



2000-2025

2000



The New York State Quitline begins operating at Roswell Park Cancer Institute (now Roswell Park Comprehensive Cancer Center) in Buffalo, New York with a small team of Information Specialists, led by K. Michael Cummings and Paula Celestino. A press release from then-Governor George Pataki in January generates awareness of the new phone number for those seeking assistance to quit smoking. New York is one of the first states to offer such a service.

2001-2002



Localized quit-and-win contests, tobacco use and trauma associated with the September 11 terrorist attacks, a new website at *nysmokefree.com*, and an advertising campaign with model and former smoker Christy Turlington all boost participation in the NYS Quitline.

2003-2006



The passage of the statewide Clean Indoor Air Act, a new offering of free nicotine replacement therapy (NRT) medications, and enhanced website services further boost traffic. The NYS Quitline is among the first states to offer NRT medications in the form of nicotine patches to qualified participants and helps standardize a distribution process for state quitlines throughout the country.

2007-2010



Evocative statewide media campaigns — as well as a popular “Fluffy Quits” campaign featuring pets as motivation to make quit-attempts — further educate the public about the harms of cigarette smoking and secondhand smoke, driving NYS Quitline participation to all-time highs. In 2008, total call volume surpassed 1 million since operations began. In 2010, an independent evaluation from RTI International finds less than half a penny of every cigarette tax dollar goes toward NYS Quitline services, demonstrating a high return on investment.

2011



The NYS Quitline launches Opt-to-Quit™, a system-wide referral program that helps hospitals and other healthcare settings meet the rapidly emerging emphasis on prevention and accountability.

2012



The CDC's powerful *Tips from Former Smokers*® campaign significantly and consistently boosts quit-attempts during its airings over the next 12 years. The NYS Quitline increases its presence on social media and creates a text messaging service.

2013-2016



The NYS Quitline begins tracking e-cigarette usage among participants, engages in paid social media campaigns, and focuses more strongly on engaging healthcare professionals to make patient referrals. Total call volume surpasses 2 million.

2017-2019



Enhanced outreach efforts to healthcare professionals in multiple disciplines boost awareness of NYS Quitline services. In 2019, the NYS Quitline became one of the first states to provide NRT medications for those seeking assistance to quit e-cigarettes.

2020-2021



A large donation of nicotine gum secured by Roswell Park for the betterment of statewide health allowed the NYS Quitline to increase the amount given to participants and provide a supply to healthcare organizations for their patients, keeping overall services busy despite the challenges of the COVID-19 global pandemic. Enhanced support becomes available for priority populations, such as those with mental health considerations and people who use menthol-flavored tobacco products, cannabis, and/or alcohol.

2022-2024



A new six-week comprehensive texting program, Learn2QuitNY, launches to help participants learn and practice skills promoting freedom from nicotine dependence. Learn2QuitNY later becomes culturally tailored for Spanish-speaking populations, as *Vivir sin tabaco es vida*. Development also begins for NYQuits Community Connect, a secure online program to boost NYS Quitline engagement through community-based organizations and the people they serve.

2025 & beyond



The NYS Quitline updates and shortens its name from New York State Smokers' Quitline to New York State Quitline, reflecting the breadth of its services. Preparations are underway for the launch of the Drop the Vape texting program to help teenagers overcome vaping and other tobacco products. Overall call volume is on track to surpass 3 million in 2026.



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