

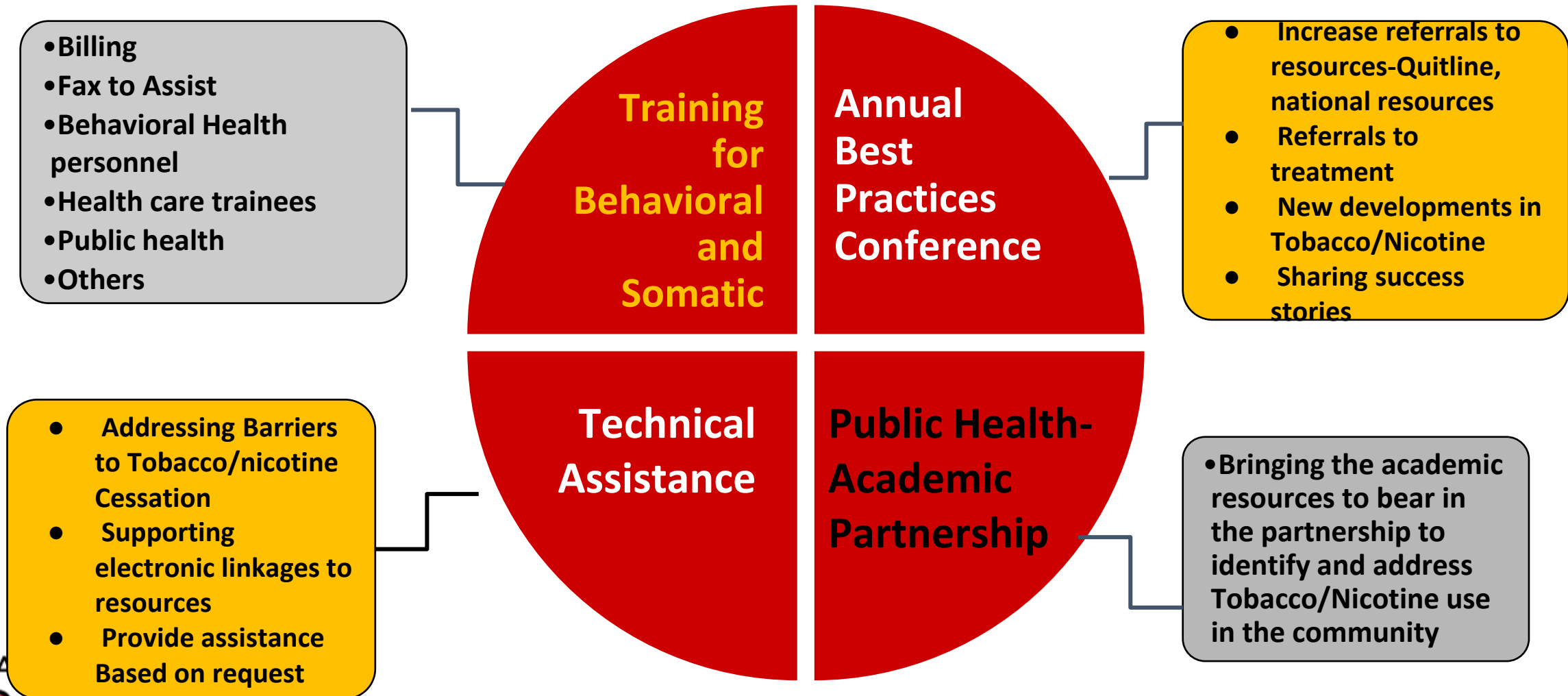
Tobacco Control & Treatment Resources

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Maryland Tobacco Control Resource Center



Maryland Resources for Tobacco Treatment

Maryland Quitline

- 24/7 support for Maryland residents age 13+
- Offers special programs (pregnancy, youth, behavioral health, etc.)
- Up to 12 weeks of free NRT shipped to patient
- Call 1-800-QUIT-NOW (1-800-784-8669)
- Visit <https://smokingstopshere.com/resources/for-healthcare-providers/> to view different referral methods



How Marylanders Access Quitline Services

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

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

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

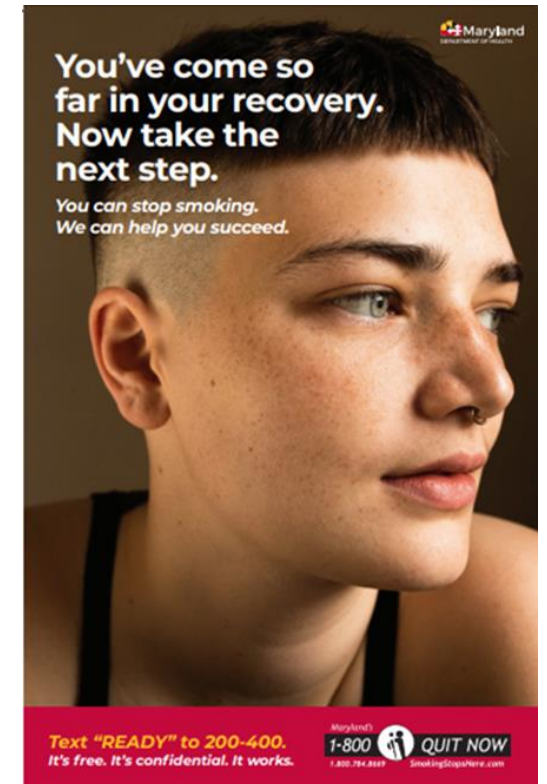
Stand Alone Web

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

Who Used the MDQL in Year 15

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

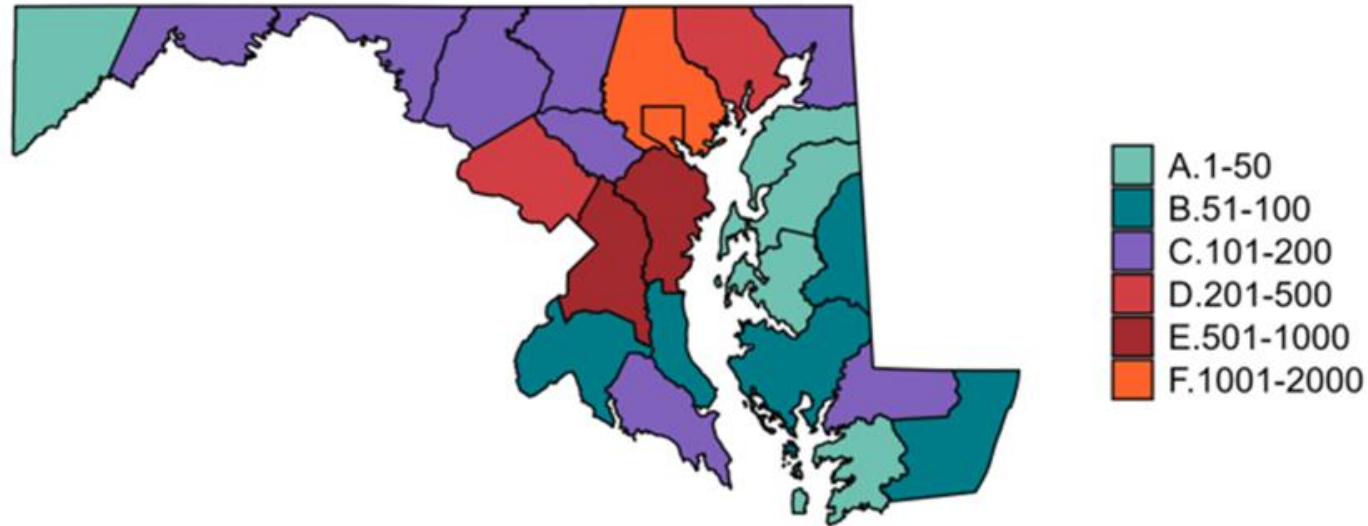
| | |
|---|--|
| <p>2022 Enrollments: 6,468</p> <p>Highest volume of calls from: Baltimore City (phone 1495; web 228), Baltimore County (phone 1013, web 222) & Anne Arundel (phone 568; web 117)</p> | |
| 83% enrolled in a phone program | <p>50% lived with a chronic health condition – <i>mostly COPD (25%); 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> |
| 42% Black/African American / 51% White | |
| 31% Medicare insured | <p>Most participants sought help to quit cigarettes (95%), 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

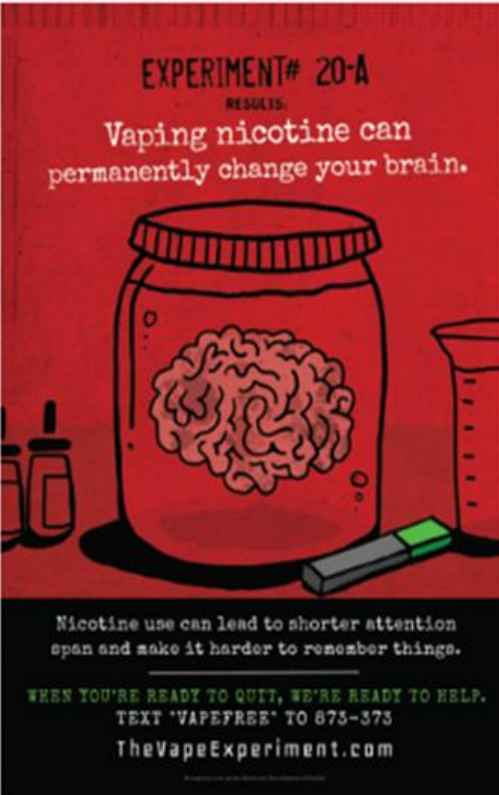
Marylanders served by county of residence¹



| 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 |

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

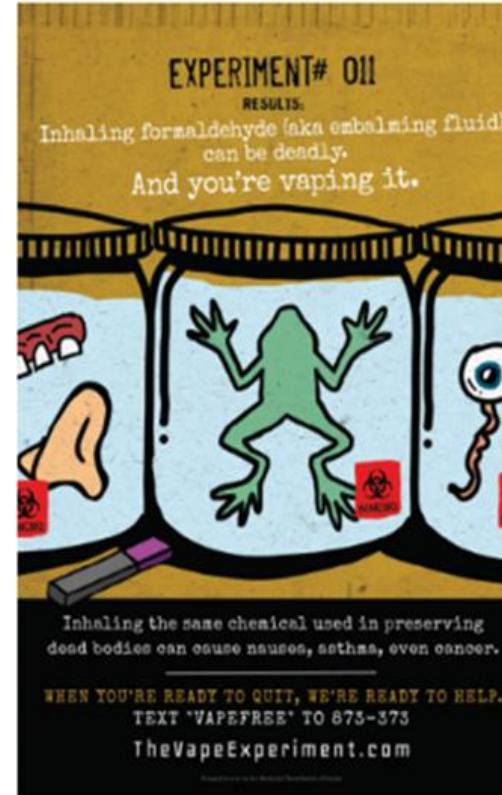
EXPERIMENT# 009
RESULTS:
It's not harmless water vapor.
It's aerosol filled with toxic chemicals.



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

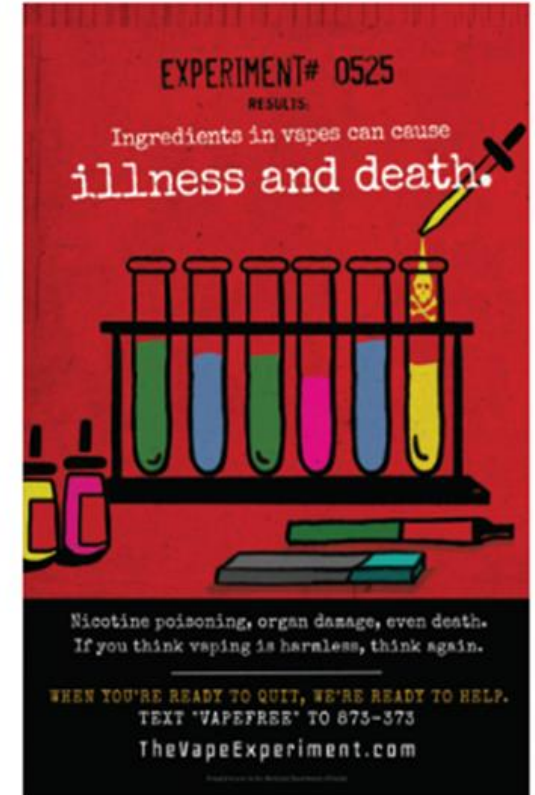
EXPERIMENT# 011
RESULTS:
Inhaling formaldehyde (aka embalming fluid) can be deadly.
And you're vaping it.



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

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

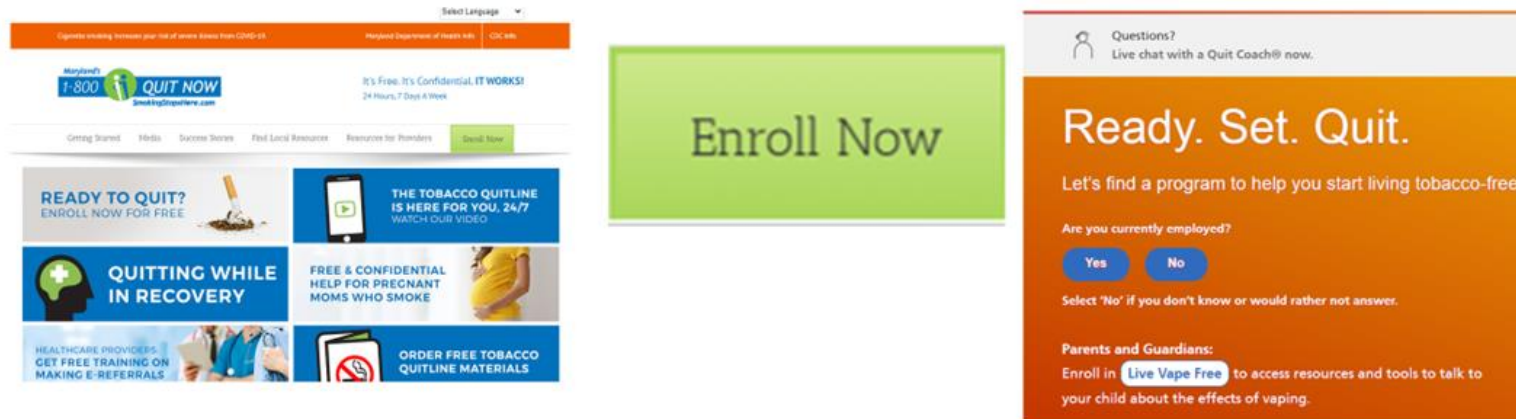


Live Vape Free

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.



The image shows two screenshots. The left screenshot is the Maryland Quitline website, featuring a navigation bar with 'Quit Now' and '24 Hours, 7 Days A Week' prominently displayed. Below the navigation are several promotional tiles: 'READY TO QUIT? ENROLL NOW FOR FREE', 'THE TOBACCO QUITLINE IS HERE FOR YOU, 24/7 WATCH OUR VIDEO', 'QUITTING WHILE IN RECOVERY', 'FREE & CONFIDENTIAL HELP FOR PREGNANT MOMS WHO SMOKE', 'HEALTHCARE PROVIDERS GET FREE TRAINING ON MAKING E-REFERRALS', and 'ORDER FREE TOBACCO QUITLINE MATERIALS'. The right screenshot is a 'Live Vape Free' enrollment form. It has a green header with 'Enroll Now' and a grey bar for 'Questions? Live chat with a Quit Coach® now.'. The main content area is orange and contains the heading 'Ready. Set. Quit.' followed by the text 'Let's find a program to help you start living tobacco-free:'. There is a question 'Are you currently employed?' with 'Yes' and 'No' buttons. Below that, it says 'Select "No" if you don't know or would rather not answer.'. The final section is 'Parents and Guardians:' with the text 'Enroll in [Live Vape Free](#) to access resources and tools to talk to your child about the effects of vaping.'

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



- Research
- Prevention and education
- Community engagement
- Partnerships
- Quitting tools
 - This is Quitting
 - Text DITCHVAPE to 88709
 - EX
 - The EX Program



[How the tobacco industry markets vaping nicotine as stress relief \(truthinitiative.org\)](http://truthinitiative.org)



A toxic, plastic problem

E-cigarette waste and the environment

Vaping, still at epidemic levels among youth with about one in five high school students using e-cigarettes in 2020, generates a significant amount of toxic and plastic waste. Many popular e-cigarettes, like JUUL, are pod-based with single-use plastic cartridges containing nicotine. Generating even more waste are disposable e-cigarettes like Puff Bar, which are designed entirely for one-time use and have skyrocketed in popularity with a 1,000% increase in use among high school students between 2019 and 2020.⁷

With a 399.73% increase in retail e-cigarette sales (excluding internet sales and tobacco-specialty stores) from 2015 through 2020,⁸ the environmental consequences of e-cigarette waste are enormous. Instead of taking responsibility for the disposal of their products, tobacco companies engage in clean-up initiatives designed to make them appear "green" — just one of many tactics designed to overhaul their reputations (read the Truth Initiative report "Seeing Through Big Tobacco's Spin").

More than half (51%) of young e-cigarette users reported disposing of used e-cigarette pods or empty



Almost half (49.1%) of young people don't know what to do with used e-cigarette pods and disposable devices.



Tips for Safe Disposal of E-Cigarettes and E-Liquid Waste

E-cigarettes, including rechargeable batteries and the cartridges and bottles that contain e-liquids (liquid nicotine mixtures), can pose a threat to human health and to the environment if they are not disposed of properly. E-cigarette and e-liquid waste

Zyn-made by Swedish Match are Nicotine Pouches Swedish Match was bought by Phillip Morris for \$ 16 Billion



ZYN (nicotine pouches), General (snus), Longhorn (moist snuff), Onico (pouch products with neither tobacco nor nicotine), America's Best Chew (chewing tobacco), Thunder (chew bags), Oliver Twist (tobacco bits), White Owl (HTL, homogenized tobacco leaf cigars), Game (natural leaf cigars), Fiat Lux (matches), and Cricket (lighters)



*THERE IS NO SAFE TOBACCO/NICOTINE PRODUCT-
INCLUDING E-CIGARETTES*

Thank you! Questions?

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