

New York State Smokers' Quitline

Supported through the New York State Department of Health
Bureau of Tobacco Control (NYSDOH BTC)

Annual Report 2012



“My husband has been smoke-free for **5 years** today, thanks to the quitline. Thank you.”



Tobacco use takes a terrible toll on New York State (NYS). Cigarette smoking takes over 25,500 lives each year, while secondhand smoke kills as many as 2,500 people. Add to this, the 570,000 New Yorkers who are suffering with serious diseases directly caused by smoking. The economic cost alone is estimated to be about \$8.17 billion annually in health care for tobacco related death and disease with \$2.7 billion going to Medicaid spending.

NYS recognizes the critical need to support cessation efforts for all residents trying to quit tobacco use and offers free, evidence-based cessation services through the New York State Smokers' Quitline (Quitline).

The Quitline, administered by Roswell Park Cancer Institute in Buffalo, New York, has operated since 2000, helping hundreds of thousands of NY State tobacco users quit. Over half of those using Quitline services report being Medicaid recipients or uninsured, most are heavy smokers and many are dealing with chronic diseases. Those in need receive free help from the Quitline that they might not otherwise have access to or be able to afford.

New York State's strong, graphic television ad campaigns have motivated thousands of NY smokers to contact the Quitline for help. However, as the funding for the New York State Department of Health Bureau of Tobacco Control (NYSDOH BTC) has decreased, so have the strength and frequency of ad campaigns, and consequently the number of smokers getting Quitline help. Since 2009, there has been a 40% drop in the number of tobacco users receiving counseling and a 44% drop in nicotine medication distributed to smokers.

Despite the decrease in ad campaigns, the Quitline continues to identify effective strategies to reach more tobacco users. Along with our phone coaching services, our internet and messaging services increase the number of clients served and broaden the selection of quit tools for those thinking about quitting, preparing to quit, or trying to stay quit.

In 2012, the Quitline continued to expand the Opt-to-Quit™ healthcare provider referral program. Opt-to-Quit™ puts in place a policy-driven, systematic way of identifying and triaging tobacco-using patients to the Quitline for information and help to quit. Offering Quitline services through New York's healthcare system is a promising way to inform thousands of tobacco users about the free and easily accessible services available to them.

Background of Tobacco Control in New York State



The New York State Department of Health Bureau of Tobacco Control (NYSDOH BTC) administers the New York State Tobacco Control Program, which is built on a foundation of evidence-based strategies outlined in the Centers for Disease Control's "The Guide to Community Preventive Services to Decrease Tobacco Use." Additionally, the program works to change the social norms around tobacco use in local communities by creating environments that are supportive of policies to limit exposure to secondhand smoke in outdoor areas and multi-unit housing, and limit exposure to tobacco marketing in the retail environment.

The NYSDOH BTC maintains three key programmatic strategies to de-normalize tobacco and reduce its use: Community Action, Public Health Communications and Cessation Interventions. This is carried out through four base programs:



The NYSDOH BTC has achieved some successes in the effort to curb tobacco use. Teenage and adult tobacco use rates have fallen faster in New York than in the U.S. as a whole. In 2011, 18.1 percent of adults were smokers. Between 2005 and 2010, the number of smokers in New York fell by 700,000 (Source: New York State Adult Tobacco Survey, 2003-2011).

Sustaining the four base programs at levels needed to continue the reduction of tobacco use is a challenge with funding reductions; however, the NYSDOH BTC remains committed to its mission.

Mission: to reduce morbidity and mortality and alleviate the social and economic burden caused by tobacco use in New York State.

The New York State Smokers' Quitline



The New York State Smokers' Quitline (Quitline) started as an information referral program in 2000, serving around 2,100 smokers. In 2008, the Quitline realized its potential and serviced close to 5% of NY smokers with 136,393 clients counseled and 132,000 units of NRT (Nicotine Replacement Therapy) distributed. The massive increase of service utilization was a result of NYSDOH BTC's well-orchestrated plan of a hard-hitting media campaign, a free NRT offer and Quitline capacity to meet the demand. Since 2008, with drastically reduced state budgets for media the number of smokers who call the Quitline has declined; however, the Quitline continues to provide evidence based cessation services for thousands of NY tobacco users.

The offer of a free nicotine patch starter kit, one-on-one coaching, and an array of services available through the website (www.nysmokefree.com) or smart phones, allows tobacco users to engage in the quit process using one or more of these self-selected services. For those smokers who have reached out to the Quitline in the past, the Quitline remains connected by communicating with clients periodically with motivational messages intended to re-engage those who have not quit. To date the Quitline sends periodic messages to over 600,000 Quitline clients.

Reaching NY's Underserved and those with Co-Morbidities

Although the numbers of tobacco users accessing help from the Quitline has dropped, the proportion of those who need help the most has not. Over the last decade, smoking prevalence has decreased for most; however, those uninsured or on Medicaid are still twice as likely to be smokers. In 2011, 27% of those on Medicaid reported smoking versus 12% for the privately insured (Source: New York State Adult Tobacco Survey, 2003-2011). In 2012, of those seeking Quitline help, one half (36,880) reported being uninsured or a Medicaid member.

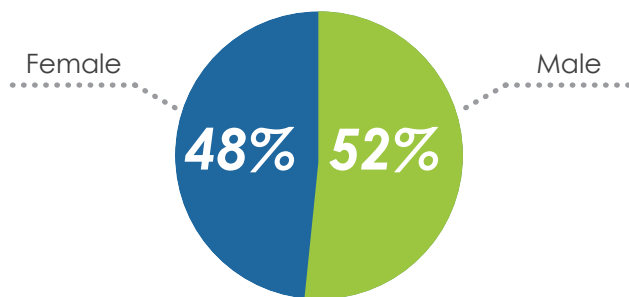
Many Quitline clients report suffering from co-morbidities. In 2012, 12.3% reported asthma, 7.3% emphysema or chronic obstructive pulmonary disease (COPD), and 6.2% diabetes. Additionally, 14% of Quitline clients report being depressed.

Quit Coaches are specially trained to provide specific help to populations of need by providing resources and information about obtaining additional NRT at no or low cost, and incorporating specific coaching messages and techniques for clients struggling with co-morbidities, mental health conditions, and financial concerns.

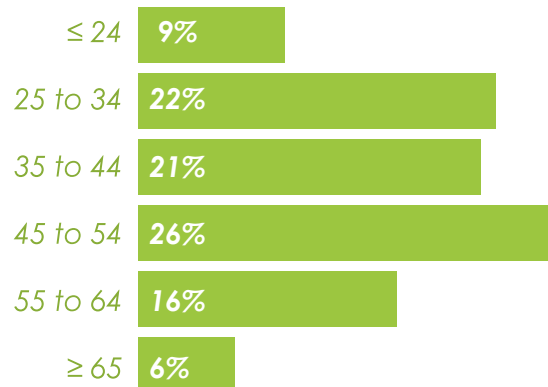
For many, the Quitline is their only source of quitting help.

Selected Characteristics of Quitline Clients

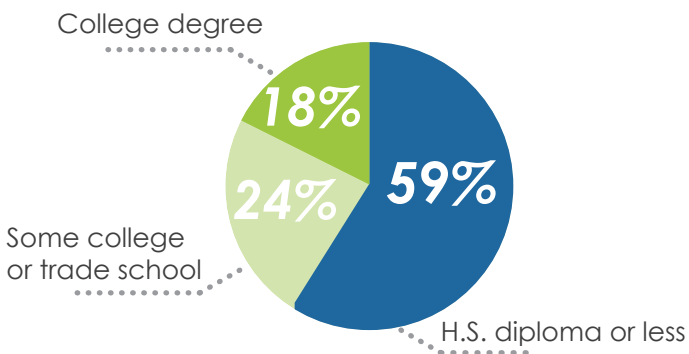
Gender



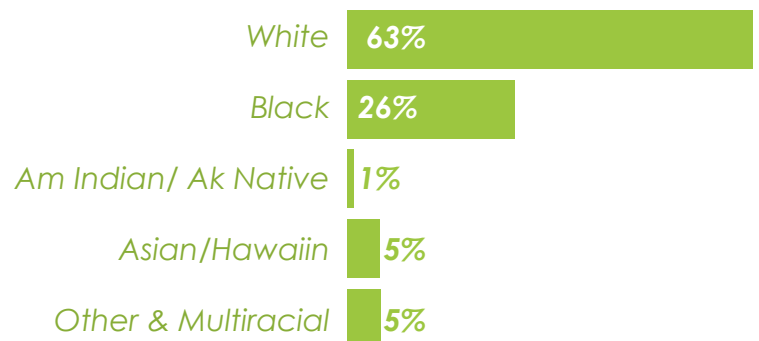
Age



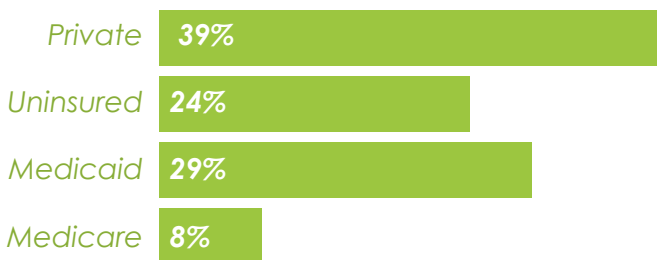
Education



Race



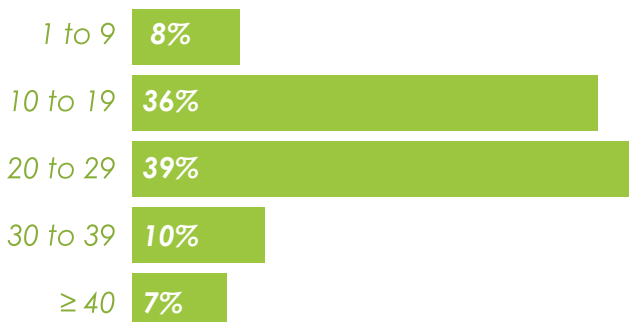
Insurance



Ethnicity



Cigarettes per day

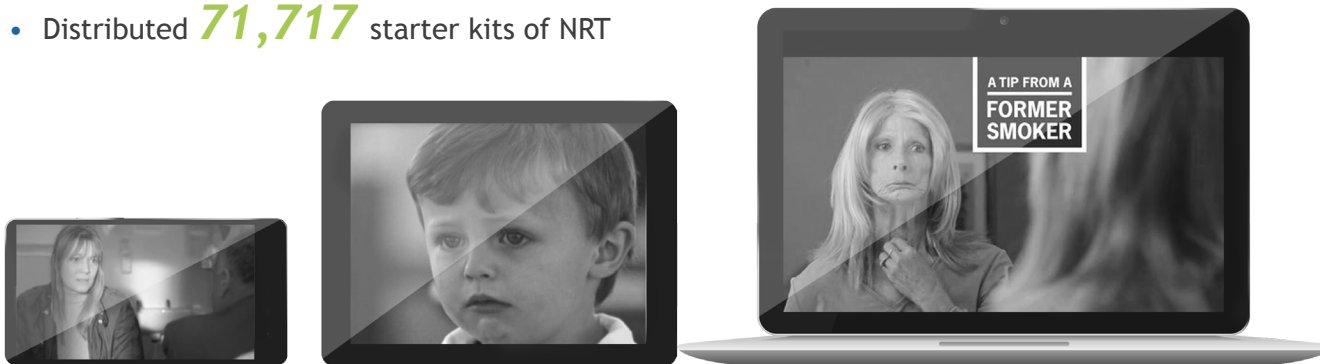


1.6% of clients calling the Quitline request Spanish counseling.

Quitline Services

In 2012 the Quitline...

- Offered services for tobacco users including 2 coaching calls and a 2-week starter kit of NRT
- Counseled **82,776** current and former tobacco users
- Distributed **71,717** starter kits of NRT



From left: New York State Department of Health, New York City Department of Health and Mental Hygiene, and Centers for Disease Control and Prevention 2012 media campaigns.

Media Sources in 2012

In 2012, the New York State Department of Health (NYSDOH BTC) hosted multi-media campaigns featuring ads on secondhand smoke and the physical toll of tobacco use.

The New York City Department of Health and Mental Hygiene continued with hard-hitting ads in 2012, highlighting the devastating and painful consequences of tobacco use.

In March 2012, the U.S. Centers for Disease Control and Prevention (CDC) launched a national education campaign depicting the harsh reality of illness and damage real people suffer as a result of smoking and exposure to secondhand smoke.

The “Tips from Former Smokers” campaign (www.cdc.gov/quitting/tips) featured compelling stories of former smokers living with smoking-related diseases and disabilities.

“ *Your commercials have made both my daughters and my son quit smoking. I am so proud of them and what they have accomplished - thank you for the commercials! So no matter what the others are saying - the commercials work - keep up the good work.* ”

-Facebook member

Quitline Usage - New York City (NYC) NRT Giveaway

In September, 2012, Quitline utilization notably increased during NYC’s NRT giveaway promotion. Prior to the giveaway, 595 people (or 38% of all clients) called from NYC; during the promotion this grew to 2,838 (68%). Online registrations escalated from 309 clients (27%) prior, to 4,636 (79%) during the NRT giveaway.

Quitline Services continued...

Quitline Website (nysmokefree.com)

Number of visits

2012 732,497

2011 494,235

2010 465,214

8,549
mobile views

NYS Smokers Online Community (Qunity)

• New members enrolled in 2012:

34,012

• Total Qunity members in 2012:

106,495

• Total number of unique members visiting Qunity in 2012: **7,382**

• Scheduled messages sent to our community members: **1,390**

Quit Messaging Services

- Scheduled, customized Interactive Voice Recording (IVR), Email and Short Message Service (SMS)
- Quit tips via On-Demand and Quick Response (QR) code

Our on-demand messaging offers participants the opportunity to receive return messages through interactive text messaging support 24/7.

The use of QR codes simplifies this process for smartphone users. To use our on-demand texting service, participants may scan a supplied QR code or send a text message containing select keywords and receive context sensitive tips and messages immediately to their phone (left).

Text these keywords to **347-809-6874**

- "QUITSTART"
- "NOSLIP"
- "QUITHELP"
- "SUPPORT"
- "CRAVE"

Social Media



45,134

Total Facebook users reached in 2012

572
Total likes



50

Total followers

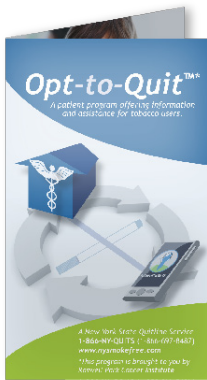


95

Total followers

Opt-to-Quit™

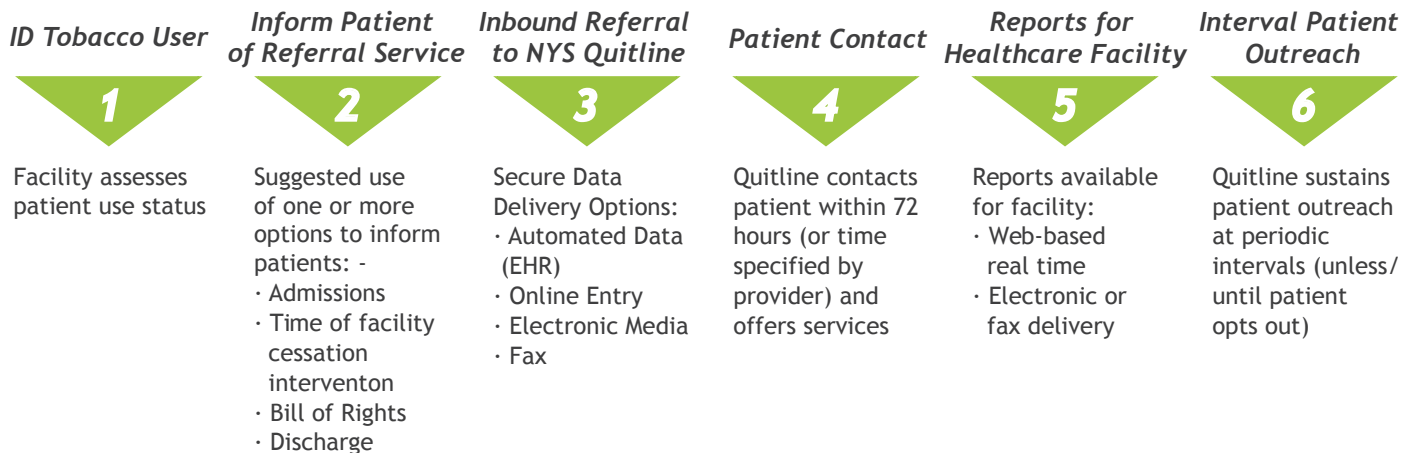
Massena Memorial Hospital (MMH) became the first hospital in New York State to fully implement the Opt-to-Quit™ (OTQ™) Program in 2012. Since launching OTQ™ in April 2012, MMH referred 140 tobacco using patients to the Quitline for services in 2012.



What is Opt-to-Quit™ (OTQ)?

OTQ™ is the adoption of a policy which systematically identifies all tobacco using patients and automatically refers each patient to the Quitline unless they opt out. Opt-to-Quit™ supports a hospital, clinic, office practice, or program to provide tobacco-using patients with help to stop smoking. It's a policy-driven, system-wide solution for ensuring that stop-smoking support is offered and accessible to patients after they leave a health care setting.

How Opt-to-Quit™ Works



Opt-to-Quit™ Supports National Initiatives:

- Meaningful Use
- Patient-Centered Medical Home
- Quality Care Measures
- Joint Commission Tobacco Measure Set

“...smoking cessation counseling intervention delivered during a period of hospitalization and including follow-up support that lasts at least one month after discharge increase smoking cessation rates by 65%.”

“Interventions for Smoking Cessation in Hospitalized Patients”
The Cochrane Review, 2007

Cessation Center Collaborative Conference Call Series

In conjunction with the 19 NYSDOH BTC-funded Cessation Centers, Roswell Park Cancer Institute administers the bi-monthly Collaborative Conference Call series. This educational series increases providers' ability to access quality, evidence-based training on a range of topics relating to tobacco dependence treatment, while receiving continuing education credits. In 2012, 1,915 participants from a variety of disciplines joined the call series to hear from various state and national experts.



2012 Topics:

- *Tobacco Use and Heart Disease*
- *The Role of Mental Health Professionals in Treating Tobacco Use and Dependence*
- *A Real World Approach to Treating Tobacco Use in Mental Health Settings*
- *Clubhouse of Suffolk: A Model Intervention for Tobacco Dependence in People with Serious Mental Illness*
- *Overcoming the Barriers to Treatment of Tobacco Use in Your Cancer Patients*
- *Treating Tobacco Use and Dependence: A Focus on the Pharmacotherapy*
- *Drug Interventions with Smoke and Smoking Cessation Medications*
- *Five Essential Strategies in Motivating Patients to Quit Smoking*
- *Smoking and Mental Illness - Break the Connection - What Every Prescriber Needs to Know*

Outcomes & Research Collaboration



Quit Rates **31.6%**

At least 7 months after intake, the client reports not smoking for the last 7 days.

Reach Rate **3.0%**

Estimated percentage of NY smokers treated by the NYSSQL in 2012.

Satisfaction

95% of clients are satisfied with the service.

Research Projects:

- *Utilizing Online Advertising to Increase Website Traffic to NYSmokefree.com and Registration into a Free Evidence Based Cessation Treatment Service Offered by the NYSSQL - (Roswell Park Cancer Institute and University of Michigan)*
- *Promoting Tobacco and Cancer Control: Reducing Alcohol Use to Promote Smoking Cessation - (Roswell Park Cancer Institute and Yale University)*
- *Linking Cessation & Prevention to Stop Intergenerational Transmission of Smoking - (Roswell Park Cancer Institute and Research Triangle Institute)*

“ Thanks to the smokers' quitline and the help of tips from your staff, material sent by mail, and nicotine gum sent to me free of charge, I've quit for over 2 weeks now. I'm saving money, feeling better, breathing better, taking better care of myself... ”

...thank you guys for all your help. I know you guys have my back and are just a phone call away if i ever slip up or need a little pep talk. Thanks again.

-Facebook member

Thank You!

As a valuable free cessation service for New York State residents, the New York State Smokers' Quitline continues to deliver the services and programs which help to decrease tobacco use prevalence throughout the state.

We acknowledge and thank those individuals and organizations for helping to make the New York State Smokers' Quitline service a success in 2012. Every day, the Quitline saves lives, saves money, and improves the health of New York State residents.

For more information contact:
1-866-NY-QUITS (1-866-697-8487)
www.nysmokefree.com

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This report was developed by the Tobacco Control Program at Roswell Park Cancer Institute.

