

NEW YORK STATE QUITLINE

1-866-NY-QUITS (1-866-697-8487) nysmokefree.com

STATEWIDE HIGHLIGHTS

2023

The NYS Quitline is an integral part of the NYS Tobacco Control Program's effective comprehensive approach to reduce the burden of the human and financial toll caused by commercial tobacco and vape product use among New Yorkers.



NYS Tobacco Control Program's media campaigns reach millions of people, motivating quitting and offering help.



The NYS Quitline served nearly 34,000 New Yorkers via phone or digital-based services, including medications, to quit commercial tobacco and vape use.



The tobacco industry confuses the public about the effectiveness of evidence-proven cessation strategies.

The Quitline services are science-based, using proven methods such as treatment-tailored coaching and providing combination nicotine replacement therapy.



The tobacco industry's marketing targets specific populations like youth, people who identify as Black and African American, Hispanic and LatinX, and LGBTQIA2S+.

Members of many communities experience tobacco-related disparities perpetuated by inequities and marginalization.

The NYS Quitline services are developed with care and consideration to address conditions and challenges that often make it harder to quit. Some examples include:

- People who use menthol products, cannabis, and/or alcohol
- People who experience behavioral and chronic health conditions
- Individuals with lower income
- Individuals with disabilities
- People who identify as LGBTQIA2S+
- Ethnic and racial groups experiencing discrimination



E-cigarette companies use tactics to target youth like introducing appealing flavors, offering college scholarships, exposure to e-cigarette advertising, and sponsoring festivals and events.

The Quitline helps teens and young adults through...

- Text messaging program, This Is Quitting -
 - Teens and young adults: Text "DROPTHEVAPE" to 88709
 - Parents: Text "QUIT" to 202-899-7550
- Resources, training, and educational webinars for supporting health professionals, educators, and parents

Investing in tobacco control helps New Yorkers quit, saves lives, and saves millions in health care costs while derailing tobacco industry efforts to keep New Yorkers addicted to harmful nicotine products.