

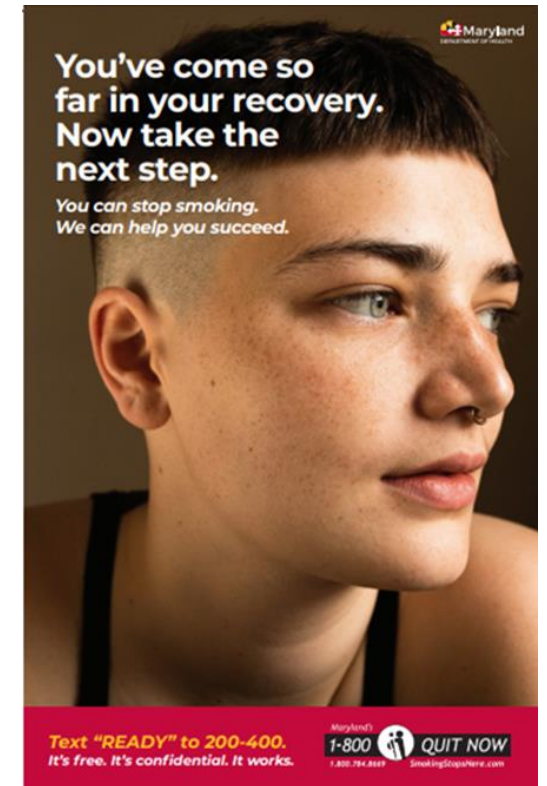
# Maryland Tobacco Control Resource Center



# Who Used the MDQL in Year 15

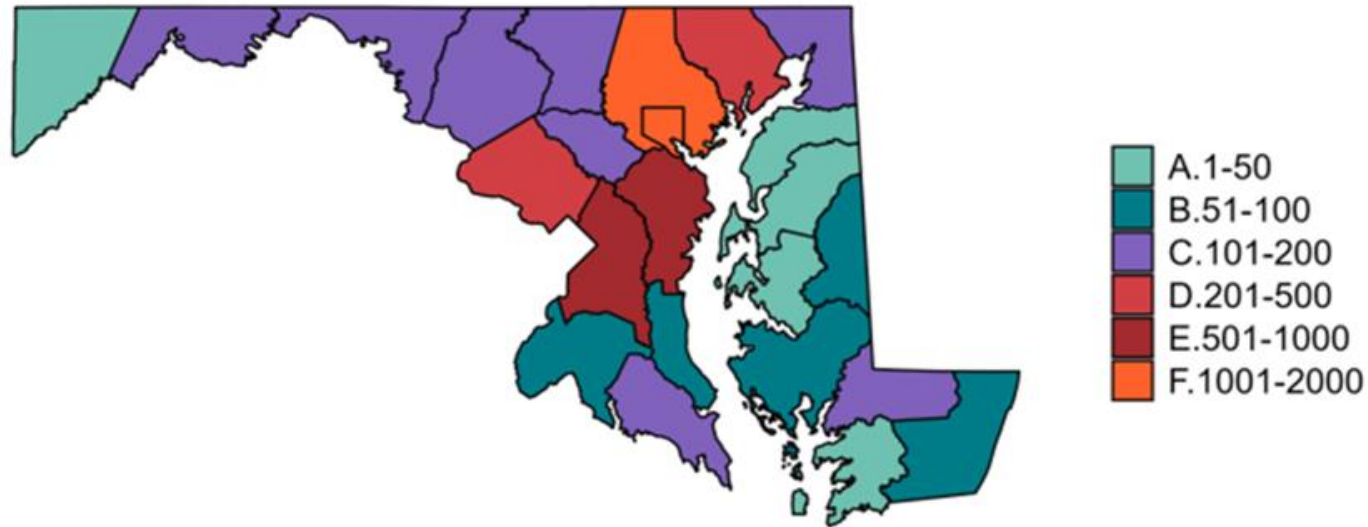
FY22 (January 1, 2022 and August 31, 2022)

<p><b>2022 Enrollments: 6,468</b></p> <p>Highest volume of calls from: <b>Baltimore City</b> ( phone 1495; web 228),  <b>Baltimore County</b> (phone 1013, web 222) &amp; <b>Anne Arundel</b> (phone 568; web 117)</p>	
83% enrolled in a phone program	<p><b>50% lived with a chronic health condition –</b>  <i>mostly COPD (25%); asthma (19%)</i>  <i>and diabetes (17%)</i></p>
62% female	
41% were between the ages of 41 and 60	<p>53% lived with one or more behavioral health conditions - <i>38% depression, 38% anxiety, and 17% bipolar disorder</i></p>
<b>42% Black/African American / 51% White</b>	
31% Medicare insured	<p><b>Most participants sought help to quit cigarettes (95%),</b>  but some sought help to <i>quit smokeless tobacco (1.6%), cigars (1.3%), pipes (0.5%), and other tobacco products (14%).</i></p>
16% did not have a high school diploma or GED	



# Marylanders Who Used MDQL by County

Marylanders served by county of residence<sup>1</sup>



County	Total Served	County	Total Served	County	Total Served	County	Total Served
Allegany	109	Carroll	106	Harford	328	Saint Mary's	104
Anne Arundel	669	Cecil	121	Howard	141	Somerset	28
Baltimore	1140	Charles	96	Kent	41	Talbot	28
Baltimore City	1667	Dorchester	63	Montgomery	339	Washington	187
Calvert	74	Frederick	179	Prince George's	560	Wicomico	113
Caroline	60	Garrett	17	Queen Anne's	45	Worcester	54

# How Marylanders Access Quitline Services

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## Phone

(800) QUIT-NOW (800) 784-8669

(855) DEJELO-YA

Asian Smokers Quitline- <https://www.asiansmokersquitline.org/smokers/>

TTY(711) line for deaf and hard of hearing callers

We offer interpretation services into over 300 languages.

## Web

Callers can enroll at [quitnow.net/Maryland](http://quitnow.net/Maryland)

## Referral

Tobacco users may be referred from their health provider, which triggers an outbound call

We support fax referrals, e-referrals, online referrals and referrals via secure email

## Text to Enroll

Marylanders can text "READY" to 34191 to enroll

# Maryland Tobacco Quitline Services

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## **Tobacco Users**

5 interactions via outbound phone, inbound chat, text or group video scheduling (3 1:1, 2 group)

Unlimited inbound support via phone, text & chat

Expert led online courses, articles and trackers

centralized in a digital dashboard experience

– *Medicaid – 4 weeks combo therapy*

– *Non-Medicaid – 12 weeks combo therapy*

## **Pregnant Tobacco Users**

7 interactions pregnancy

Online/chat

## **Tobacco Users with Behavioral Health Conditions**

7 Calls or as many calls necessary

12 weeks of combination NRT (patches, gum and lozenges)

## **Youth**

4 Calls or as many calls necessary

No NRT

Currently developing a youth vaping curriculum

## **Stand Alone Web**

12 weeks of combination NRT (patches, gum and lozenges)

# *E-Cigarettes and Youth*

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# Nicotine Impacts Brain Development

- Early exposure to nicotine hijacks the developing brain, training the mind to **fixate on acquiring nicotine instead of forming connections.**
- This interruption impacts parts of the brain that control risk-taking, attention span, and impulsive behavior.
- Early nicotine use primes the adolescent brain for addiction and correlating with early onset of drug use.



Adolescents can **get addicted more easily** than adults as their brains are still developing until age 25-26.

**“Rather than your brain getting pleasure from exercising or relationships, your brain becomes rewired to get pleasure from nicotine”**

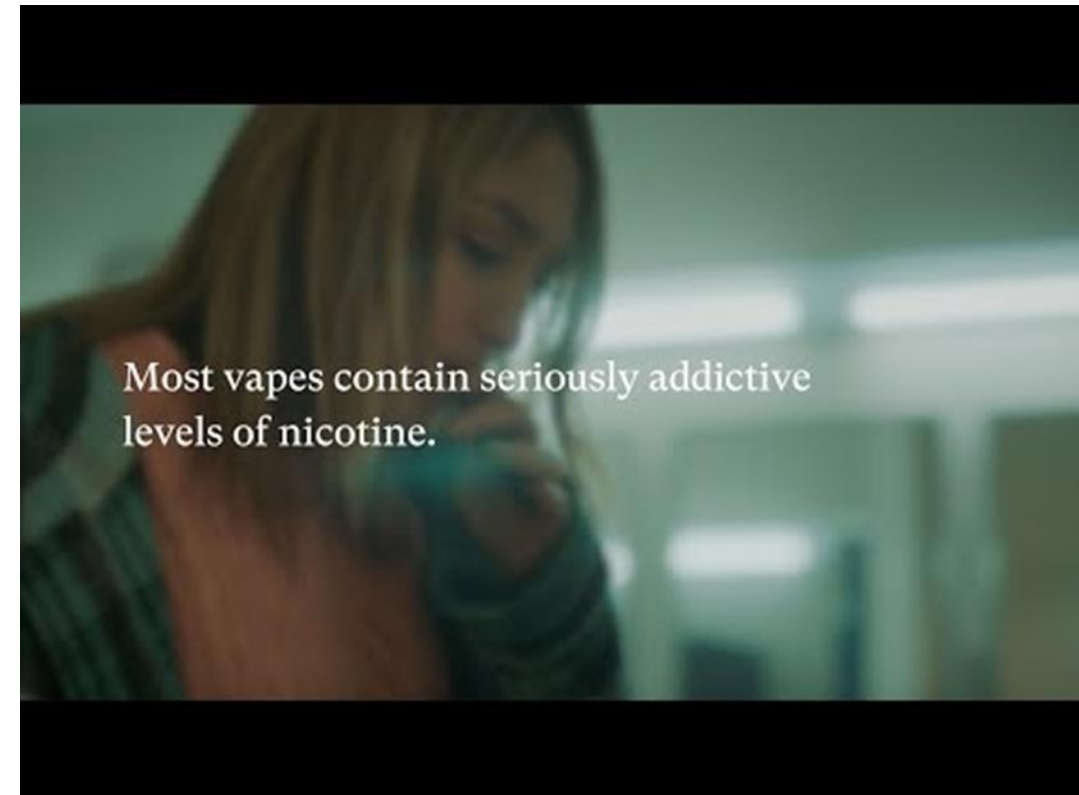
**- Bonnie Halpern-Felsher,  
Professor of Pediatrics, Stanford Medical School**



# Vaping: Not a “safe” alternative to smoking

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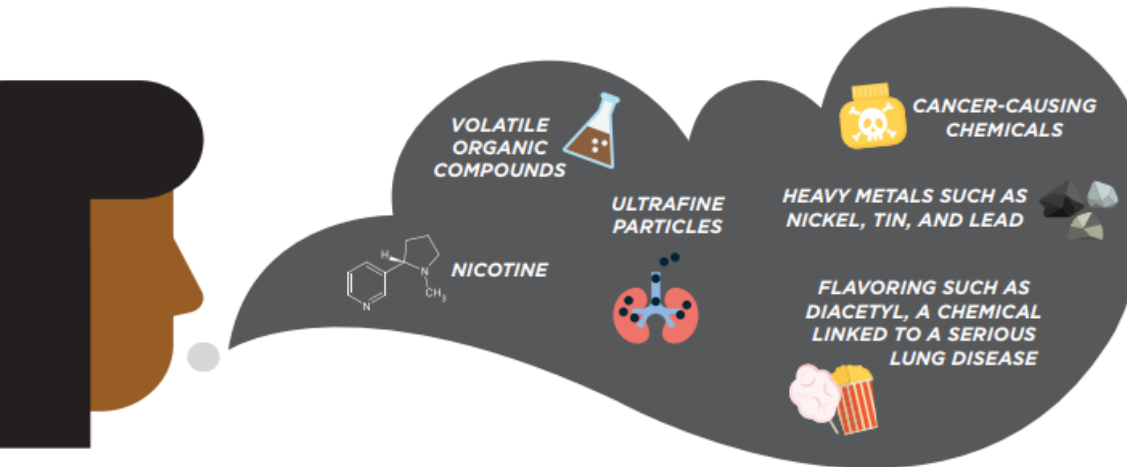
- Young adults who use e-cigarettes are **four** times more likely to begin smoking regular cigarettes within 18 months compared to those who do not use e-cigarettes.
- The FDA has not approved e-cigarettes as a quit smoking aid, and more research is needed on whether e-cigarettes are effective for quitting smoking





# E-cigarette aerosol: What's in it?

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AN EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCE



- E-cigarette aerosol is NOT harmless “water vapor.”
- E-cigarette aerosol can contain harmful substances:
  - Nicotine
  - **Ultrafine particles that can be inhaled deep into the lungs**
  - Flavoring such as diacetyl, a chemical linked to a serious lung disease
  - Volatile organic compounds, **cancer-causing chemicals**
  - Heavy metals such as nickel, tin, and lead

E-cigarettes emit aerosol, not harmless water vapor.



# *Maryland Resources for Youth and Young Adults*

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# The Vape Experiment

**EXPERIMENT# 20-A**  
RESULTS:  
Vaping nicotine can permanently change your brain.



Nicotine use can lead to shorter attention span and make it harder to remember things.

WHEN YOU'RE READY TO QUIT, WE'RE READY TO HELP.  
TEXT 'VAPEFREE' TO 873-373  
TheVapeExperiment.com

**EXPERIMENT# 009**  
RESULTS:  
It's not harmless water vapor.  
It's aerosol filled with toxic chemicals.



Inhaling chemicals in vapes, including flavors, may make it hard for you to breathe. Permanently.

WHEN YOU'RE READY TO QUIT, WE'RE READY TO HELP.  
TEXT 'VAPEFREE' TO 873-373  
TheVapeExperiment.com


**EXPERIMENT# 011**  
RESULTS:  
Inhaling formaldehyde (aka embalming fluid) can be deadly.  
And you're vaping it.



Inhaling the same chemical used in preserving dead bodies can cause nausea, asthma, even cancer.

WHEN YOU'RE READY TO QUIT, WE'RE READY TO HELP.  
TEXT 'VAPEFREE' TO 873-373  
TheVapeExperiment.com

**EXPERIMENT# 0525**  
RESULTS:  
Ingredients in vapes can cause illness and death.



Nicotine poisoning, organ damage, even death. If you think vaping is harmless, think again.

WHEN YOU'RE READY TO QUIT, WE'RE READY TO HELP.  
TEXT 'VAPEFREE' TO 873-373  
TheVapeExperiment.com

[www.TheVapeExperiment.com](http://www.TheVapeExperiment.com)

# Vape Free Toolkit

- Digital toolkit for youth
- Designed for young people to share facts about vaping and support family & friends in quitting
- Includes real facts, conversation tips, social media assets, and resources
- Available at [www.TheVapeExperiment.com](http://www.TheVapeExperiment.com)



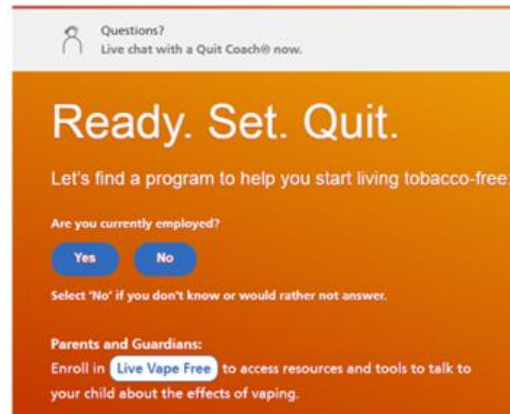


# Live Vape Free

Live Vape Free program is focused on supporting parents and other concerned adults with the vaping epidemic.



Online course for parents, guardians, and influencers in the lives of teenagers. Equipped with videos, exercises, and resources to inspire confidence and action.



# Live Vape Free Youth



For youth 13-17 years of age, the Live Vape Free program supports youth ages 13-17 years old who want to quit tobacco (inclusive of vaping). This FREE service specializes in FREE Counseling for teens and young adults.

To connect, text "VAPEFREE" to 873-373

A learning experience for teens ages 13–17 that's fun, easy-to-navigate, and teaches the skills to quit vaping for good

- Authentic voice
- Little-to-no barriers
- Multimedia experience
- Easy-to-access content that:
  - Educates on keys to quitting
  - Motivates, inspires, enlightens
  - Helps teens find their "why"
  - Boosts confidence
- Cadence adapts to teen's engagement