

HELP QUITTING TOBACCO PRODUCTS

Gift Cards Totaling \$50 Can Motivate Menthol Smokers and Vapers to Quit

One of the barriers to successfully quitting is using smoking or vaping as a mechanism to cope with stress. If you provide support or services to people with behavioral health or substance use conditions, you may see an increase in smoking and vaping behavior in response to these very stressful times. Smoking and vaping may put people at higher risk of complications from COVID-19, especially because they can weaken the immune system and damage the lungs. So, this is an especially good time for those who smoke or vape to try to quit.

The Massachusetts Smokers' Helpline can help people living with anxiety, depression schizophrenia, bipolar disorder, ADHD, PTSD or substance abuse, who are at least 18 years old, with free special services including intensive coaching support.

In addition, as a result of a new law, menthol tobacco products have been removed from regular stores in Massachusetts. With menthol tobacco products unavailable and COVID-19 risks continuing, the Massachusetts Smokers' Helpline is now offering up to three gift cards totaling \$50 to people who use menthol tobacco products and the Helpline's free coaching services. Residents, including those with behavioral health concerns, can call the Helpline at 1-800-QUIT NOW ([1-800-784-8669](tel:1-800-784-8669)) about the program and for free coaching and support 24 hours each day, seven days a week. They can also enroll online at makesmokinghistory.org.

Massachusetts residents who use menthol tobacco products who speak with the Helpline's supportive coaches can receive a \$10 gift card after completing the first coaching call, a \$15 gift card after the second and a \$25 gift card after the third coaching call. In addition, up to 8 weeks of FREE nicotine patches, gum or lozenges are also available to residents who speak with a coach (with medical eligibility).

Many people with behavioral health conditions want to quit smoking but they may face extra challenges in successfully quitting and may benefit from extra help. The Massachusetts Smokers' Helpline understands their needs and provides free support. For more information contact Morissa Vital at the Southeast Tobacco-Free Community Partnership at 774-365-7548, mvital@sevenhills.org, or www.facebook.com/SETFCP.