




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@dnhm.state.md.us


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




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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.




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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.



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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

- 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



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.



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 identify 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."



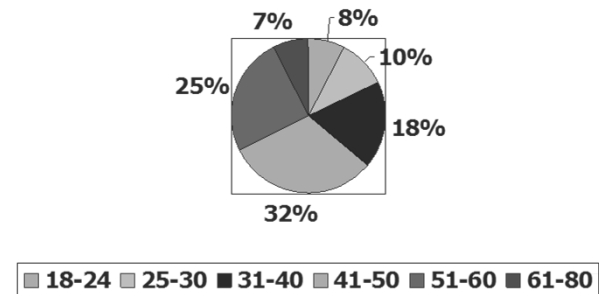
Year 5 Quitline Evaluation

- 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 Quitline Evaluation Year 5- Prepared by Social Solutions International, Inc.



Callers by Age



Maryland Tobacco Quitline FY11 Reports



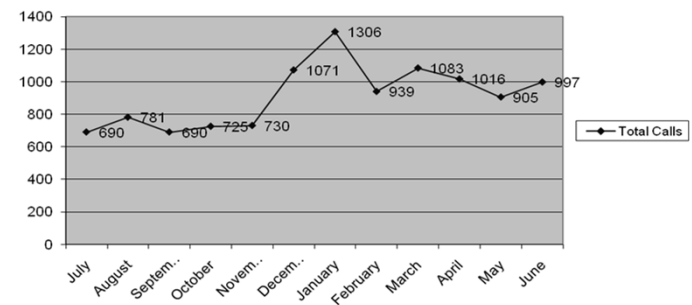
Maryland Tobacco Quitline Demographics FY11


- 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

Maryland Tobacco Quitline FY11 Reports




Total Calls Per Month - Maryland Tobacco Quitline




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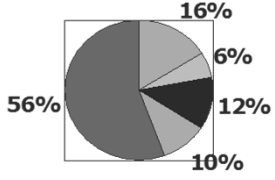
Call Volume Trends

- 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



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Callers by Chronic Condition




Chronic Condition	Percentage
Asthma	56%
COPD	16%
CAD	12%
Diabetes	10%
None	6%

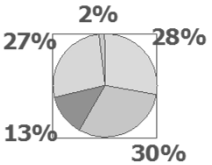
■ Asthma ■ COPD ■ CAD ■ Diabetes ■ None

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



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Callers by Insurance Status




Insurance Status	Percentage
Commercial Coverage	28%
Medicare	30%
Medicaid	13%
Other/Refused	27%
Uninsured	2%

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

Maryland Tobacco Quitline FY11 Reports




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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%)



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



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



The Maryland Quitting Use and Initiation of Tobacco (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 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



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



Join MDQuit's Mailing List

Log in

» Create new account
» Request new password

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

MDQuit Member Information

- My Account



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New, Re-designed Website

MDQuit.org Today's Date: August 4, 2011

CESSATION PREVENTION PROVIDERS SPECIAL POPULATIONS POLICY INITIATIVES TOBACCO USE DATA

19 21 Cessation

Welcome to MDQuit!

Recent Announcements

Just Posted! CLICK HERE to download the PDF presentation "Driving for Success: Smoking Cessation among Persons with MS" presented by Drs. Dildemane and Gorkun at MSN'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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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.**

Maryland's
1-800 QUIT NOW
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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

Maryland's
1-800 QUIT NOW
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Deja de Fumar

Tu tienes una nueva manera de vivir libre de humo. Cuando estés dispuesto a dejar de fumar, llámanos 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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Promotional Materials

Tri-fold brochure

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

REAL PEOPLE ARE DOING IT EVERY DAY.

Jobs to Watch

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

When You Call, We'll Help You:

1. Make a personalized plan to quit.
2. Arrange your quit timing, location, and support.
3. Receive our FREE Quit Guide in the mail.

Want to Help Someone Quit?

Helping someone quit is a great way to help them live a longer, healthier life. Call 1-800-QUIT-NOW for more information.

TIPS:

- Keep a log of progress for visibility with your doctor.
- Change your daily routines, such as eating, drinking, and smoking.
- When you are ready, call 1-800-QUIT-NOW for help.
- If you call at odd hours, we'll call you back.
- Stay motivated for the money you'll save for your quit attempt.
- When you get the urge to smoke, take a walk or take a shower.

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Promotional Materials

Tri-fold Secondhand Smoke Brochures In English and Spanish

"You may not think you're doing it, but secondhand smoke is killing you."

Hay muchas propiedades nocivas para respirar la casa llena de humo de cigarrillos.

Maryland's

1-800



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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

