

# 2025 Statewide Highlights

The New York State (NYS) Quitline recently commemorated 25 years of service helping New Yorkers overcome addiction to commercial tobacco\* products. Since its launch in 2000, the Quitline has responded to nearly 3 million calls and distributed more than 1.3 million kits of nicotine replacement therapy medication.

## The NYS Quitline...

- created tailored programs to meet the challenges associated menthol and smoking-related health inequities
- serviced over 8,800 patient referrals from across the state
- provided education and support for healthcare professionals and community organizations
- ran a Quit-and-Win contest across NYS and launched DropTheVape, a text program tailored to young people

## Quit-and-Win

Nearly 1,600 New York State residents participated in Quit-and-Win, a contest that challenged those who smoke or vape to be tobacco-free for 25 days.

(Left) Samantha M., the \$2,500 grand-prize winner\*\*, quit both smoking and vaping.

## DropTheVape

Enrollments continue to increase as word spreads through news coverage, tailored campaigns, and targeted promotions to schools, youth groups, and parents.

(Left) NYS Department of Health and NYS Quitline DropTheVape promotional resources, available at [nysmokefree.com/materials](https://nysmokefree.com/materials).

## Helping NYS Save Money

The NYS Quitline's free services bolster accessibility to tobacco dependence treatment and save NYS healthcare costs by preventing death and diseases attributed to tobacco product use. This accessibility also helps to counter smoking-related health inequities, including factors such as race, ethnicity, income, education, sexual orientation, gender identity, occupation, geography, and behavioral health status.<sup>1</sup>

## Who we served in 2025

**47%** enrolled in Medicaid

**61%** with annual household income of ≤\$30,000

**44%** with high school education or lower

**42%** with a mental health condition

\*The term tobacco refers to the use of manufactured, combustible commercial products and vape products – not the sacred, medicinal, and traditional use of tobacco by Native American nations and other Indigenous groups. \*\*Prizes were made possible by a donation from Roswell Park Comprehensive Cancer Center.

<sup>1</sup> Top 11 Communities Disproportionately Affected by Cigarette Smoking and Tobacco Use, American Lung Association State of Tobacco Control, January 27, 2025, <https://www.lung.org/research/sotc/by-the-numbers/top-10-populations-affected>