

# Treating Tobacco Together

## Announcing New Tobacco Treatment Resources: Support for Behavioral Health Agencies and Clients

### **New Resources:**

*Read More About Each Offering Below*

### **[New Maine QuitLink Resource: Intensive Behavioral Health Coaching Program](#)**

### **[Tobacco-Free Behavioral Health Policy Toolkit](#)**

### **[Virtual Training - Opportunities for Change: Addressing Tobacco and Nicotine Use in Behavioral Health Settings](#)**

As overall smoking rates have declined, the prevalence of smoking among people with behavioral health conditions (mental health and/or substance use disorders) has remained high. Quitting smoking can improve mental health and substance use disorder treatment outcomes.

The MaineHealth Center for Tobacco Independence has new resources available to support individuals and behavioral health professionals in addressing tobacco use.

Download the **[Addressing Tobacco Use and Exposure - Resources for Behavioral Health Agencies Brochure](#)** and visit **[CTIMaine.org](http://CTIMaine.org)** for additional information on treatment, training, programming and recognition offerings.

## New Maine QuitLink (formerly Maine Tobacco HelpLine) Service: *Intensive Behavioral Health Coaching Program*



Behavioral Health Professionals can increase patient success in becoming tobacco-free by connecting them to the Maine QuitLink's intensive Behavioral Health Coaching Program. Tobacco users are 2-3 times more likely to quit with the support of the HelpLine than when they try it alone.

This new program is tailored to meet the needs of tobacco users with a behavioral health condition. The program includes:

- 7 proactive calls from a Quit Coach, unlimited

**Get More  
Information about  
Maine QuitLink**

- inbound call support.
- Quit Coaches trained in the specific challenges faced by tobacco users with a behavioral health condition.
- 12 weeks of combination nicotine replacement therapy (patch +gum or patch+lozenge) sent directly to the person's home in three, four week shipments.
- Letter sent to the participant's provider outlining the importance of supporting the patient in quitting tobacco.
- Ability to opt into standard text, email and web portal services.

Individuals can access services by calling [1-800-QUIT-NOW](tel:1-800-QUIT-NOW), visiting [MaineQuitLink.com](http://MaineQuitLink.com) or through provider referral.

**Free Policy Change Resource:  
*Tobacco-Free Behavioral Health Policy Toolkit***



Implementing a tobacco-free policy and providing screening and treatment for tobacco use at Behavioral Health facilities will support clients to make quit attempts as well as protect all members of the organization community from the dangers of secondhand and thirdhand smoke.

Through CTI's Breathe Easy Initiative, a new policy toolkit has been developed to support organizations in creating tobacco-free policies. The toolkit includes a variety of template and support materials:

- Policy Language
- Proposed Implementation Timeline
- Enforcement Recommendations
- Template Frequently Asked Questions
- Communication Templates

Policy change technical assistance is available through the [\*District Tobacco Prevention Partners\*](#) and behavioral health organizations can receive recognition for addressing tobacco use and exposure through the annual Breathe Easy [\*Gold Star Standards of Excellence Program\*](#).

**Download the Toolkit**

**Free Continuing Education Training:  
*Opportunities for Change: Addressing Tobacco and Nicotine Use in Behavioral Health Settings***

Research shows that providing tobacco treatment in the behavioral health setting is critically important for improving the health outcomes of this population. Join



other behavioral health professionals and the MaineHealth Center for Tobacco Independence Training and Education team for a new virtual training to learn more about the health burden of tobacco and nicotine on individuals with behavioral health conditions.

**Learn More & Register**

This training will support Behavioral Health Professionals in various ways including: :

1. Enhancing existing skills to utilize low barrier strategies that will support patients in reducing their use or quitting use of various products.
2. Increasing understanding of the health burden of tobacco and nicotine on individuals with behavioral health conditions.
3. Discussing real and perceived barriers to providing treatment in mental health and substance use settings.
4. Increasing understanding of services targeted to this population through the Maine Tobacco HelpLine.

A live training will be offered in May with live sessions on May 12, 13, 19 and 20. The training will be recorded and made available.

Find virtual and recorded trainings at [CTIMaine.org](https://CTIMaine.org).

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