

2016



New York State
Smokers' Quitline
1-866-NY-QUITS (1-866-697-8487)
www.nysmokefree.com

REGIONAL HIGHLIGHTS CAPITAL REGION



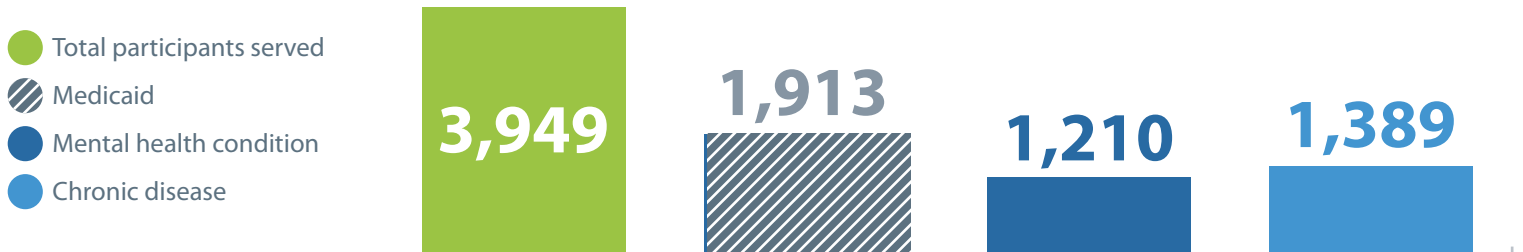
Although smoking in New York State (NYS) has declined, prevalence remains disproportionately high among Medicaid members and those with mental and chronic health conditions. Annually in NYS, over 28,000 adults die each year due to tobacco related disease. In addition, the annual costs in NYS from smoking include \$10.4 billion for health care (\$3.3 billion of which are paid for by NYS Medicaid) and \$7.3 billion in lost productivity.*



Money Well Spent. The NYS Smokers' Quitline provides evidence-based cessation services that include tailored coaching, nicotine patches, self-help materials, and online tools and resources. For members of health plans with a cessation program, a direct referral is made, and all participants are informed about health plan cessation benefits. The Quitline also supports health care providers to help their patients stop tobacco use through our Provider Referral Program, cessation resources, and education about best practices.

The NYS Quitline Services Those Who Need it the Most. Many NYS tobacco users accessing Quitline services report incomes under \$15,000, are heavy smokers, and have other chronic and mental health conditions. In addition, the proportions of Quitline users who are covered by Medicaid has grown significantly within the last several years.

NYS Smokers' Quitline Usage In 2016, the Capital Region served 3,949 tobacco users, a 53% decrease from 2015. Funding Tobacco Control efforts at an adequate and sustained level, including media exposure, directly contributes to Quitline utilization.



"Thank you for everything! I have been quit for 4 years. Thank you so much, you've really helped me a lot!" -NYS Quitline Participant

*Campaign for Tobacco-Free Kids. (September 25, 2015). The Toll of Tobacco in New York. Retrieved from http://www.tobaccofreekids.org/facts_issues/toll_us/new_york

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REGIONAL HIGHLIGHTS CENTRAL REGION



Although smoking in New York State (NYS) has declined, prevalence remains disproportionately high among Medicaid members and those with mental and chronic health conditions. Annually in NYS, over 28,000 adults die each year due to tobacco related disease. In addition, the annual costs in NYS from smoking include \$10.4 billion for health care (\$3.3 billion of which are paid for by NYS Medicaid) and \$7.3 billion in lost productivity.*



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NYS Smokers' Quitline Usage In 2016, the Central Region served 4,354 tobacco users, a 52% decrease from 2015. Funding Tobacco Control efforts at an adequate and sustained level, including media exposure, directly contributes to Quitline utilization.



*"I've been quit for 7 years thanks to you. Thank you."
-Donna, NYS Quitline Participant*

*Campaign for Tobacco-Free Kids. (September 25, 2015). The Toll of Tobacco in New York. Retrieved from http://www.tobaccofreekids.org/facts_issues/toll_us/new_york

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REGIONAL HIGHLIGHTS METRO REGION



Although smoking in New York State (NYS) has declined, prevalence remains disproportionately high among Medicaid members and those with mental and chronic health conditions. Annually in NYS, over 28,000 adults die each year due to tobacco related disease. In addition, the annual costs in NYS from smoking include \$10.4 billion for health care (\$3.3 billion of which are paid for by NYS Medicaid) and \$7.3 billion in lost productivity.*



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The NYS Quitline Services Those Who Need it the Most. Many NYS tobacco users accessing Quitline services report incomes under \$15,000, are heavy smokers, and have other chronic and mental health conditions. In addition, the proportions of Quitline users who are covered by Medicaid has grown significantly within the last several years.

NYS Smokers' Quitline Usage In 2016, the Metro Region served 37,274 tobacco users, a 23% decrease from 2015. Funding Tobacco Control efforts at an adequate and sustained level, including media exposure, directly contributes to Quitline utilization.



*"Thank you for helping smokers quit. You helped my son quit."
-NYS Quitline Participant*

*Campaign for Tobacco-Free Kids. (September 25, 2015). The Toll of Tobacco in New York. Retrieved from http://www.tobaccofreekids.org/facts_issues/toll_us/new_york

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REGIONAL HIGHLIGHTS WESTERN REGION



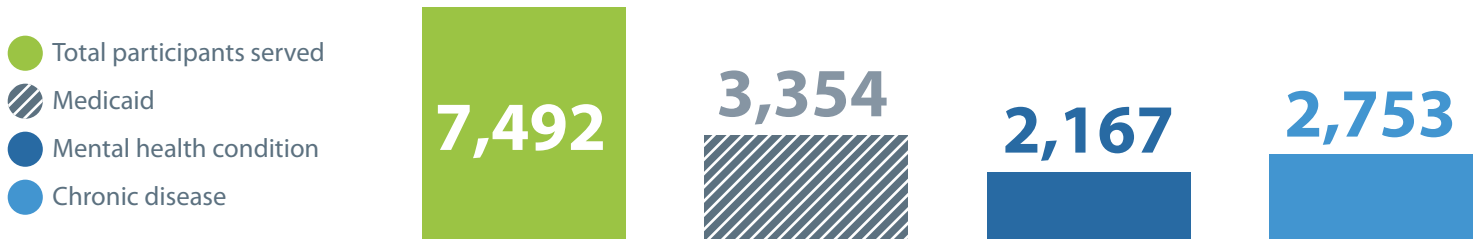
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NYS Smokers' Quitline Usage In 2016, the Western Region served 7,492 tobacco users, a 47% decrease from 2015. Funding Tobacco Control efforts at an adequate and sustained level, including media exposure, directly contributes to Quitline utilization.



"It truly meant a lot to me to know that you care. Thank you again, your encouragement has brought a positive start to my day!" -Stephanie, NYS Quitline Participant

*Campaign for Tobacco-Free Kids. (September 25, 2015). The Toll of Tobacco in New York. Retrieved from http://www.tobaccofreekids.org/facts_issues/toll_us/new_york