

# Action TO QUIT

Advancing Tobacco Cessation Policy

## NEW YORK STATE 2011-2013 STRATEGIC PLAN

*ActionToQuit is a tobacco cessation initiative sponsored by Partnership for Prevention. It urges all sectors—employers, insurers, health care systems, Quitlines, and policymakers—to work together to ensure that all tobacco users have access to comprehensive cessation treatments.*



Shaping Policies • Improving Health



New York State  
Smokers' Quitline <sup>W</sup>  
1-866-NY-QUITS  
[www.nysmokefree.com](http://www.nysmokefree.com)  
Call or click to quit

## OUR VISION

To achieve NYS Tobacco Control Program's 2014 adult smoking prevalence goal of 12 percent.

## OUR MISSION

Our Mission is for all NYS employers, regardless of size, to provide tobacco dependence treatment benefit coverage for their employees.

People often know what they should do; *skills, motivation, and opportunity* are the missing elements that keep them from making permanent, healthy changes.

Employer sponsored tobacco use cessation incentives, interventions, and programs can provide the supportive environment and structure people need to maintain healthy behaviors.

**W**ith funding from Partnership for Prevention, New York State Smokers' Quitline (NYSSQL) and its partners conducted an inclusive strategic planning process in 2010 that brought together representatives from NYS based health plans, businesses, and health care. Through focused dialogue, participants identified actions to achieve the NYS ActionToQuit strategic plan and set the framework for a) provision of cessation treatment coverage as a core benefit with NYS health plans and b) all commercial and Medicaid insured NY smokers to have access to cessation treatment for their quit attempts.



### Five key strategies for maximizing an investment in comprehensive tobacco cessation treatments:

- 1) Purchase evidence-based services that work
- 2) Eliminate barriers: money, time, and distance
- 3) Work as a partner with your health insurer
- 4) Promote reasons to quit and quit strategies
- 5) Track progress

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**T**obacco cessation services save lives, improve health, and reduce health care costs. Yet currently only 4 percent of employers offer the recommended tobacco cessation treatment: screening, counseling, and medication (including over-the-counter nicotine replacement therapy).

The focus of the ActionToQuit strategic plan is system and policy change in tobacco cessation. The NYS Alliance has identified actions to increase access to proven tobacco cessation treatments.

## GOAL 1

### Encourage more quit attempts by...

- Health plans and employers—Promote comprehensive tobacco cessation treatments to employees and their family to encourage tobacco users to quit
- Health plans and employers—Implement higher insurance premiums with tobacco users, while incentivizing the quitting process
- Eliminate incentives to continue smoking at the workplace—remove smoking huts, create smoke-free grounds, discourage smoking breaks, proclaim smoke-free work days
- Employers—Advocate with health plans for prescription cessation medications to change from a tier three to a tier one drug

## GOAL 2

### Reduce barriers to evidence based tobacco dependence treatments by...

- Employers—Learn what benefits for tobacco use cessation treatment are available from health plan(s)
- Health plans/employers—Extend tobacco use cessation benefits to family members
- Health plans and/or employers—Promote available cessation treatments and incentives within newsletters, e-mails, intranet, and other communication venues—make sure employees understand cessation treatment benefits and the support systems available

- Health Plans—advertise availability of cessation benefits, especially during annual enrollment (include in communications to employees/members)
- Provide incentives (e.g. wellness days off, cash, gift card) for employees who complete health risk appraisal, make a quit attempt by participating in smoking cessation classes, telephone or on-line counseling, or using medications for quit attempt
- Advocate for legislation and regulation policy changes for health plans and employers to increase access to cessation treatment

## GOAL 3

### Promote NYS Smokers' Quitline services by...

- Health plans and employers—Promote Quitline services to members/employees through at least three forms of communication
- Link NYS Smokers' Quitline, 1-866-NY-QUITS (1-866-697-8487), [nysmokefree.com](http://nysmokefree.com) or 1-800-Quit NOW (for Interstate businesses) on business and health plan intranet sites, Facebook pages, and other social media
- Quitline—apply a team approach with health plans to market services to employers/members; Work with local chambers of commerce, business groups, worksite wellness organizations, unions, and EAP to promote Quitline services



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## Thinking About Quitting?



NEW YORK STATE  
SMOKERS' QUITLINE

**1-866-NY-QUILTS**  
(1-866-697-8487)

**FREE**

**[www.nysmokefree.com](http://www.nysmokefree.com)**  
Personalized online quit plan

NYS ActionToQuit extends our gratitude to Partnership for Prevention, the NYS ActionToQuit Executive Committee, summit sponsors and exhibitors, summit attendees, and all those dedicated to making NYS a healthier place to live, work, and play.

*For more detailed information  
and to join the NYS ActionToQuit Team, please contact:*

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