivational text messages on coping skills and educational text messages in the forms of games and quizzes.
- Providing tips on using NRT correctly, and information on how to order the patch or gum for free.
- Sustaining participants' motivation throughout the quitting process by providing supportive messages for up to four weeks prior to their quit date and for up to four months following their quit date.

The Maryland Tobacco Quitline, 1-800-QUIT-NOW, allows eligible individuals to select the counseling option(s) that work best for them. Whether choosing an individual service or pairing phone, web, and/or text services together, the Quitline provides customized support to help tobacco users successfully quit! Marylanders can enroll in these **FREE** services by calling 1-800-QUIT-NOW (1-800-784-8669) or online at www.quitnow.net/maryland. Free promotional materials may also be ordered at www.SmokingStopsHere.com.

TTY # 1-877-777-6434



The **Maryland Tobacco Quitline** is a free Service offered by
The Maryland Department of Health and Mental Hygiene



The Maryland Tobacco Quitline now offers a **FREE** evidence-based Counseling Program for Pregnant Women!

Quitting smoking is one of the most important steps a pregnant woman can take to improve her health and that of her child. Smoking continues to be a leading cause of poor pregnancy outcomes, and the health risks to the fetus alone are significant. The new, enhanced, *non-judgmental* services offered by the **Maryland Tobacco Quitline** focus not only on helping pregnant women to quit smoking, but also to prevent relapse postpartum (after childbirth) and beyond.

The **FREE** specialized **Counseling Program for Pregnant Women includes TEN telephone calls** made proactively to pregnant women who register for services – both before *and* after her due date – to help prevent relapse. Additionally, materials designed to meet the needs of pregnant tobacco users, available in English or Spanish, will be mailed to the caller's home to assist with the quitting process.

During the ten specialized calls, Quit Coaches® will provide counseling on:

- The health risks of continued smoking and the benefits of quitting for both mother and baby.
- The hazards for mother and baby of exposure to second-hand smoke, especially due to the smoking behaviors of family members or others in the home.
- The availability of medications specific to pregnant women (in consult with her doctor) to help with the quitting process.
- The reduction in health risks associated with cutting down on the number of cigarettes smoked per day, with sustained emphasis on complete abstinence as the ultimate goal.
- The importance of the mother's and household members' continued abstinence of tobacco use *after* the delivery of her child.

The Maryland Tobacco Quitline, 1-800-QUIT-NOW, provides **FREE** evidence-based tobacco use cessation counseling, in English and Spanish, and other languages via translation services to assist Marylanders ages 13 and older with quitting tobacco use. Quit Coaches are available **24 hours a day, seven days per week**, including those who are specially trained to assist pregnant callers through their quitting process. In addition to telephone-based counseling, callers who are 18 years of age and older also have free access to the new **Web Coach®** and **Text2Quit®** services. **Web Coach®** is an interactive online cessation tool that can be paired with phone and text services. **Text2Quit®** includes tailored text messages sent to the caller's mobile device. Marylanders can enroll for these **FREE** services by calling 1-800-784-8669 or online at www.quitnow.net/maryland. Free promotional materials may also be ordered at www.SmokingStopsHere.com.

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The **Maryland Tobacco Quitline** is a free Service offered by
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The Maryland Tobacco Quitline now offers a **FREE** evidence-based Youth Cessation Program!

Approximately 90% of adult smokers began smoking before the age of 18. Young people often believe that quitting tobacco use will be easy; however, once addicted, teens may find that quitting is difficult and overwhelming, particularly if attempted on their own. Tobacco use in earlier years can lead to poor lung development and function, heart disease, and cancers – many of which present later in life. Therefore, quitting smoking is one of the most important steps a teen can take to improve their current and future health and quality of life. The **FREE** telephone-based counseling services offered through the **Maryland Tobacco Quitline** now assist teens with quitting tobacco use. New services are specifically tailored to youth needs.

The new specialized Youth Tobacco Use Cessation Program features:

- **Five** counseling calls provided weekly for youth who are ready to quit – *scheduled at times convenient for the caller.*
- Personalized counseling delivered by highly skilled Youth Quit Coaches®.
- Motivational interviewing techniques used specifically to determine the caller's readiness to quit, and when appropriate, to encourage teens to set a quit date.
- Comprehensive self-paced educational materials mailed directly to the caller's home, if desired.
- Discussion of triggers, stressors, peer influences, and exposure to second-hand smoke.
- Relapse prevention addressed through planning and preparation.

The Maryland Tobacco Quitline, 1-800-QUIT-NOW, provides **FREE** evidence-based tobacco use cessation counseling in English and Spanish and other languages via translation services to assist Marylanders with quitting tobacco use. The **Youth Cessation Program** provides an anonymous, non-judgmental service designed to help youth ages 13 to 17 to quit using tobacco. The Quitline is available **24 hours a day, seven days per week**. Youth in Maryland can enroll for **FREE** by calling the Quitline at 1-800-784-8669. Free promotional materials may also be ordered at www.SmokingStopsHere.com.

NOTE: *Though the Maryland Tobacco Quitline offers free Nicotine Replacement Therapy (NRT) to adults, these tobacco cessation medications are not FDA approved for youth and, as such, the topic is not proactively addressed with youth. If the subject is brought up by callers, they are referred to their physician for further discussion.*

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