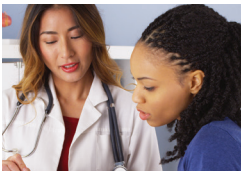
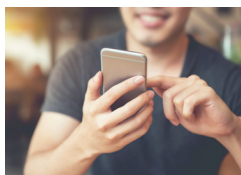


# 2017 ANNUAL HIGHLIGHTS

## NEW YORK STATE SMOKERS' QUITLINE

The New York State Smokers' Quitline (NYSSQL) is dedicated to helping tobacco users across the state end their addiction to tobacco. Our goal is to provide NYS tobacco users direct cessation services combined with access and information to health plan cessation benefits. The Quitline also supports the efforts of NYS healthcare providers and healthcare systems to help their tobacco-using patients quit by offering a Patient Referral Program and the latest cessation resources and information.



## SERVICES FOR NYS TOBACCO USERS

### Telephonic

Quit Coaches offer evidence-based, participant-centric support that:

- Helps to develop tailored plans to quit
- Provides screening and dosing for a supply of nicotine replacement therapy
- Offers suggestions and guidance about receiving cessation support from healthcare providers
- Facilitates access to health care plan medications and cessation services benefits

### Online

The NYSSQL offers digital support through:

- Digital and printable information and resources for stages of the quit process
- Motivational messages, latest tobacco-related news, tobacco cessation research, and coaching support provided through social platforms Facebook and Twitter
- Resources and information to support and foster healthcare provider and tobacco user communication in order to combat tobacco addiction

“

I quit an almost 3 pack-a-day habit for 30 years thanks to the NYS Quitline. I cannot even describe how the quality of my life has changed. I am living. I am no longer limited because of cigarettes. Thank You NYS Quitline for saving my life!

“

I'm so grateful for your services – you saved my life.

“

I was impressed with the enthusiasm and support I received, it gave me extra motivation and encouragement to quit.

“

I haven't smoked in 3 weeks! You never gave up on me - and I've finally been able to quit! I am so thankful I am for the help I received from the Quitline!



New York State Smokers' Quitline is funded and supported by the New York State Tobacco Control Program.

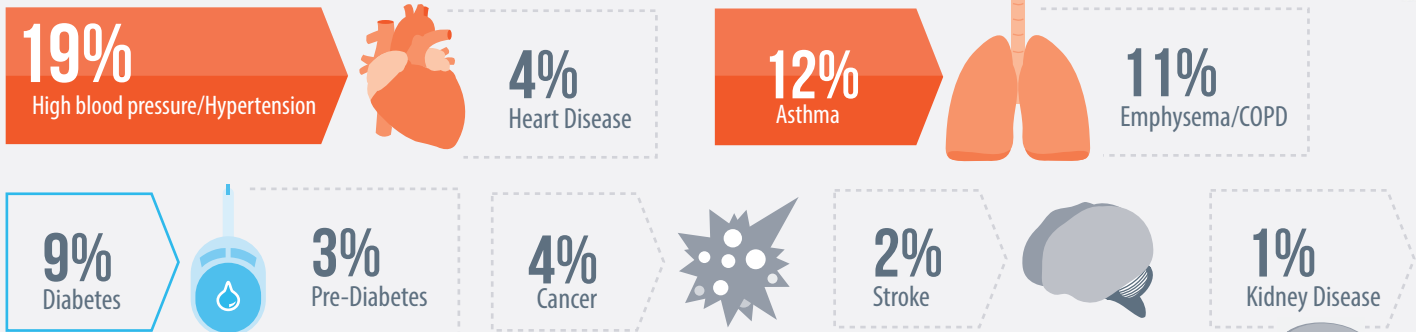
# SUPPORTING THOSE WHO NEED IT MOST *TOBACCO USERS*



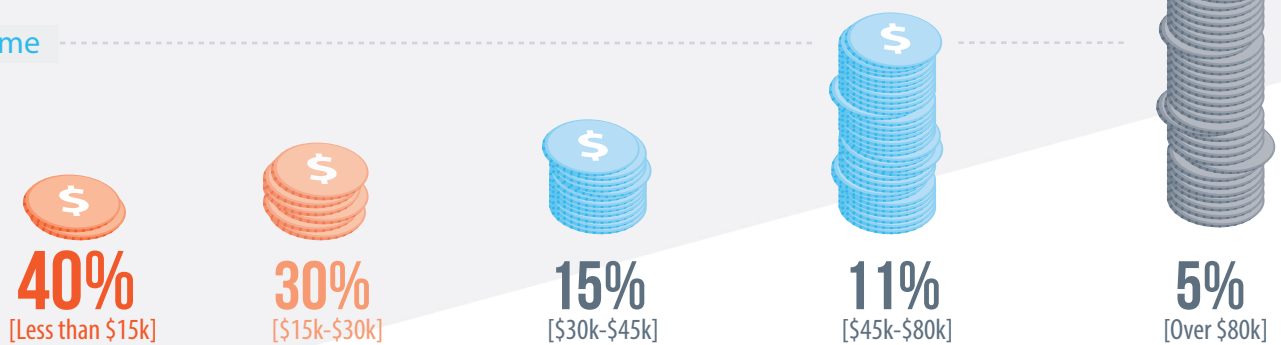
## Participant Characteristics

In 2017, NYSSQL Quit Coaches supported 44,248 tobacco-users in their effort to fight tobacco addiction – mailing 37,015 NRT starter kits to eligible New Yorkers, with 26,484 referrals from healthcare providers across the state.

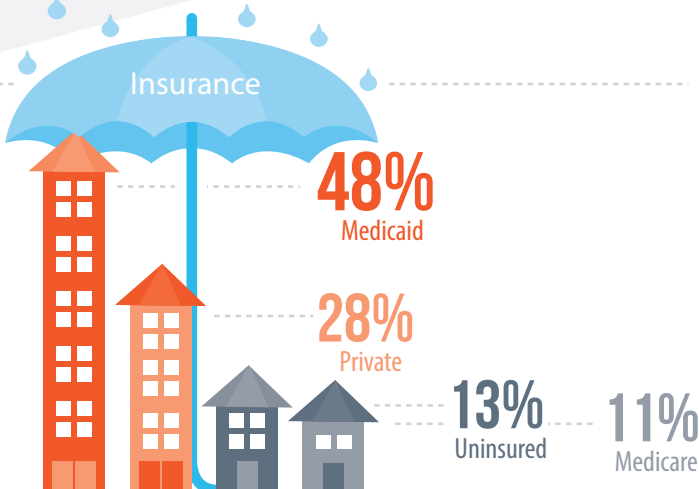
### Coexisting conditions



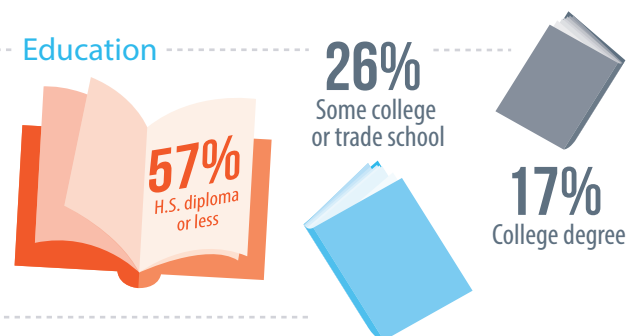
### Income



### Insurance



### Education



## Synergies and Support, Healthcare Systems

Our services for healthcare providers are designed to complement and support face-to-face provider cessation interventions as a systematic continuum of care component. Our efforts are also congruent with supporting sustainable health system change policies consistent with the principles of population-based interventions aimed to reduce tobacco-use prevalence.

### Health Systems support includes:

- *Online tobacco dependence treatment resources for education and evidence-based strategies*
- *Outreach and assistance to support healthcare delivery systems in providing tobacco dependence treatment*

## Provider Referral Program

By using an evidence-based approach to cessation with counseling, education, and Quitline referral, a healthcare provider can double a tobacco-using patient's chance for a successful quit attempt.<sup>1,2</sup>

In 2017, the Provider Referral Program expanded outreach efforts to grow partnerships with healthcare systems and providers and help ensure ongoing cessation support for patients after meeting with their providers.

Since the 2013 launch of the Opt-To-Quit™ program, a policy-driven, systematic Quitline provider referral program, e-referrals to the

NYSSQL have increased by 253%; with a 43% increase in referrals from 2016 to 2017.

The NYSSQL makes patient referrals easy, efficient, and safe for healthcare organizations and practices by offering secure options for transmitting patient information for follow up cessation help from the Quitline.

Once a patient is referred, a Quit Coach will call the patient within 48 hours, explain the call was referred by their health provider to further support their quit attempt and offer Quitline services.

# 60%

In a recent survey, 60% of NYSSQL participant respondents said they had accessed support from their healthcare provider, in addition to support from the NYSSQL.<sup>3</sup>

<sup>1</sup> Fiore MC, Jaén CR, Baker TB, et al. Treating Tobacco Use and Dependence: 2008 Update: Clinical Practice Guideline. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service. May 2008.

<sup>2</sup> Tips From Former Smokers®, Quitline FAQs for Health Care Providers, CDC, <https://www.cdc.gov/tobacco/campaign/tips/partners/health/hcp-quitline-faq.html>

<sup>3</sup> 2017 Online survey, 60% of 1,336 total NYSSQL callers/respondents surveyed.

**SUPPORTING THOSE  
WHO NEED IT MOST  
HEALTHCARE PROVIDERS**

# FOSTERING PARTNERSHIPS GROWING COMMUNICATIONS



## Outreach & Media

Also in 2017, the NYSSQL further enhanced its messaging to align with the New York State Tobacco Control Program (NYS BTC) focus to raise awareness about the benefits of health provider assisted cessation and accessing health care plan cessation benefits.

For healthcare providers, targeted messaging encouraged continued support of patient quit attempts and patient referrals to the NYSSQL for additional support.

Equally, for tobacco users, messaging encouraged tobacco-using patients to speak with their healthcare provider about quitting, and access to benefits available through their health care plans; such as Medicaid.

**6 MILLION**  
Tobacco use causes 6 million deaths per year. By 2030, this number is predicted to increase to 8 million. Together, we can turn this around.  
Save a life, your life. Quit now.  
1-866-NY-QUITS  
nysmokefree.com

**3x** more likely to quit with help from a healthcare provider.  
1-866-NY-QUITS

**2nd** leading cause of preventable death in the U.S.  
1-866-NY-QUITS

Tobacco use is one of the **most preventable** causes of cancer worldwide.  
#WorldCancerDay

**SMOKING IS THE MOST PREVENTABLE CAUSE OF DEATH**  
KICK BUTTS DAY: MARCH 15, 2017

**CHILD LABOR & TOBACCO**  
KICK BUTTS DAY: MARCH 15, 2017

**KICK BUTTS DAY**  
Cancer, death, disease, poisoning, child labor, and damage to the environment. Let's just say no to tobacco.  
Smoking doesn't just affect you. It's time to stop the biggest smoking lie on you.  
1-866-NY-QUITS  
nysmokefree.com

**EVERY LITTER BIT COUNTS**

**JUST 3**  
Steps to quit smoking:  
1. Call 1-866-NY-QUITS  
2. Get help from your healthcare provider  
3. Use your health care plan's quitline

**WOMEN'S HEALTH WEEK**  
ON TIME, NOT BEFORE  
TAKE BACK YOUR BONE HEALTH  
GAIN, NO PAIN  
1-866-NY-QUITS

**TAKES YOUR STRENGTH AWAY**  
BETTER WHILE YOU SUIE.

**30%** of heart disease deaths are preventable by quitting smoking.  
SLIP UP??

**1 in 5** deaths from heart disease are preventable by quitting smoking.  
**2** of heart disease deaths are preventable by quitting smoking.  
**1/2** After just one year, your risk of coronary heart disease is half that of a smoker's.  
**WORLD HEART DAY**  
1-866-NY-QUITS  
nysmokefree.com

**Isn't your heart worth quitting for?**  
**22%** of smokers are still smoking on their deathbeds.

**Talk to your patients about quitting smoking.**  
Make the time, make a difference.

**NYS Smokers Quitline**  
Healthcare Providers: The Great American Smokeout #GASO is 11/16/2017! Talk to your patients about quitting smoking.  
bit.ly/zyNE84A

**5 DAYS OF GREAT AMERICAN SMOKEOUT**

**5 DAYS OF GREAT AMERICAN SMOKEOUT**

**5 DAYS OF GREAT AMERICAN SMOKEOUT**

**TALK WITH DOC**

**5 DAYS OF GREAT AMERICAN SMOKEOUT**

**TODAY IS GREAT AMERICAN SMOKEOUT**

**TAKE THAT FIRST STEP**  
**TURKEY IS TASTIER**

**ANY MORE SMOKE?**

JAN  
FEB  
MAR  
APR  
MAY  
JUN  
JUL  
AUG  
SEP  
OCT  
NOV  
DEC