

## MA Smokers' Helpline Menthol Incentive Program

In response to the new state law restricting menthol tobacco products, the **Massachusetts Smokers' Helpline is offering an incentive program to help residents who use menthol tobacco products quit.** Both efforts support MA residents, particularly Black, Latinx, and LGBTQ+, who have been historically and disproportionately targeted by the tobacco and vaping industries.

### Incentive program details:

- **Residents will receive a \$10 gift card after completing the first coaching call, a \$15 gift card after the second coaching call, and a \$25 gift card after the third coaching call.**
- While the incentive does not continue after the third call, the Helpline offers five free coaching calls. Residents are encouraged and welcome to take advantage of the [Helpline's full offerings \(http://makesmokinghistory.org/quit-now/what-is-the-helpline/\)](http://makesmokinghistory.org/quit-now/what-is-the-helpline/).
- If residents enroll online, they must complete coaching calls via telephone to receive the incentive(s).
- This incentive program may be time limited pending utility and availability of funds.
- In addition to the incentive program, **up to 8 weeks of free nicotine patches, gum or lozenges** are also available to residents who speak with a coach (once screened for medical eligibility).

### To access the MA Smokers' Helpline, MA residents can:

- **Call 1-800-QUIT-NOW**
- Enroll online: [www.makesmokinghistory.org](http://www.makesmokinghistory.org)
- Be referred to the Helpline or by a healthcare, behavioral health provider, or social service provider (QUITWORKS, accessed via <http://makesmokinghistory.org/quit-now/for-providers/>)

### This incentive program is being offered because:

- FDA's Tobacco Products Scientific Advisory Committee concluded that **menthol tobacco is easier to start and harder to quit**, especially among African American smokers.
- Evidence suggests that **menthol smokers may be loyal to a brand or taste**, and thus would rather quit smoking than switch to nonmenthol cigarette.
- **People of color are less likely to receive quitting advice** from a health care professional, and are **less likely to be prescribed and use evidence-based cessation treatments**, such as nicotine-replacement therapy (NRT), compared to Whites.
  - In Massachusetts, among those who smoked within the past year, only 15.9% of Black smokers and 16.4% of Hispanic smokers reported using NRT, compared to 28.1% of White smokers.

- Incentive-based interventions are an effective behavioral and psychological strategy (such as motivational interviewing, Cognitive behavioral therapy, etc.) in treating tobacco use and nicotine dependence.
  - There is **growing evidence that supports the use of incentives** to motivate people to change health behaviors, including motivating them to maintain abstinence from substance use over an extended period.

Please pass along this information to anyone you think might benefit from this information to start or re-start their quit journey.

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