



Less than 1/2 a penny



2009 Report

The NY State Smokers' Quitline: saving lives and millions in health care for less than 1/2 a penny for each dollar collected in NY State tobacco taxes.

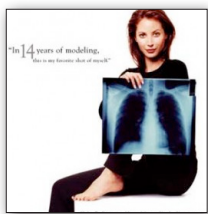


Looking back on 10 years of service

In the year 2000, Peter Jennings ushered in the New Millennium on ABC News with celebration coverage from around the world. The United States wins the most medals (97), and the most gold medals (40) in Summer Olympics held in Sydney, Australia. The US Supreme Court releases its decision in Bush v. Gore and the New York State Smokers' Quitline (NYSSQL) opens its phone lines offering help to smokers.

Since launching in 2000 the NYSSQL has received over 1 million calls and helped tens of thousands of New Yorkers break their addiction to tobacco. Within these 10 years the NYSSQL expanded from an information line service to one that offers a range of services from taped messages, proactive phone coaching, to free NRT and 24/7 online coaching services.

Over the past decade the NYSSQL has helped smokers adjust to a changing in environment where lighting up in a public place is no longer allowed, cigarette advertising is no longer seen on buses, cabs and billboards, and where it costs as much to buy a pack of cigarettes as it does to get a hamburger and coke. The Quitline has helped to support mass media campaigns against smoking and collaborated with researchers to test the most cost-effective methods to help people quit.



Annual media campaigns began in 2001 featuring testimonial from super model Christy Turlington, followed by a NYC wide "Quit Yet" campaign. Campaigns became more hard hitting and thousands of smokers reacted by calling the Quitline in response to the "Every Cigarette is Doing You Damage" campaign in 2008 and the "Separation" advertisements in 2009. Consistently aired ads helped to make the NY State Smokers' Quitline a visible and recognizable service to the general public and more importantly to NYS smokers.



The drive for evidence-based tobacco cessation makes research an important part of the Quitline work. Leading academic researchers and the Quitline have formed partnerships focused on improving outcomes, reach, and utilization of Quitline services. Research partners have included Roswell Park Cancer Institute, American Legacy Foundation, Yale University, Moffitt Cancer Center and the University of Michigan. Areas of study cover the use of technologies, gain framing cessation messages, self-help materials testing, and NRT distribution amounts comparisons.

Partnerships with community and state-wide partners are a regular part of Quitline activities. Earlier work with community partners produced successful Quit & Win contests, NRT "give-a-ways" programs and supported community policy initiatives. This work paved the way to shape the current Quitline practices and services. As the NY State Tobacco Control Program enlisted more community and tobacco control partners, the Quitline established a broader base of partners and the work extended to growing the Quitline's provider referral program along with health care plan and employer policy initiatives.



The Quitline continues to improve upon ways to help more smokers quit. Now you can "click or call to quit." Clients who visit www.nysmokefree.com can join a new tailored web-based cessation program and social networking site where they can find tailored support and up-to-date information to break loose from nicotine addiction.

By building partnerships, using research, effective technologies, and innovative communications, we strive to deliver an effective and efficient high quality service for any smoker in NY State seeking help to quit.

We look forward to working with you along the way!

NY State Smokers' Quitline At A Glance

Unique Clients: 128,965

of these, 110,964 were new clients and 18,001 were returning clients



92.4% of Quitline clients were very satisfied with Quitline services.

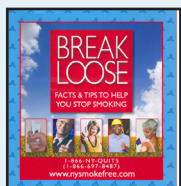


A total of 123,556 starter kits of NRT were sent.



The Quitline web site www.nysmokefree.com logged 778,220 hits in 2009.

Almost 66,000 clients registered for NRT on-line.



The Quitline is a cessation information source providing quit guides, posters, and other Quitline materials.

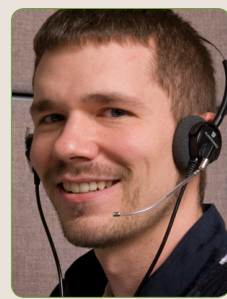


33,571 clients were enrolled in the Quitline Enhanced Services program.

Quitline Services

Cessation Coaching

- Cessation coaching calls
- Prerecorded tips and information
- Motivational messages
- Information



Free Nicotine Replacement Therapy (NRT)

- Free NRT starter kits
- Online NRT ordering
- Online information



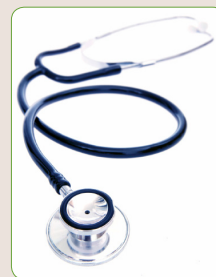
Easy Referral Programs

- Fax-to-Quit referrals
- Online referral and referrals for free NRT
- Direct referrals



More than just a Quitline

Provides information and materials for health care providers, health plans, employers and NY State Partners, including continuing education credit courses.



The Quitline also hosts the NY State educational Collaborative Conference Calls on tobacco use cessation.

I am so grateful that my coach was there. She helped me beat this and really cared.



Thanks for being there for me.

Alice. NYC

Quitline Quit Rates

Quit rates are based upon a 7-day point prevalence of cigarette abstinence.

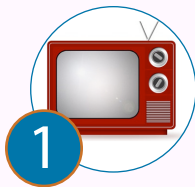
3 and 12 month Quit Rates		
	3 mo	12 mo
All Clients	34%	36%

What Quitline callers choose:

Once a Quitline caller enters the contact center call distribution system, they are presented with a number of choices. The following is a break-down of what clients chose during their calls to the Quitline in 2009. The call distribution system records the data based on what number or numbers the client chooses during their call. If a client makes multiple choices in the same call, each choice is represented in the options below:

- ▶ Speak with a Quit Coach
- ▶ Listen to the tip of the day
- ▶ Leave a voice mail for a mailing only
- ▶ Leave a voice mail for a callback
- ▶ Listen to the taped messages

Top sources of the Quitline Number



**Media: TV, Radio,
Newspaper, advertising**



Family-Friends



Internet



311 (NY City)

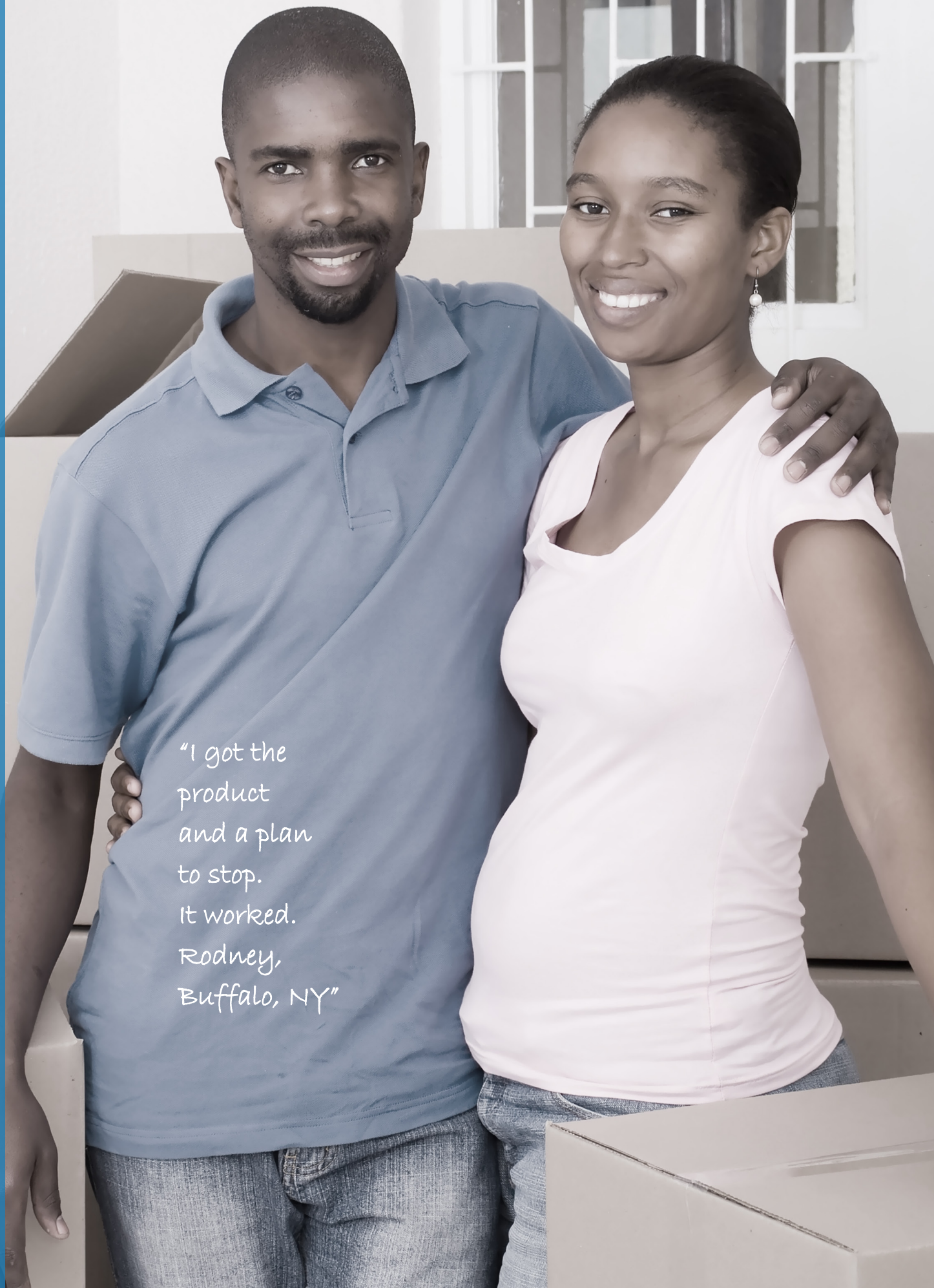


**Clinic/Health Care
Providers**



Where calls come from...

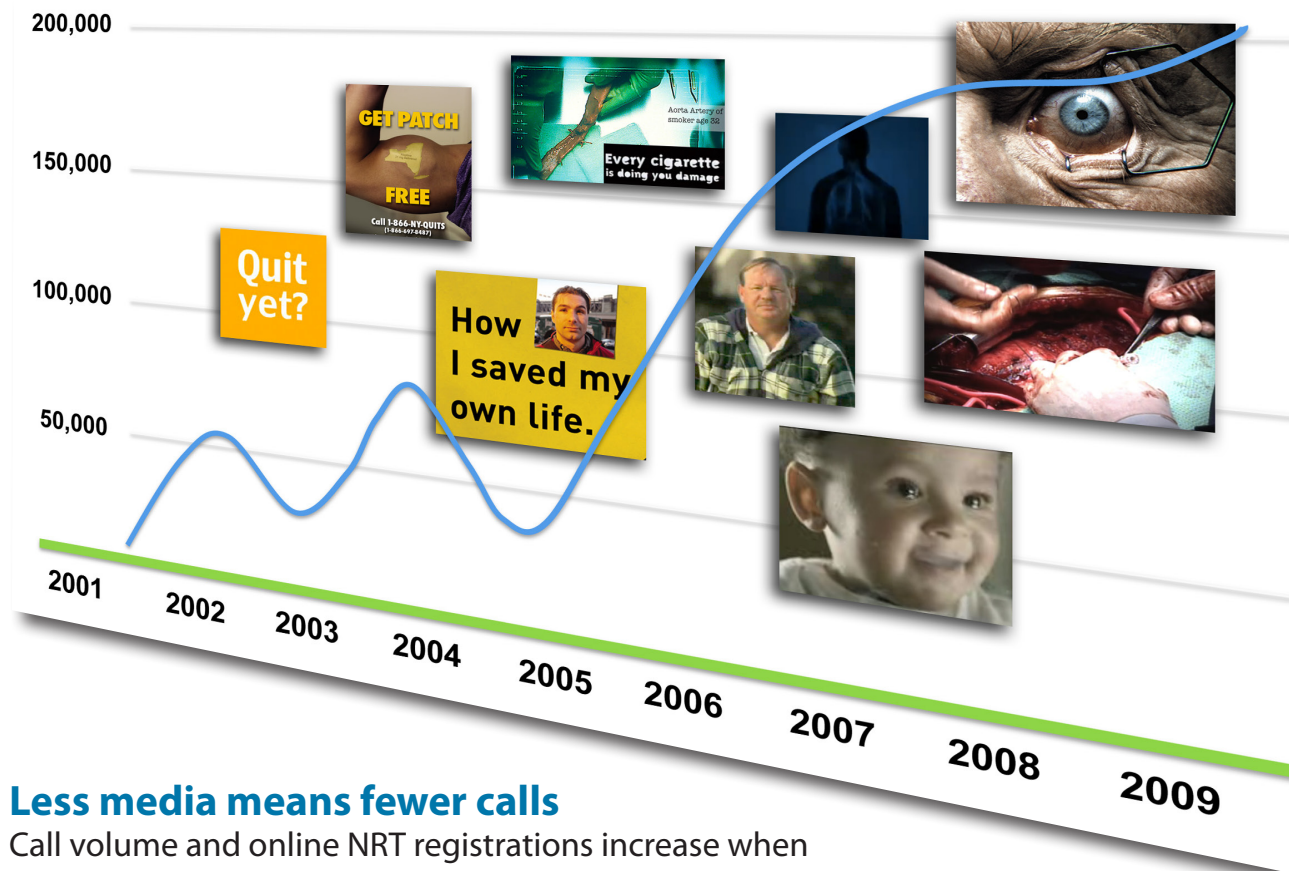
*"I got the
product
and a plan
to stop.
It worked.
Rodney,
Buffalo, NY"*



Media drives calls to the Quitline

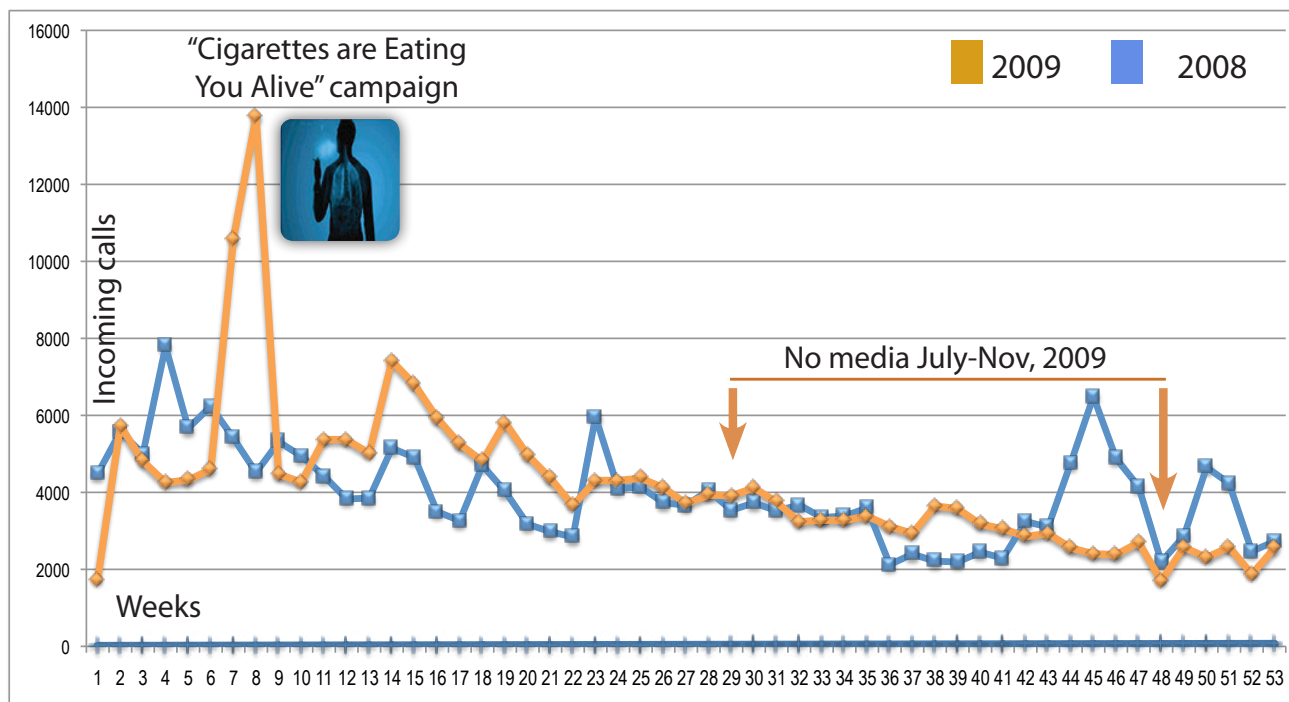
Media drives calls to the Quitline

Ten years of media-driven calls and growth



Less media means fewer calls

Call volume and online NRT registrations increase when media, especially television ads are airing. With tight budgets, direct media promotion of the Quitline is limited, resulting in finding alternative ways to market Quitline services. The chart below illustrates the direct impact of decreased paid media on call volume.



2010 Quitline Features

Welcoming back clients to try again...

The Quitline recognizes tobacco use as a chronic disease where relapse is possible. This is why we work re-engaging and reconnecting with clients who have relapsed and who want to stop smoking again. These effort will be built upon using more E-mail, IVR and other means to reconnect with clients who reached out to the Quitline in the past.



Building the smokers' registry

The Quitline has compiled a smokers' registry which reaches large numbers of smokers and it provides cost-efficient cessation interventions, making the New York State Smokers' Quitline one of the premier quitlines in the world.

An online social network and personalized quit plan


A free NY State Online Cessation Community features blogs (status reports), a coach's forum, savings calculator, chats, videos, and an award-winning tailored online quit plan.

Quit Smoking.

"I want to decrease my risk of serious diseases."

~ Susan White





I was dangerously close to picking up a cig after about 3 months of being without them. So, I called for moral support. I spoke with my coach who was amazing. He helped me stay cigarette-free.

Anna, 50
East Meadow, NY

Supporting a diverse population

Client demographics

Age		Race	
Under 18 Years	<1%	White	71%
18 to 34 years	31%	Black/African American	14%
35 to 54 years	48%	Other	15%
55+	22%	Ethnicity	
		Hispanic or Latino	13%
Gender		Education	
Female	53%	Less than high school	13%
Male	47%	High school graduate	37%
		Trade School	5%
		Some college	25%
		College or more	20%
Insurance Status		Language	
Insured	42%	English	97%
Uninsured	30%	Non-English	2%
Medicaid	23%	Other	.4%
Medicare	5%		

Quitline clients reflect New York State's diverse population

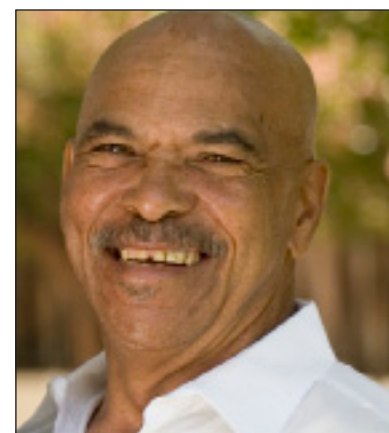
- ▶ 71% of Quitline clients are White
- ▶ 14% are Black/African American
- ▶ 13% identify as Hispanic
- ▶ 53% report being uninsured or Medicaid members

Clients who do not speak English or Spanish are provided with translation services.

Smoked Daily	
1 - 9	4%
10 - 19	37%
20 - 29	40%
30+	19%

Years Smoked	
< 1 - 5 years	14%
6-10 years	13%
11-15 years	13%
16-or more years	60%

Heavier smokers who have been smoking 16 years or more call at a higher rate than other smokers.



*"I'm very excited to be a non-smoker.
Thanks to my coach who helped me,
I really appreciate it!"*

*Anita,
Syracuse*



Total Incoming calls from NY State Counties in 2009:

County		County		County	
Albany	5,871	Jefferson	1,043	Rockland	2,031
Allegany	748	Kings	10,522	Saint Lawrence	896
Bronx	6,494	Lewis	157	Saratoga	1,999
Broome	3,744	Livingston	526	Schenectady	2,706
Cattaraugus	1,909	Madison	957	Schoharie	559
Cayuga	1,139	Monroe	9,392	Schuyler	267
Chautauqua	2,901	Montgomery	999	Seneca	388
Chemung	1,529	Nassau	10,842	Steuben	1,297
Chenango	892	New York	59,129	Suffolk	14,802
Clinton	1,285	Niagara	4,591	Sullivan	1,342
Columbia	992	Oneida	4,136	Tioga	577
Cortland	601	Onondaga	8,203	Tompkins	1,069
Delaware	726	Ontario	1,132	Ulster	2,501
Dutchess	4,881	Orange	3,323	Warren	1,162
Erie	27,351	Orleans	382	Washington	833
Essex	462	Oswego	1,985	Wayne	976
Franklin	561	Otsego	893	Westchester	7,147
Fulton	1,015	Putnam	992	Wyoming	568
Genesee	802	Queens	11,334	Yates	205
Greene	940	Rensselaer	1,954	311 (NY City)	45,691
Hamilton	59	Richmond	2,909		

For more information contact:

**1-866-NY-QUITS
(1-866-697-8487)**

www.nysmokefree.com

