

Maryland's

1-800



QUIT NOW

SmokingStopsHere.com

The Maryland Tobacco Quitline

1-800-QUIT NOW

1-800-784-8669

Sara Wolfe, MS

300 West Preston Street,
Suite 410 Baltimore, MD 21201

410-767-1364

swolfe@dhmh.state.md.us

Center for Health Promotion and Education
Maryland Department of Health and Mental Hygiene





1-800-QUIT-NOW Initiative

- In 2004, former Secretary of the United States Health and Human Services (US HHS), Tommy Thompson, launched the national 1-800-QUIT-NOW initiative.
 - Provides free cessation assistance and resource information to all U.S. tobacco users.
 - Developed in collaboration with and is sponsored by the states and the US HHS.
- 1-800-QUIT-NOW is a national portal and this number is active and promoted across the U.S.
 - When this number is called, it is automatically routed to each state's individual quitline, based on the caller's area code.



Quitlines: Clinical and Community Interventions

- According to the U.S. Public Health Service Clinical Practice Guidelines, proactive telephone counseling is effective and should be used in tobacco cessation interventions.
- Phone counseling, such as the Quitline, has been shown to double your chances of quitting.
- Phone-based programs overcome many of the barriers to traditional tobacco cessation methods as they are free for the individual, personalized and convenient.
- In fact, results of the Maryland Tobacco Quitline evaluation reveal that Marylanders who used the Quitline were far more successful, with quit rates seven times higher than the average rates of non-assisted quits.
- Furthermore, 98% of callers reported being satisfied with Quitline services.



The Maryland Tobacco Quitline

- Free, confidential, phone counseling service for all Marylanders age 18 and older who want to quit using tobacco.
- Paid for by the Maryland Department of Health and Mental Hygiene (DHMH).
- Launched on June 1, 2006
- Service provided by a contract with Alere Wellbeing, Inc.
 - Recognized by the CDC and Robert Wood Johnson Foundation as a model tobacco cessation program with 600 health plans and employers, 63 of which are in the Fortune 500, and serve 27 state quitlines.
- Operational seven days a week - 7:00am to 3:00am



The Maryland Tobacco Quitline Services

- Phone Counseling:
 - Offers participants who are dedicated to quitting smoking or other tobacco products up to four phone counseling sessions with Quit Coaches that last between 10-30 minutes each.
 - The Quit Coaches all have Master's degrees and receive extensive training in cessation treatment, they are professionals in Psychology, Counseling, and other healthcare fields and many are ex-smokers.
 - Follow-up calls are made to help support the participant.



The Maryland Tobacco Quitline

- Medications:
 - Provides free nicotine patches or gum to eligible persons while supplies last.
 - Products are mailed to the participants house within 3-5 business days.
- Web-based Services: Provides interactive tools to help participant quit.
- Publications: Provides free quit guides and information on the effects of tobacco use including tailored materials for pregnant woman and chronic diseases.
- Referral: Provides referrals to free smoking cessation programs in the caller's local jurisdiction.



The Maryland Tobacco Quitline

- Intake Call/Reactive
 - Register for the program
 - If interested, transferred to a Quit Coach if ready to quit within 30 days
 - Quit guide mailed within one business day
- Outgoing Proactive Calls
 - Relapse-sensitive schedule
 - Mutually agreed upon times
 - Tailored to stage-based need of participant



Quotes from Quitline Participants

They were able to quit!

“I was able to talk to experts, which made it easier for me to quit.”

“It gave different ideas on how to indentify triggers that cause smoking and found other ways to quit/avoid temptations.”

“I received support, and was able to talk to coaches that were well informed.”

“It helped me stop smoking.”



Year 5 Quitline Evaluation

- 7 month follow-up for responders
 - 7-day point prevalence quit rates were 32%
 - 30 day quit rates were 27.9% compared to estimated rates of 3 to 10% for unassisted quit attempts.
- Statewide, for 2010-2011, there were no significant differences between Blacks/African Americans and Whites/Caucasians on 7-day or 30-day quit status, nor were differences found based on age or gender.

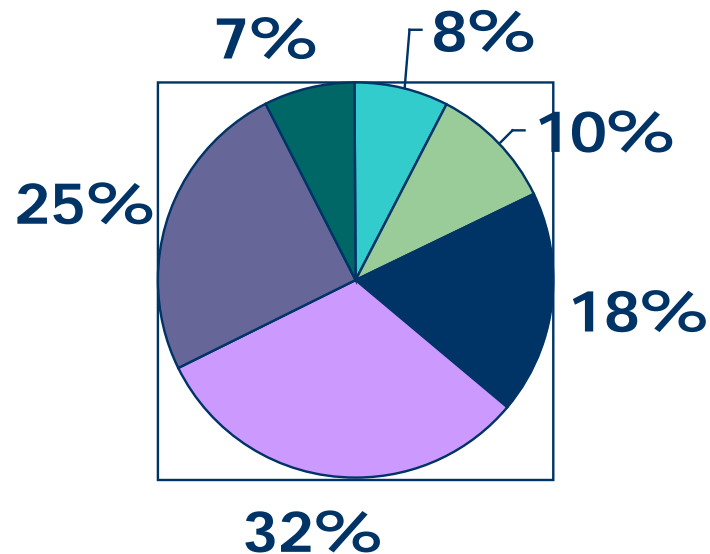


Maryland Tobacco Quitline Demographics FY11

- 14,132 total calls
- 7,126 interventions
- 4,879 shipments of patch and gum sent
- Callers by Gender
 - 60% Females, 40% Males
- Callers by Race
 - 45% White, 50% African American
- Callers by Ethnicity
 - 2.7% Hispanic



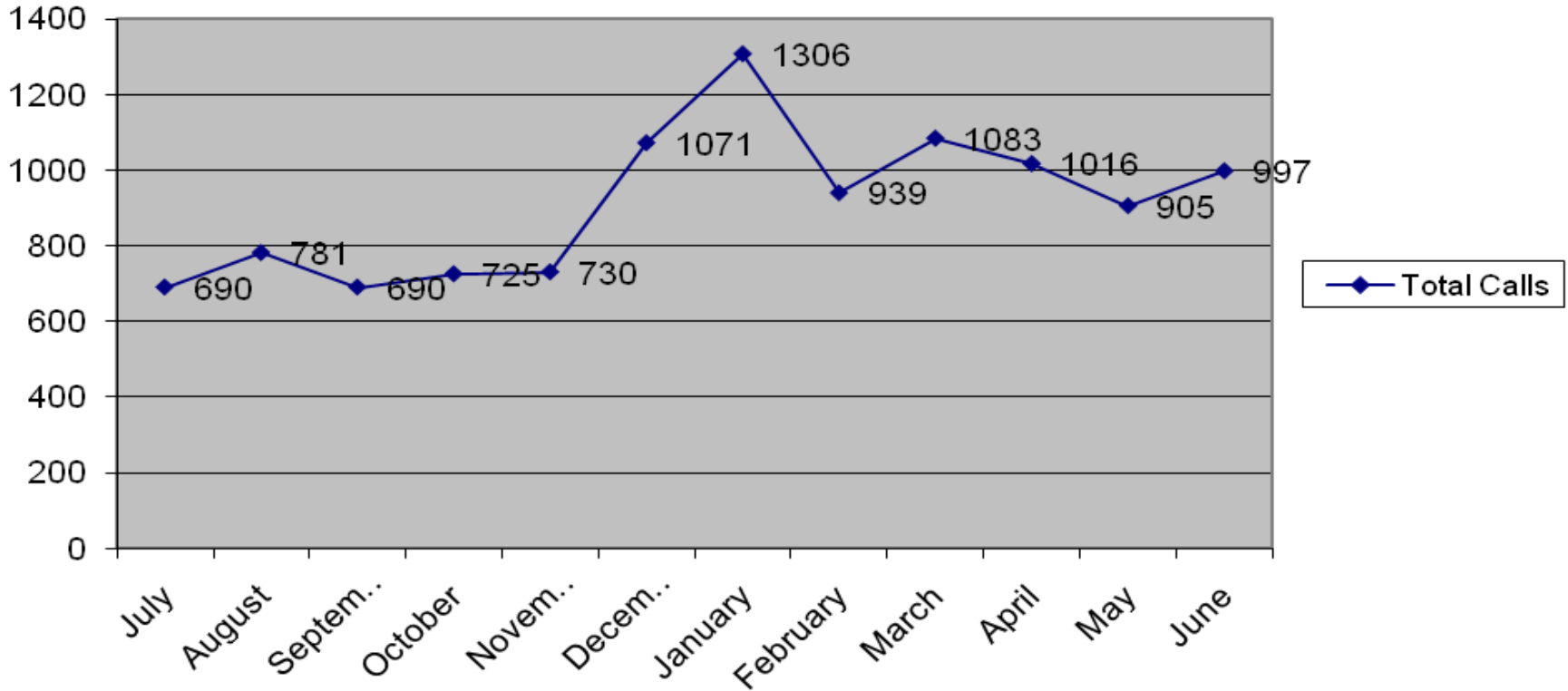
Callers by Age



■ 18-24 ■ 25-30 ■ 31-40 ■ 41-50 ■ 51-60 ■ 61-80



Total Calls Per Month - Maryland Tobacco Quitline



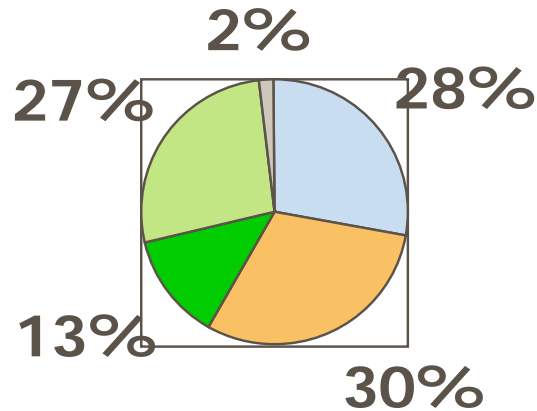


Call Volume Trends

- Significant increase in volume from December 2010 through January 2011 due to the combination of a TV buy and New Year's Resolution seasonality.
- As a point of reference, there were 1,035 inbound calls in January 2010 compared to 1,306 calls in January 2011.
- Increase in volume in March due to TV campaign from 3/21-4/18.
- ARRA TV campaign in June 2011 combined with the FDA announcement of health warning labels to go on cigarette packs in September 2012



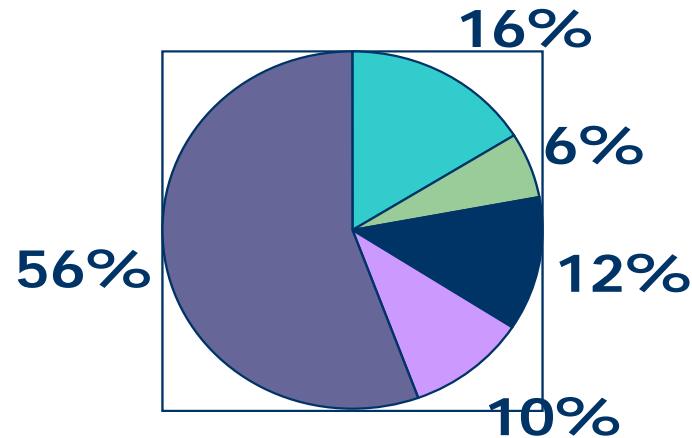
Callers by Insurance Status



- Commercial Coverage
- Medicaid
- Medicare
- Uninsured
- Other/Refused



Callers by Chronic Condition



Asthma **COPD** **CAD** **Diabetes** **None**

- 44% of callers self reported that they had a chronic disease



Maryland Tobacco Quitline Demographics FY11

- 122 pregnant, planning to be pregnant and/or breastfeeding woman were served
- 90% of callers were in the “preparation” stage.
- Referred 1,749 callers to local health department resources
- *22.7% had less than HS degree/GED*

Maryland Tobacco Quitline FY11 Reports



Maryland Tobacco Quitline Demographics FY11

- Greatest numbers of callers were from highly populated areas of the state: Baltimore City and Baltimore County, Prince Georges, Montgomery, Howard, and Anne Arundel Counties
- How heard about-Friends and Family (30.5%), Health Prof. (19.6%), TV Media (14.5%), Health dept. (4.5%)



Partnership Opportunities

- Order FREE Quitline and Secondhand Smoke Materials
 - Brochures
 - Posters
 - Wallet Cards (bilingual)
- Ask about Co-branding with the Quitline logo on your materials
- Promote Fax To Assist to providers and participants
- Receive FREE training for providers by MDQuit



MDQuit Resource Center

- MDQuit was launched in 2006 as Maryland's source for tobacco cessation and prevention best practices
- Funded by the Department of Health & Mental Hygiene (DHMH)
- Located at the University of Maryland, Baltimore County (UMBC)
- Manages outreach and training for Fax To Assist
- Key methods of dissemination
 - Trainings
 - Newsletter
 - Materials
 - Website



The Maryland **Q**uitting **U**se and **I**nitiation of **T**obacco (MDQuit) Resource Center

Dedicated to assisting providers and programs in reducing tobacco use among citizens across the state.

MDQuit's mission is to:

- link professionals and providers to state tobacco initiatives
- provide evidence-based, effective resources and tools to local programs
- create and support an extensive, collaborative network of tobacco prevention and cessation professionals
- provide a forum for sharing best practices throughout the state of Maryland
- provide outreach and training for Fax To Assist





Fax to Assist

- Tobacco users can sign up for Quitline counseling during a face-to-face intervention with a healthcare provider through Fax to Assist
 - (e.g., doctor's office, hospital, dentist's office, clinic or agency site)

- Fax to Assist is an online training & certification for HIPAA-covered entities
 - Launched by MDQuit.org in 2006



Fax to Assist

- Providers can refer patients or clients who wish to quit within 30 days to the Quitline
 - Tobacco users will sign the Fax Referral enrollment form
 - The provider will then fax the form to the Quitline

- Within 48 hours, a Quit Coach™ makes the initial call to the tobacco user to begin the coaching process



Fax to Assist Provider Kits

Upon completion of certification quiz, MDQuit providers receive:

- Training CD-Rom with all 4 Modules
- 5A's Clipboard
- 5A's Mouse pad
- MDQuit ink pen



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Join MDQuit's Mailing List

Log in

- » [Create new account](#)
- » [Request new password](#)

MDQuit Member Information

- [My Account](#)

On the homepage (mdquit.org), you can create a new account and join our mailing list to stay informed on upcoming events, newsletters, and more



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SmokingStopsHere.com

New, Re-designed Website

MDQuit.org

Today's Date: August 4, 2011

Search

Search

CESSATION

PREVENTION

PROVIDERS

SPECIAL POPULATIONS

POLICY INITIATIVES

TOBACCO USE DATA



Welcome to MDQuit!

Recent Announcements



Just Posted! [CLICK HERE](#) to download the PDF presentation "Striving for Success: Smoking Cessation among Persons with MI" presented by Drs. DiClemente and Delahanty at MHA's Annual Conference, May 4, 2011.

[CLICK HERE](#) for a PDF version of MDQuit's latest Newsletter (Spring 2011).

[CLICK HERE](#) if you would like to be added to our mailing list to receive a mailed copy of the newsletter.

[CLICK HERE](#) to take a short Newsletter Survey!

Our Mission

We are the **Maryland Resource Center for Quitting Use and Initiation of Tobacco**. Our mission is to link professionals and providers to state tobacco initiatives, to provide evidence-based, effective resources and tools to local programs, to create and support an extensive, collaborative network of tobacco prevention and cessation professionals, and to provide a forum for sharing best practices throughout the state of Maryland.



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QUIT NOW

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Promotional Materials

Tri-fold brochure

Quitting smoking adds an average of 13 years to your life.



Maryland's QUIT NOW SmokingStopsHere.com

REAL PEOPLE ARE DOING IT EVERYDAY.

Join Us Today.

It's **FREE** and Confidential. Seriously, it really is FREE

Call us at 1-800-QUIT-NOW(784-8669) or visit us at SmokingStopsHere.com TTY 1-877-777-6534



Maryland Tobacco Quitline 1-800-QUIT-NOW(784-8669)

Name: Mary Jo, 51
Smoked for: 8 years
Smoke free for: 16 years
Quit attempts: 4-5
"Because I traveled so much for my job in pharmaceutical sales, it sometimes was hard to find a place to smoke getting on and off planes. So, I decided to quit and have been successful since then."

Name: Lisa, 39
Smoked for: 24 years
Smoke free for: 3 months
Quit attempts: 1

"On one car ride, my kids said to me, 'Mommy, the smoke is killing us.' Their statement really hit me hard. I would smoke 2 packs a day and would wake up coughing. Now that I am smoke-free, my house smells clean."



Quitline Hours: 8am - midnight 7 days a week

Telephone quitlines can increase your success rate by up to 50%.

The Maryland Tobacco Quitline 1-800-QUIT-NOW is a FREE service for Marylanders provided by the Department of Health and Mental Hygiene to help smokers in quitting tobacco.

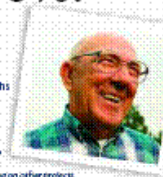
We understand quitting smoking is difficult. The good news is, you don't have to do it alone. Quit Coaches are available to help by calling the quit line. They are caring, competent people who can help you through the journey every step of the way.

Quit Coaches are highly-trained tobacco treatment specialists - many of whom are former smokers - and are degreed professionals. Through 1-800-QUIT-NOW, Quit Coaches will provide helpful quitting tips and techniques, and provide ongoing support throughout the quitting process.

When You Call, We'll Help You:

1. Make a personalized plan to quit.
2. Arrange your quit coaching sessions. (we can call you at times that are good for you)
3. Receive our FREE Quit Guide in the mail.
4. Gather information about other free services and medicines that you may be eligible for in your community.

Name: Charles, 72
Smoked for: 60 years
Smoke free for: 12 months
Quit attempts: 8-10



"I found an outlet to help me cope with my smoking urges like painting, working on other projects, and just being active with my family."

Want to Help Someone Quit?

The Quit Coaches can provide FREE information to non-smokers to assist a family member, a loved one, patient or client. Services are available in English, Spanish and additional languages.

To find out more about the coaching process and other programs in your community visit: www.SmokingStopsHere.com

TIPS...

- Keep a list of reasons for quitting with you at all times.
- Change your daily routines, such as taking a different route to work.

When You Are Ready Call 1-800-QUIT-NOW
Quitline Hours: 8am - midnight 7 days a week
If you call at other times, we'll call you back.

TIPS...

- Start a money jar with the money you save by not buying cigarettes.
- When you get the urge to smoke, take a walk or ride a bike.

Order at www.smokingstopshere.com



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SmokingStopsHere.com

Promotional Materials

Ready to QUIT?

Start your **smoke-free** life today!

We can help.

Call **1-800-QUIT-NOW** (784-8669).

It's free.
It's confidential.
It works.



Martin O'Malley, Governor | Anthony G. Brown, Lt. Governor | John M. Colmers, Secretary, DHMH

This is a FREE service sponsored by the Maryland Department of Health and Mental Hygiene.

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QUIT NOW

SmokingStopsHere.com

*Marylanders have a new way to live smoke-free.
When you are ready to quit, call **1-800-784-8669**.*

Quit line hours:
8 a.m. - Midnight
7 days a week

This is a free service provided by the
Maryland Department of Health and Mental Hygiene

TTY # 1-877-777-6534

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QUIT NOW

SmokingStopsHere.com

Deja de Fumar

*Tu tienes una nueva manera de vivir libre de humo.
Cuando estés dispuesto a dejar de fumar,
llama al **1-800-784-8669**.*

Horas de operación:
8 a.m. - Medianoche
7 días a la semana

Este es un servicio gratuito provisto por el
Departamento de Salud e Higiene Mental de Maryland,
servicios en Español están disponibles.

TTY # 1-877-777-6534



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QUIT NOW


SmokingStopsHere.com

Promotional Materials

"On one car ride, my kids said to me, 'Mommy, the smoke is killing us.'



Their statement really hit me hard. I would smoke 2 packs a day and would wake up coughing. Now that I am smoke-free, my kids are healthier and my house smells clean. If you're thinking of quitting, I strongly advise you to call Maryland's 1-800-QUIT-NOW today."



NAME: Lisa, 40
SMOKED FOR: 24 years
SMOKE FREE FOR: 2 years

Lisa's story

Maryland's TOBACCO QUITLINE is a FREE, confidential service to help you quit smoking for good.

Our Quit Coaches™ offer you a personalized quit plan, coaching, information about medicines and ways to help you cope.

It doesn't matter how many times you've already tried to quit, telephone quitlines can increase your success by up to 50%!

1-800-QUIT-NOW is a free service brought to you by the Maryland Department of Health and Mental Hygiene.

To learn more visit:
www.SmokingStopsHere.com




There are lots of little reasons to keep a smoke-free home.

Dejar de fumar es un reto muy grande. Pero es muy gratificante saber que estoy ayudando a otra persona a liberarse del tabaco y llevar una vida más saludable. ☺

Juan, 27 años
Consejero
Línea de Maryland para dejar de fumar

"Varias veces traté de dejar de fumar, pero algunos de mis amigos fumaban, y el estudio me tenía muy estresado. Pero no quería ser un fumador toda la vida y el apoyo de mi familia era un factor muy importante para dejar de fumar. Ahora, seis años después de dejar de fumar me siento más saludable, tengo más control de mí mismo, y hasta he perdido peso!"



La línea telefónica de Maryland para dejar de fumar es un servicio GRATIS y confidencial que le ofrece ayuda para dejar el cigarrillo, para siempre.

Nuestros consejeros le ofrecen un plan personalizado para dejar de fumar, consejería, información sobre medicamentos y le informan sobre las diferentes maneras de manejar la situación.

No importa cuantas veces haya intentado dejar de fumar, la línea 1-800-QUIT-NOW es un servicio gratis ofrecido por el Departamento de Salud e Higiene Mental de Maryland que puede aumentar en un 50% los resultados positivos.

Para más información visite la página:
www.SmokingStopsHere.com




Hay muchas pequeñas razones para mantener la casa libre de humo de cigarrillo

Tri-fold Secondhand Smoke Brochures In English and Spanish



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Maryland Tobacco Quitline

1-800-784-8669

TTY 1-877-777-6534

Quitline hours: 7am – 3am

7 days a week

Services also available in Spanish

Servicio tambien disponible en Español

www.SmokingStopsHere.com

