

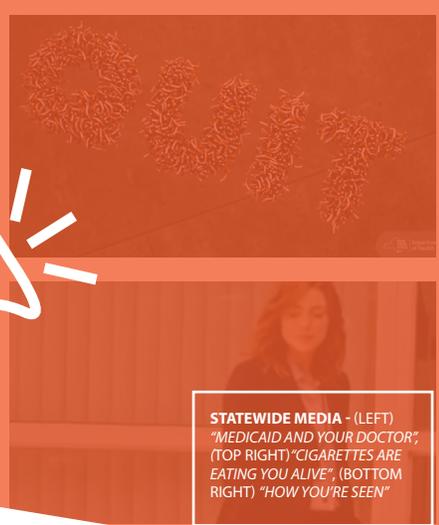


# Medicaid and your Doctor can help you Quit Smoking



Medications are covered.

Call 1-866-NYQUITS for more help.



STATEWIDE MEDIA - (LEFT) "MEDICAID AND YOUR DOCTOR"; (TOP RIGHT) "CIGARETTES ARE EATING YOU ALIVE"; (BOTTOM RIGHT) "HOW YOU'RE SEEN"

# 2018

## NEW YORK STATE SMOKERS' QUITLINE STATE HIGHLIGHTS

For close to 20 years, the New York State Smokers' Quitline (NYSSQL) has provided services for thousands of New Yorkers struggling to beat their addiction to nicotine. Today, the NYSSQL continues to provide evidence-based service and plays an important role to support the advancement of healthcare provider treatment for nicotine addiction. Healthcare providers play a major role in helping smokers break the addiction and increasing the chances of success – and the NYSSQL helps to spread this important message.

### EXTENDING THE MESSAGE

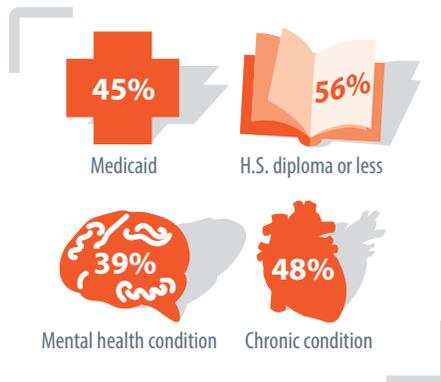
**"For help to quit smoking, talk with your healthcare provider"** is a key message

tobacco users are exposed to through the powerful New York State Department of Health multimedia ad campaigns. Each ad not only includes the NYSSQL toll-free number but also encourages smokers to talk with their healthcare providers and access their health plan cessation benefits.

These ads are a major source of inspiration for smokers to contact the NYSSQL. In fact, throughout 2018, 36% of callers statewide reported being influenced by one or more anti-smoking television messages. The NYSSQL Quit Coaches not only reinforce these messages through personalized coaching but also provide linkages to callers for accessing health plan cessation programs and finding additional resources to support the quitting process.

The NYSSQL also provides eligible callers with a starter supply of nicotine replacement medications, online resources, and customized self-help materials. For healthcare providers, our Patient Referral Program offers continued quit-support for tobacco-using patients.

### REACHING THOSE WHO NEED IT MOST



Populations noted above tend to have a higher prevalence of smoking, find it harder to quit, and suffer disproportionately from smoking-related diseases.

But thanks to healthcare providers, FDA-approved medications, health plan support, and the NYSSQL, New Yorkers can and do quit every day. 38,953 participants were served statewide by the NYSSQL this year, and Karen F. from Riverhead, Long Island is one of our many success stories. Karen has lived tobacco-free since August 2018 after having smoked for more than 35 years.

Karen said:

The Quit Coaches remind me not to turn back to the habit and ask, 'Why put yourself through that stress and anxiety again?'

### SUSTAINED SUPPORT MATTERS

Unfortunately, smoking remains the leading cause of death and disease in New York State. Every year, smoking kills about 28,200 New York adults, while an additional 750,000 adult New Yorkers live with serious diseases caused by smoking.<sup>1,2</sup> Effective media campaigns, health systems change, NYSSQL services, and other New York State tobacco control programs are making a difference. Sustained and adequate state funding remains essential to combat the death, disease, and associated costs of tobacco-use throughout the state.

#### References:

1. CDC's Best Practices for Comprehensive Tobacco Control Programs — 2014 [http://www.cdc.gov/tobacco/stateand-community/best\\_practices/pdfs/2014/states/new-york.pdf](http://www.cdc.gov/tobacco/stateand-community/best_practices/pdfs/2014/states/new-york.pdf)
2. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: CDC, 2014

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# 2018

## NEW YORK STATE SMOKERS' QUITLINE STATE HIGHLIGHTS

### CAPITAL REGION

For close to 20 years, the New York State Smokers' 'Quitline (NYSSQL) has provided services for thousands of New Yorkers struggling to beat their addiction to nicotine. Today, the NYSSQL continues to provide evidence-based service and plays an important role to support the advancement of healthcare provider treatment for nicotine addiction. Healthcare providers play a major role in helping smokers break the addiction and increasing the chances of success – and the NYSSQL helps to spread this important message.

### EXTENDING THE MESSAGE

“For help to quit smoking, talk with your healthcare provider” is a key message tobacco users are exposed to through the powerful New York State Department of Health multimedia ad campaigns. Each ad not only includes the NYSSQL toll-free number but also encourages smokers to talk with their healthcare providers and access their health plan cessation benefits.

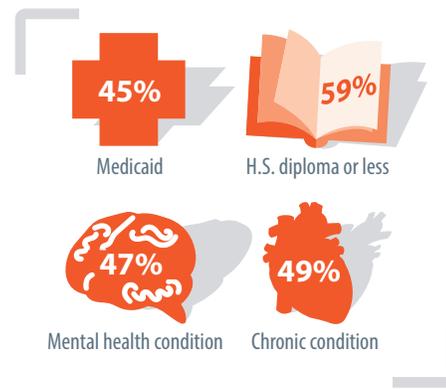


(LEFT) “MEDICAID AND YOUR DOCTOR”, (CENTER) “HOW YOU’RE SEEN”, (RIGHT) “CIGARETTES ARE EATING YOU ALIVE”

These ads are a major source of inspiration for smokers to contact the NYSSQL. In fact, throughout 2018, 24% of callers from the Capital Region reported being influenced by one or more anti-smoking television messages. The NYSSQL Quit Coaches not only reinforce these messages through personalized coaching but also provide linkages to callers for accessing health plan cessation programs and finding additional resources to support the quitting process.

The NYSSQL also provides eligible callers with a starter supply of nicotine replacement medications, online resources, and customized self-help materials. For healthcare providers, our Patient Referral Program offers continued quit-support for tobacco-using patients.

### REACHING THOSE WHO NEED IT MOST



Populations noted above tend to have a higher prevalence of smoking, find it harder to quit, and suffer disproportionately from smoking-related diseases.

But thanks to healthcare providers, FDA-approved medications, health plan support, and the NYSSQL, New Yorkers can and do quit every day. 3,295 Capital Region participants were served by the NYSSQL this year, and Ed B. from Fort Ann in Washington County is one of our many success stories. Ed has lived tobacco-free since January 2018 after having smoked for more than 25 years. He said:



### SUSTAINED SUPPORT MATTERS

Unfortunately, smoking remains the leading cause of death and disease in New York State. Every year, smoking kills about 28,200 New York adults, while an additional 750,000 adult New Yorkers live with serious diseases caused by smoking.<sup>1,2</sup> Effective media campaigns, health systems change, NYSSQL services, and other New York State tobacco control programs are making a difference. Sustained and adequate state funding remains essential to combat the death, disease, and associated costs of tobacco-use throughout the state.

#### References:

1. CDC's Best Practices for Comprehensive Tobacco Control Programs — 2014 [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/pdfs/2014/states/new-york.pdf](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/states/new-york.pdf)
2. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: CDC, 2014

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# 2018

## NEW YORK STATE SMOKERS' QUITLINE STATE HIGHLIGHTS

### CENTRAL REGION

For close to 20 years, the New York State Smokers' Quitline (NYSSQL) has provided services for thousands of New Yorkers struggling to beat their addiction to nicotine. Today, the NYSSQL continues to provide evidence-based service and plays an important role to support the advancement of healthcare provider treatment for nicotine addiction. Healthcare providers play a major role in helping smokers break the addiction and increasing the chances of success – and the NYSSQL helps to spread this important message.

#### EXTENDING THE MESSAGE

**“For help to quit smoking, talk with your healthcare provider”** is a key message tobacco users are exposed to through the powerful New York State Department of Health multimedia ad campaigns. Each ad not only includes the NYSSQL toll-free number but also encourages smokers to talk with their healthcare providers and access their health plan cessation benefits.

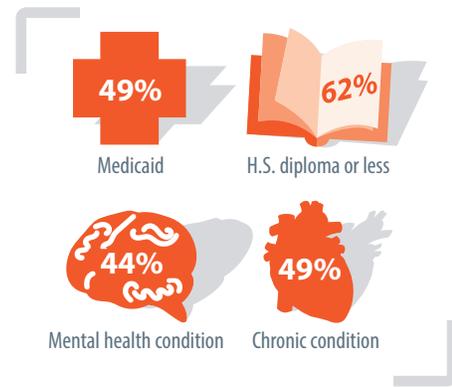


(LEFT) “MEDICAID AND YOUR DOCTOR”, (CENTER) “HOW YOU’RE SEEN”, (RIGHT) “CIGARETTES ARE EATING YOU ALIVE”

These ads are a major source of inspiration for smokers to contact the NYSSQL. In fact, throughout 2018, 27% of callers from the Central Region reported being influenced by one or more anti-smoking television messages. The NYSSQL Quit Coaches not only reinforce these messages through personalized coaching but also provide linkages to callers for accessing health plan cessation programs and finding additional resources to support the quitting process.

The NYSSQL also provides eligible callers with a starter supply of nicotine replacement medications, online resources, and customized self-help materials. For healthcare providers, our Patient Referral Program offers continued quit-support for tobacco-using patients.

### REACHING THOSE WHO NEED IT MOST



Populations noted above tend to have a higher prevalence of smoking, find it harder to quit, and suffer disproportionately from smoking-related diseases.

But thanks to healthcare providers, FDA-approved medications, health plan support, and the NYSSQL, New Yorkers can and do quit every day. 3,350 Central Region participants were served by the NYSSQL this year, and Michelle R. from Syracuse, New York is one of our many success stories. Michelle, now 45, began smoking at age 18 because her parents smoked, and fortunately quit in August 2018. She said:



The Quit Coaches were compassionate, respectful, and genuinely wanted to get to know me and my lifestyle.

#### SUSTAINED SUPPORT MATTERS

Unfortunately, smoking remains the leading cause of death and disease in New York State. Every year, smoking kills about 28,200 New York adults, while an additional 750,000 adult New Yorkers live with serious diseases caused by smoking.<sup>1,2</sup> Effective media campaigns, health systems change, NYSSQL services, and other New York State tobacco control programs are making a difference. Sustained and adequate state funding remains essential to combat the death, disease, and associated costs of tobacco-use throughout the state.

#### References:

1. CDC's Best Practices for Comprehensive Tobacco Control Programs — 2014 [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/pdfs/2014/states/new-york.pdf](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/states/new-york.pdf)
2. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: CDC, 2014

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# 2018

## NEW YORK STATE SMOKERS' QUITLINE STATE HIGHLIGHTS

### METRO REGION

For close to 20 years, the New York State Smokers' Quitline (NYSSQL) has provided services for thousands of New Yorkers struggling to beat their addiction to nicotine. Today, the NYSSQL continues to provide evidence-based service and plays an important role to support the advancement of healthcare provider treatment for nicotine addiction. Healthcare providers play a major role in helping smokers break the addiction and increasing the chances of success – and the NYSSQL helps to spread this important message.

### EXTENDING THE MESSAGE

**“For help to quit smoking, talk with your healthcare provider”** is a key message tobacco users are exposed to through the powerful New York State Department of Health multimedia ad campaigns. Each ad not only includes the NYSSQL toll-free number but also encourages smokers to talk with their healthcare providers and access their health plan cessation benefits.

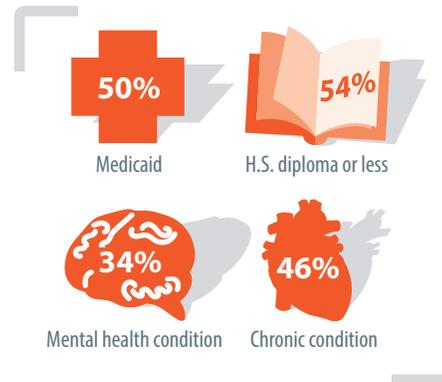


(LEFT) “MEDICAID AND YOUR DOCTOR”, (CENTER) “HOW YOU’RE SEEN”, (RIGHT) “CIGARETTES ARE EATING YOU ALIVE”

These ads are a major source of inspiration for smokers to contact the NYSSQL. In fact, throughout 2018, 42% of callers from the Metro Region reported being influenced by one or more anti-smoking television messages. The NYSSQL Quit Coaches not only reinforce these messages through personalized coaching but also provide linkages to callers for accessing health plan cessation programs and finding additional resources to support the quitting process.

The NYSSQL also provides eligible callers with a starter supply of nicotine replacement medications, online resources, and customized self-help materials. For healthcare providers, our Patient Referral Program offers continued quit-support for tobacco-using patients.

### REACHING THOSE WHO NEED IT MOST



Populations noted above tend to have a higher prevalence of smoking, find it harder to quit, and suffer disproportionately from smoking-related diseases.

But thanks to healthcare providers, FDA-approved medications, health plan support, and the NYSSQL, New Yorkers can and do quit every day. 25,867 Metro Region participants were served by the NYSSQL this year, and Shirley G. from the Bronx is one of our many success stories. Shirley has lived tobacco-free since November 2018 and said:

“I got a follow-up call from a Quit Coach a few weeks after starting the patch. Someone out there cared if I was still doing well.”

### SUSTAINED SUPPORT MATTERS

Unfortunately, smoking remains the leading cause of death and disease in New York State. Every year, smoking kills about 28,200 New York adults, while an additional 750,000 adult New Yorkers live with serious diseases caused by smoking.<sup>1,2</sup> Effective media campaigns, health systems change, NYSSQL services, and other New York State tobacco control programs are making a difference. Sustained and adequate state funding remains essential to combat the death, disease, and associated costs of tobacco-use throughout the state.

#### References:

1. CDC's Best Practices for Comprehensive Tobacco Control Programs — 2014 [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/pdfs/2014/states/new-york.pdf](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/states/new-york.pdf)
2. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: CDC, 2014

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# 2018

## NEW YORK STATE SMOKERS' QUITLINE STATE HIGHLIGHTS

### WESTERN REGION

For close to 20 years, the New York State Smokers' Quitline (NYSSQL) has provided services for thousands of New Yorkers struggling to beat their addiction to nicotine. Today, the NYSSQL continues to provide evidence-based service and plays an important role to support the advancement of healthcare provider treatment for nicotine addiction. Healthcare providers play a major role in helping smokers break the addiction and increasing the chances of success – and the NYSSQL helps to spread this important message.

### EXTENDING THE MESSAGE

**“For help to quit smoking, talk with your healthcare provider”** is a key message tobacco users are exposed to through the powerful New York State Department of Health multimedia ad campaigns. Each ad not only includes the NYSSQL toll-free number but also encourages smokers to talk with their healthcare providers and access their health plan cessation benefits.

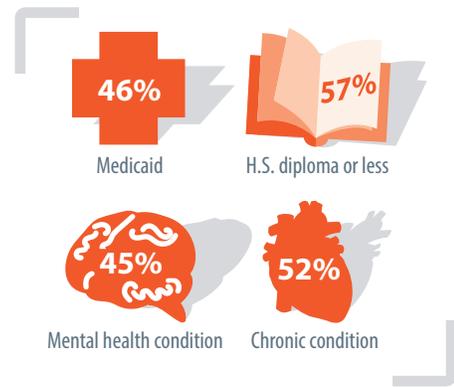


(LEFT) “MEDICAID AND YOUR DOCTOR”, (CENTER) “HOW YOU’RE SEEN”, (RIGHT) “CIGARETTES ARE EATING YOU ALIVE”

These ads are a major source of inspiration for smokers to contact the NYSSQL. In fact, throughout 2018, 26% of callers from the Western Region reported being influenced by one or more anti-smoking television messages. The NYSSQL Quit Coaches not only reinforce these messages through personalized coaching but also provide linkages to callers for accessing health plan cessation programs and finding additional resources to support the quitting process.

The NYSSQL also provides eligible callers with a starter supply of nicotine replacement medications, online resources, and customized self-help materials. For healthcare providers, our Patient Referral Program offers continued quit-support for tobacco-using patients.

### REACHING THOSE WHO NEED IT MOST



Populations noted above tend to have a higher prevalence of smoking, find it harder to quit, and suffer disproportionately from smoking-related diseases.

But thanks to healthcare providers, FDA-approved medications, health plan support, and the NYSSQL, New Yorkers can and do quit every day. 6,441 Western Region participants were served by the NYSSQL this year, and Tracy K. from Blasdell is one of our many success stories. Tracy just celebrated 10 years of living smoke-free and said:



### SUSTAINED SUPPORT MATTERS

Unfortunately, smoking remains the leading cause of death and disease in New York State. Every year, smoking kills about 28,200 New York adults, while an additional 750,000 adult New Yorkers live with serious diseases caused by smoking.<sup>1,2</sup> Effective media campaigns, health systems change, NYSSQL services, and other New York State tobacco control programs are making a difference. Sustained and adequate state funding remains essential to combat the death, disease, and associated costs of tobacco-use throughout the state.

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