

# Maryland Tobacco Control Resource Center

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**Director Maryland Tobacco Control Resource Center**

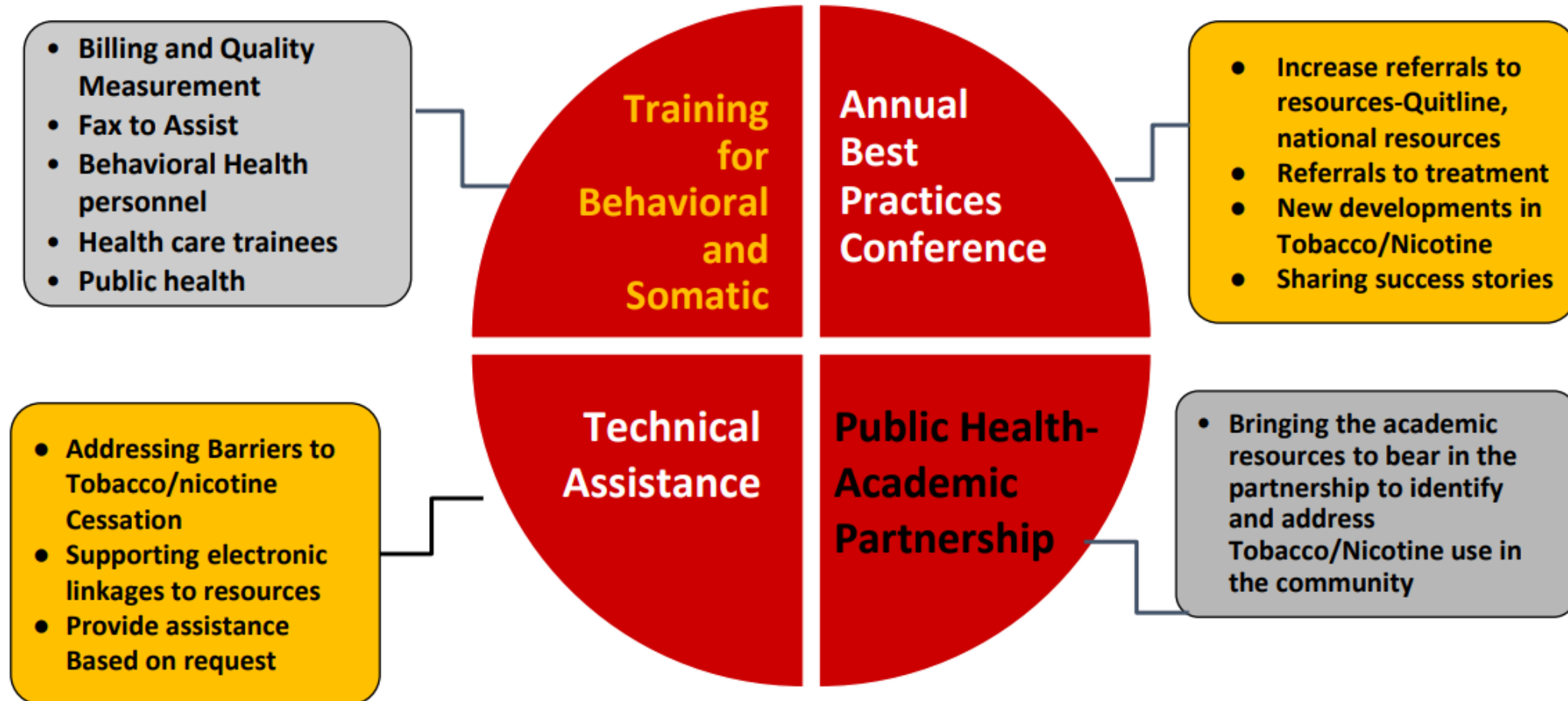
# Our Team

Led by Dr. Khanna under UMSOM  
Department of Family and Community  
Medicine, our work focuses on tobacco-  
related outreach and research.

- PI: Dr. Niharika Khanna, MBBS, MD
- Michael Dark, DrPH
- Elena Klyushnenkova, PhD
- Carissa Kwan, MPH
- Colleen Kernan, MPH
- Julia Melamed, BSN
- Janaki Deepak, MBBS, MD
- Melanie Bennett, PhD



# Maryland Tobacco Control Resource Center Activities







# 19<sup>th</sup> MTCRC Best Practices Conference



UNIVERSITY of MARYLAND  
SCHOOL OF MEDICINE



## Point of Sale



truth initiative

<https://countertobacco.org/>

## The Toll of Tobacco in Maryland

High school students who smoke	3.2% (10,300)
High school students who use e-cigarettes	14.3%
Male high school students who smoke cigars (female use much lower)	4.5%
Kids (under 18) who try cigarettes for the first time each year	6,600
Adults in Maryland who smoke	9.1% (445,100)

<https://www.tobaccofreekids.org/problem/toll-us/maryland>



## Black and Milds

- Machine made cigarillos (John Middleton Company)
- Plastic or wood tips which cools the smoke
- Flavors: Cream, Cherry, Wine, Jazz, Apple







## 6-Methyl Nicotine - Examples



US - SPREE BAR - Metatine™

"An undefinable urge to go on a spree lives in all of us"

- Nicotine tax exempt in many states
- Legal across nearly all 50 states
- PMTA exempt

\*As per spreebar.com website (June 2024)



UK - Aroma King Pouches - NoNic™

"NoNic™ is a non-toxic, non-addictive and non-psychoactive substance, and has an effect just like nicotine."

\*As per mkpodplug.co.uk website (June 2024)



Is this or another nicotine analogue the next EVALI?





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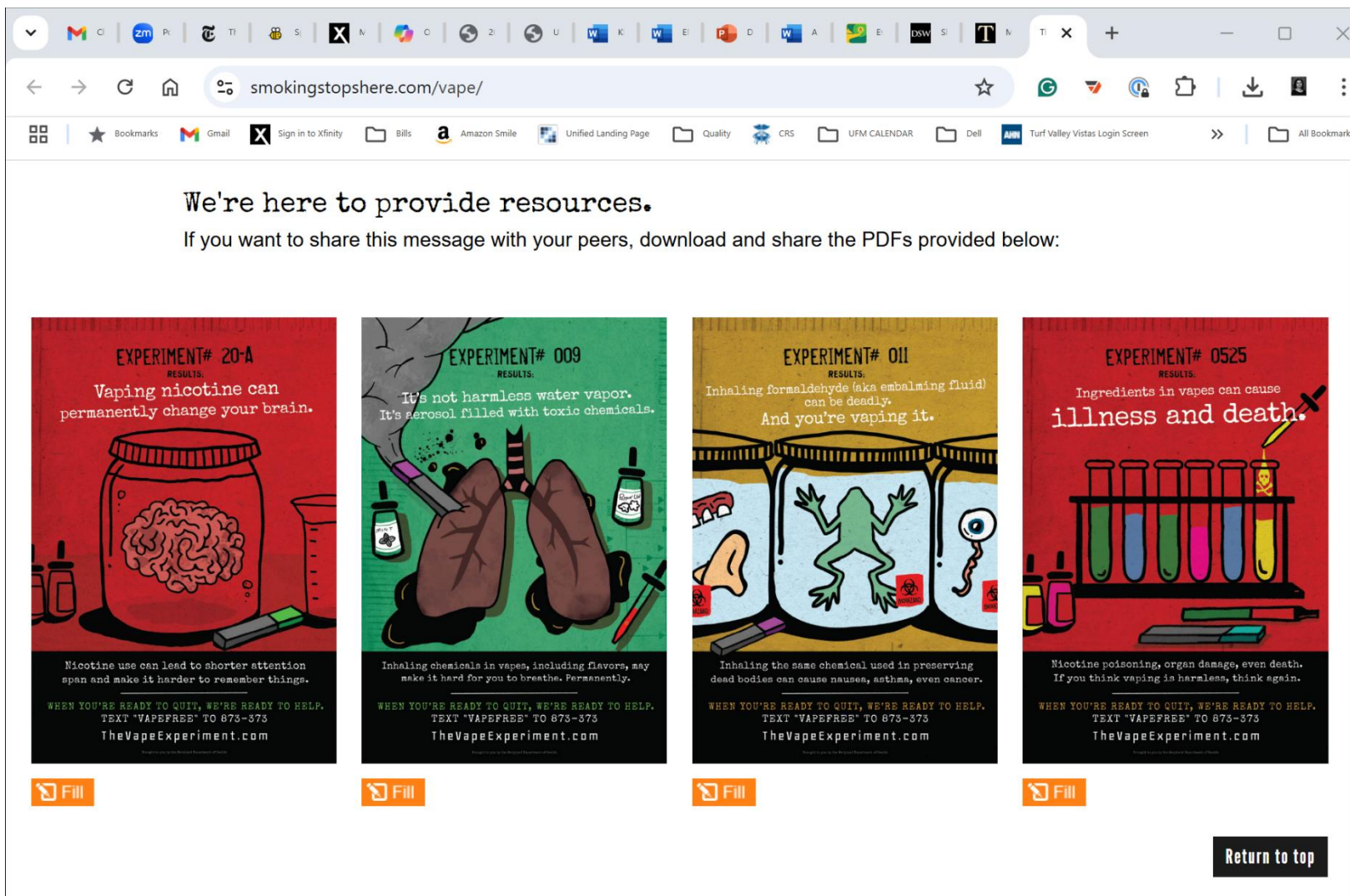
# Tobacco/Nicotine Cessation Resources

# Resources

- The Vape Experiment (<https://www.smokingstopshere.com/vape/>)
- E-cigarette Visual Dictionary ([https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/pdfs/ecigarette-or-vaping-products-visual-dictionary-508.pdf](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/ecigarette-or-vaping-products-visual-dictionary-508.pdf))
- Live Vape Free (<https://quitnow.net/LVFMD?client=LVFMD&clientId=11501449>)
- Talk with Your Teens: Tip Sheet (<https://www.cdc.gov/tobacco/e-cigarettes/youth.html>)
- Maryland Quitline: 1-800-Quit-Now (1-800-784-8669)
  - Spanish: 1-800-335-3569
  - Mandarin and Cantonese: 1-800-838-8917
  - Korean: 1-800-556-5564
  - Vietnamese: 1-800-778-8440
- University of Maryland Medical Center Tobacco Health Practice
  - <https://www.umms.org/midtown/health-services/pulmonary-health/quit-smoking/tobacco-health>

# The Vape Experiment

(<https://www.smokingstopshere.com/vape/>)



The screenshot shows a web browser with the address bar displaying [smokingstopshere.com/vape/](https://www.smokingstopshere.com/vape/). The page content includes the text "We're here to provide resources. If you want to share this message with your peers, download and share the PDFs provided below:" followed by four experimental results cards. Each card features a cartoon illustration, a title, a result statement, a warning, and a call to action.

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

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

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

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

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

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

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

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

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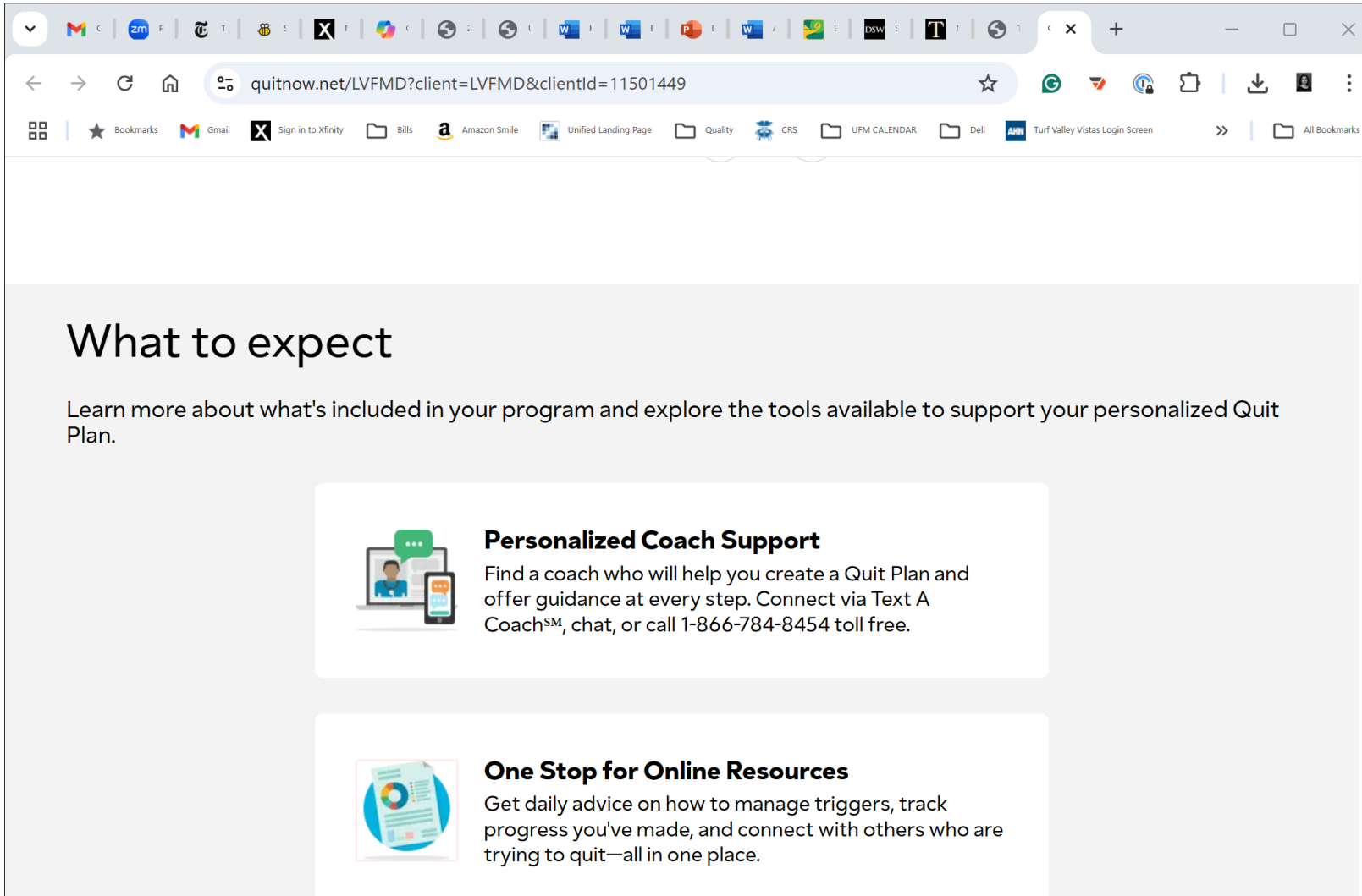
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# Live Vape Free


(<https://quitnow.net/LVFMD?client=LVFMD&clientId=11501449>)



The screenshot shows a web browser window with the URL [quitnow.net/LVFMD?client=LVFMD&clientId=11501449](https://quitnow.net/LVFMD?client=LVFMD&clientId=11501449). The page content includes a heading "What to expect" followed by a paragraph: "Learn more about what's included in your program and explore the tools available to support your personalized Quit Plan." Below this are two feature boxes. The first box, titled "Personalized Coach Support", features an icon of a person on a laptop and a smartphone, and text stating: "Find a coach who will help you create a Quit Plan and offer guidance at every step. Connect via Text A Coach<sup>SM</sup>, chat, or call 1-866-784-8454 toll free." The second box, titled "One Stop for Online Resources", features an icon of a document with a circular progress chart and text stating: "Get daily advice on how to manage triggers, track progress you've made, and connect with others who are trying to quit—all in one place."


## What to expect

Learn more about what's included in your program and explore the tools available to support your personalized Quit Plan.



### Personalized Coach Support

Find a coach who will help you create a Quit Plan and offer guidance at every step. Connect via Text A Coach<sup>SM</sup>, chat, or call 1-866-784-8454 toll free.



### One Stop for Online Resources

Get daily advice on how to manage triggers, track progress you've made, and connect with others who are trying to quit—all in one place.

# 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



# Maryland Tobacco Quitline

## Overview of Quitline Services



Group – Self Report	Program	Sessions	NRT	Offering	Amount
Priority Population	Pregnancy	7	Yes	P,G,L or Combo	12 weeks
	Behavioral Health	7	Yes	P,G,L or Combo	12 weeks
	Youth Online/ Youth LVF	0	No	N/A	N/A
	Menthol	7	Yes	P,G,L or Combo	12 weeks
Uninsured	Coach+	5	Yes	P,G,L or Combo	12 weeks
Medicaid	Coach+	5	Yes	P,G,L or Combo	12 weeks
Medicare	Coach+	5	Yes	P,G,L or Combo	12 weeks
Commercial/Military	Coach+	5	Yes	P,G,L or Combo	12 weeks
	Online only	n/a	Yes	P,G,L or Combo	4 weeks



### Standard Care (Coach+)

- Digital Tools
- Coaching (inbound & outbound)
- Coach-led Group Video
- Live Chat & Text
- 5 Sessions

### Priority Population Programs

- Coach+
- Increased to 7 Sessions
- Customized Resources and Digital Tools
- Menthol enhancement is layered content **onto** other programs
- Pregnancy Program Incentives

### Live Vape Free

- Youth (13-17) and Young Adults (18-26)
- NRT for Young Adults
- Digital Format Only - digital tools, live chat & text, online coaching





# 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>

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](https://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

# UMMC Tobacco Health Practice

- Director: pulmonologist Dr. Janaki Deepak
- Clinic integrated w/ pulmonary clinic - comprehensive lung health exam
- Lung Cancer Screening
- Free sample meds
- Combination med therapies + coaching
- Most insurances accepted, no referral needed
- Appointments: call 410-328-8141 or email Sherri Webster:

[SWebster@som.umaryland.edu](mailto:SWebster@som.umaryland.edu)



UMMC THP is located at the Midtown Campus:  
800 Linden Ave, 9th Floor, Baltimore, MD 21201

# Spring 2026 Webinar Series

- Start Feb 2026
- Topics proposed so far
  - NIH/FDA speaker
  - Chistie Sadreameli, MD – Pediatric Vaping treatment Guidelines being developed by ATS
  - Janaki Deepak, MD – Adult ATS and Chest Guidelines
  - Jason Rose, MD – American Heart Association Vaping position paper
  - TBD speaker – Monitoring the Future 2025
- Your suggestions for topics and speakers are welcome



# Questions/Comments

- 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)

