



**Public health programs, needed now more than ever**

The NYS Quitline offers **critical support and services when help is needed most.** Helping over a million people battling nicotine addiction for more than 20 years.

**Rachel Boykan, MD, FAAP**

In the 8 years since we integrated the NYS Quitline's Patient Referral Program, **The Quitline has made a huge impact** in helping parents quit and eliminating the second- and third-hand smoke exposure to their children.

**Gabrielle S.,**  
Quitline Participant

**With the Quitline, I feel like someone's rooting for me.** Their support motivates me to be committed, stick to the quit-plan, and take responsibility.

**Lessie, Quit Coach**

The fear of smoking compromising the immune system and lung health also leads to thinking about quitting now more than ever. **I am just glad we are here for them.**

**Daniel Croft, MD, MPH**

**The Quitline is an incredibly valuable extension** of in-person counseling done in my pulmonary clinic and helps knock down patient barriers to quitting smoking by providing nicotine replacement medications.

Serving those who need it most

Percent Served & *Why it matters*

**47%**

Medicaid

Significantly higher smoking prevalence and have a harder time quitting.

**37%**

Mental Health Conditions

Smoke twice the rate compared to those reporting good mental health.

**44%**

Chronic Disease

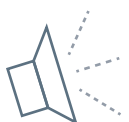
Quitting smoking can improve treatment and/or management of most chronic disease conditions.

**32%**

Household Income < \$15K

Easy access, no-cost quit coaching and starter medications.

**Reducing Death & Disease**



Media campaigns motivate quit attempts



Quitline evidence-based services (coaching and starter kit, including medications)



Web and digital support



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## Serving those who need it most

### Percent Served & *Why it matters*

**42%**

#### Medicaid

Significantly higher smoking prevalence and have a harder time quitting.

**43%**

#### Mental Health Conditions

Smoke twice the rate compared to those reporting good mental health.

**46%**

#### Chronic Disease

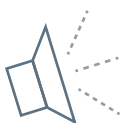
Quitting smoking can improve treatment and/or management of most chronic disease conditions.

**29%**

#### Household Income < \$15K

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Serving those who need it most

Percent Served & **Why it matters**

**47%**

**Medicaid**  
 Significantly higher smoking prevalence and have a harder time quitting.

**42%**

**Mental Health Conditions**  
 Smoke twice the rate compared to those reporting good mental health.

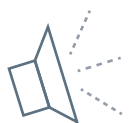
**46%**

**Chronic Disease**  
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**34%**

**Household Income < \$15K**  
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## Serving those who need it most

### Percent Served & *Why it matters*

**48%**

#### Medicaid

Significantly higher smoking prevalence and have a harder time quitting.

**33%**

#### Mental Health Conditions

Smoke twice the rate compared to those reporting good mental health.

**42%**

#### Chronic Disease

Quitting smoking can improve treatment and/or management of most chronic disease conditions.

**32%**

#### Household Income < \$15K

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### Percent Served & *Why it matters*

**43%**

#### Medicaid

Significantly higher smoking prevalence and have a harder time quitting.

**43%**

#### Mental Health Conditions

Smoke twice the rate compared to those reporting good mental health.

**50%**

#### Chronic Disease

Quitting smoking can improve treatment and/or management of most chronic disease conditions.

**31%**

#### Household Income < \$15K

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Web and digital support