

New York State Smokers' Quitline **2013** Annual Report

Supported through the New York State Department of Health Bureau of Tobacco Control



“A big thank you
for your wonderful
program; I have
stayed quit with
your help. **”**

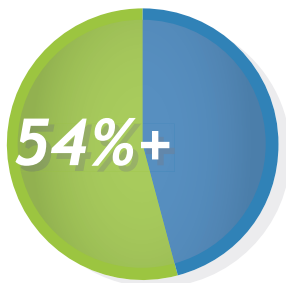
Anne -
NYS Smokers' Quitline caller



New York State (NYS) continues to be a leader in providing free evidence-based cessation services to help New York State tobacco using residents become and stay tobacco free. In 2013, the New York State Smokers' Quitline, (Quitline) administered by Roswell Park Cancer Institute in Buffalo, New York, provided coaching to 75,196 current and former tobacco users and distributed 69,047 kits of Nicotine Replacement Therapy (NRT).

Media campaigns from the New York State Department of Health Bureau of Tobacco Control (NYSDOH BTC), New York City Department of Health and Mental Hygiene, and the Center for Disease Control motivated thousands of NYS smokers to contact the Quitline for help; still, the Quitline has seen fewer smokers than in years past. Since 2009, there has been a 50% drop in smokers receiving counseling and nicotine medications. This trend began with the reduction of the NYSDOH BTC program funding and persists as funding levels have not been restored.

However, the Quitline continues to identify effective strategies, including online and mobile technologies, to reach more tobacco users. Our web and messaging services provide a wide selection of tools for those thinking about quitting, preparing to quit, or trying to stay tobacco free. This array of cessation tools ensures we are helping a wide variety of New Yorkers, including the underserved.



(Above) NYS residents accessing the Quitline services are Medicaid recipients or uninsured

Over 54% of NYS residents accessing the Quitline services are Medicaid recipients or uninsured, who are often heavy smokers and are frequently dealing with other chronic diseases. The Quitline offers them access to services they may not be able to otherwise afford, as well as giving them information on how to enhance their cessation efforts with low income resources and, if applicable, utilization of their health plan benefits.

In addition to providing cessation services to tobacco users who contact the Quitline directly, the Quitline also assists patients referred by their healthcare providers. The Opt-to-Quit™ referral program continues to expand with the addition of 21 more provider organizations adopting the program in 2013.

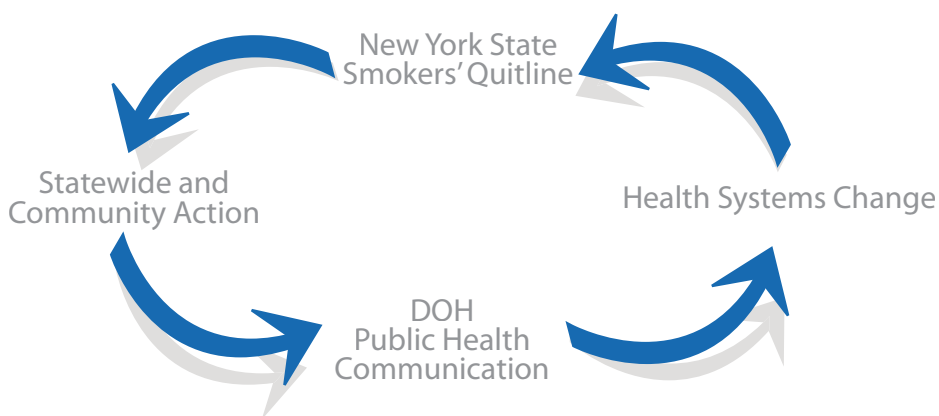
To enhance providers' knowledge on various tobacco dependence treatment topics, the NYSDOH BTC funded Cessation Centers and Roswell Park Cancer Institute administer a bi-monthly Collaborative Conference Call. Call information, including call recordings, are posted and accessible for future reference on nysmokefree.com.



The NYSDOH BTC administers the New York State Tobacco Control Program.

Since January 2000, the program, built on a foundation of evidence-based strategies outlined in the Center for Disease Control's "The Guide to Community Preventive Services to Decrease Tobacco Use," has accomplished several achievements. These include effectively implementing a comprehensive clean indoor air law, maintaining support for high tobacco taxes, and working to increase access to effective cessation treatment.

The NYSDOH BTC maintains three key programmatic strategies to de-normalize tobacco and reduce its use: Community Action, Public Health Communications and Health Systems Change Interventions. This is carried out through four base programs:



Unfortunately, tobacco use continues to affect New York residents with loss of lives, health care costs, lost productivity, and personal and emotional burdens. In New York State, 16.2% of adults smoke with annual health care costs directly caused by smoking at \$10.39 billion and smoking caused productivity losses at \$6.05 billion.¹ Smoking-caused monetary costs in NYS also include \$5.4 billion, with 2.7 billion covered by the state Medicaid program.²

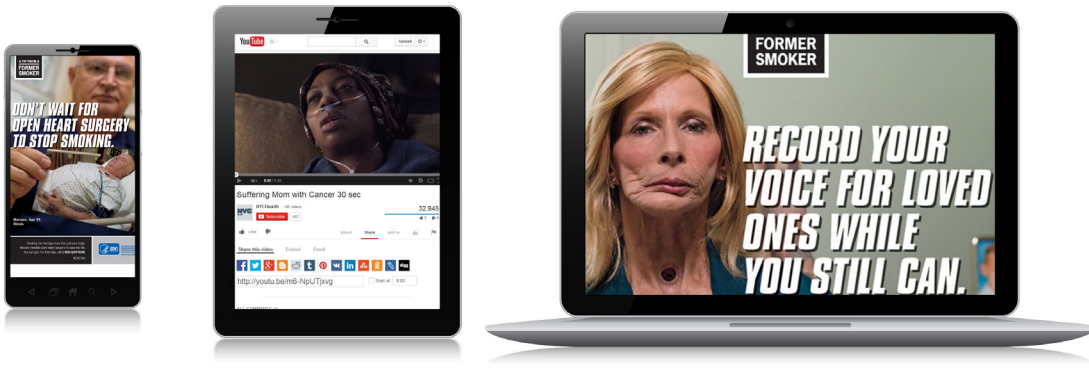
Sustaining the four base programs at levels needed to continue the reduction of tobacco use continues to be a challenge with funding reductions; however, the NYSDOH BTC remains committed to its vision and mission.

Vision: All New Yorkers living in a tobacco-free society.

Mission: To reduce morbidity and mortality and alleviate the social and economic burden caused by tobacco use in New York State.

¹Source: New York State Adult Tobacco Survey, 2003-2011.

²Source: Campaign for Tobacco Free Kids, Toll of Tobacco in New York



(Left and right) CDC's second series 'Former Smoker' campaigns. (Middle) New York City Department of Health and Mental Hygiene hard-hitting ads.

Media Promoting the Quitline in 2013

In 2013, the NYSDOH BTC hosted multi-media campaigns featuring ads on the physical toll of tobacco use and secondhand smoke.

The New York City Department of Health and Mental Hygiene continued with hard-hitting ads in 2013, highlighting the devastating and painful consequences of tobacco use.

In 2013, Quitline utilization notably increased during NYC's NRT giveaway promotion. Prior to the giveaway, 27 people per day (or 15% of all callers) called from NYC; during the promotion this grew to 197 per day (55% of all). Online registrations escalated from 11 per day (16%) prior, to 326 (77%) during the NRT giveaway.

In March 2013, the U.S. Centers for Disease Control and Prevention (CDC) launched the second series in a national education campaign depicting the harsh reality of illness and damage real people suffer as a result of smoking and exposure to secondhand smoke.

Quitline services offered to our participants:

The Quitline services can be accessed directly by calling 1-866-NY-QUITS, the National Quitline number (1-800-QUIT-NOW) or through our website at www.nysmokefree.com.

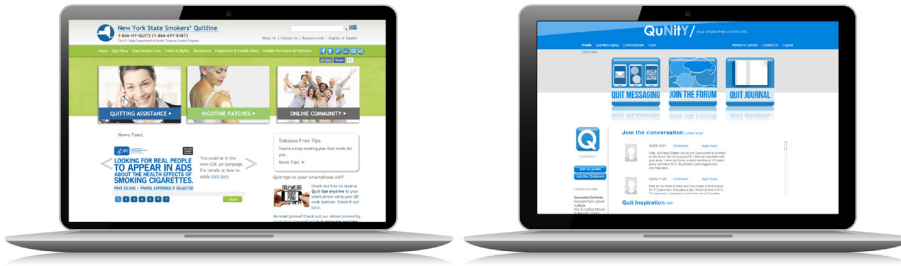


Telephonic Coaching Services

Quit Coaches are trained to engage the tobacco user at all readiness stages to move along the continuum towards quitting. Any type of tobacco user is respected for their unique needs, background and preferences, regardless of their readiness to quit, (e.g. thinking about quitting, ready to quit, recently quit, or trying to stay tobacco-free).

Quit Coaches deliver multi-telephonic coaching sessions and provide NRT using established protocols that incorporate the Public Health Service "best practice" guidelines for smoking cessation. Motivational interviewing techniques and client-centered coaching strategies are used for participants at all stages of their quit process.

The Quitline provided coaching to **75,196** current and former tobacco users.



Website (Nysmokefree.com & QuNitY)

Nysmokefree.com and QuNitY are frequently accessed sites that continue to provide information, resources and interactive tools. The offer of a free nicotine patch kit, one-on-one coaching, and an array of services available through these websites allow tobacco users to engage in the quit process using one or more self-selected services.

The Quitline distributed **69,047** kits of NRT.

Quit Messaging Services

- *Scheduled, customized Interactive Voice Recording (IVR), Email and Short Message Service (SMS)*
- *Quit tips via On-Demand and Quick Response (QR) code*

Our scheduled messaging services experienced a large increase in usage during 2013, up 614% from 2012.

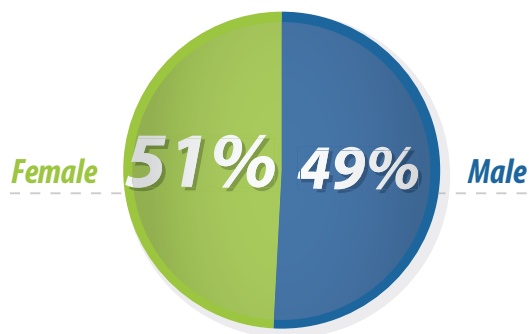
On-Demand services have also increased - from the first 6 months of 2013 to the last 6 months by 179%.



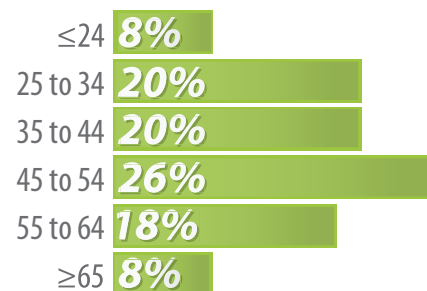
Social Media

The Quitline continues to reach and serve smokers looking for assistance to quit by using social media support via a quit coach, daily quit tips and news. In 2013, the Quitline experienced a 36.7% increase in likes and a dramatic increase in viral reach via Facebook at 1,153%.

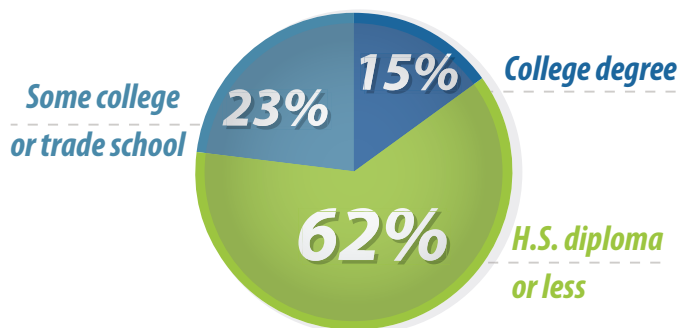
Gender



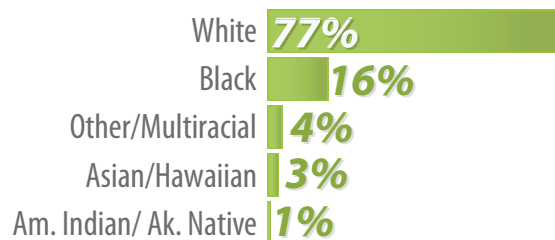
Age



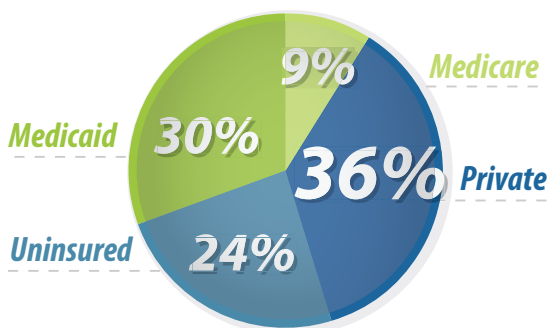
Education



Race



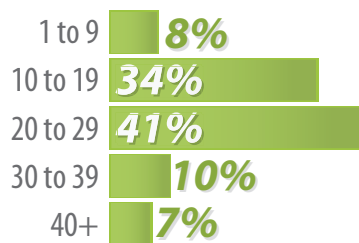
Insurance



Ethnicity

12% of participants calling the NYS Quitline were of Hispanic or Latino ethnicity.

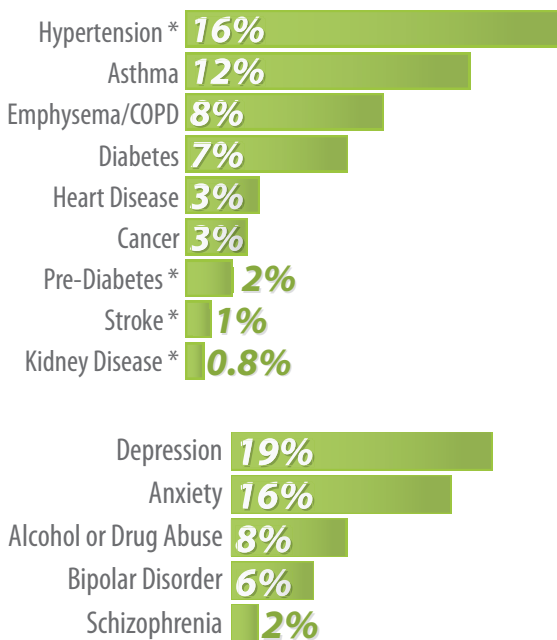
Cigarettes per day



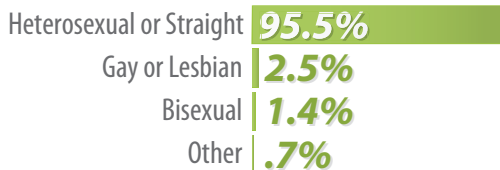
Language

1.2% of participants calling the NYS Quitline request Spanish-speaking counseling.

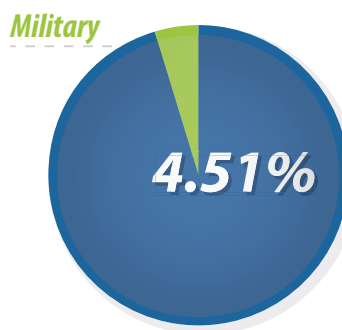
Reaching Those with Co-existing Conditions*



Lesbian, Gay, Bisexual, and Transgender (LGBT)



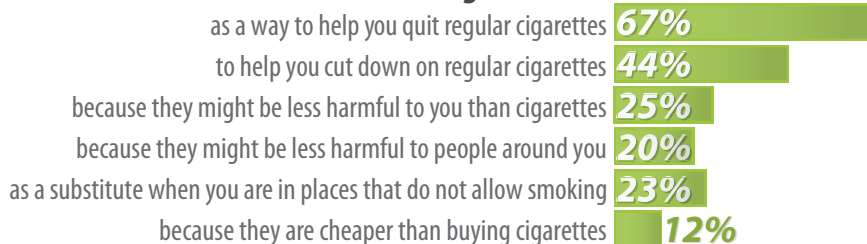
Military Status*



E-cigarettes Usage**

Currently there are about 4.6% of Quitline participants reporting using e-cigarettes with the most prevalent reason for using to "quit regular cigarettes."

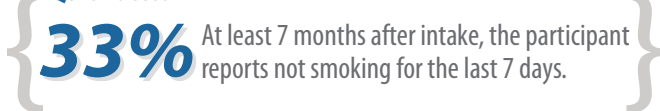
Do You Use E-cigarettes...?



Outcomes:

Quit rates, reach rates and assessing participants level of satisfaction of services, are components of our evaluation plan to ensure the services are delivered appropriately and meeting our quality standards.

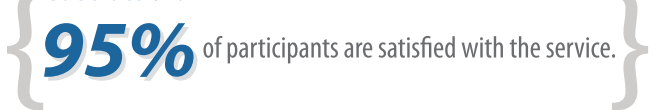
Quit Rates:



Reach Rate:



Satisfaction:



Words From Our Participants:

" I quit smoking on Monday and am doing great, but wanted you to know that every contact I have had with you has been a positive one! I feel comfort in knowing I can always give you a call if I needed to. "

Everett -Quitline Participant

" I am very impressed with your customer service and have heard all positive comments from our employees who have contacted the Quitline for help. "

Representative from Con Ed. -Quitline Participant

*Data collected for Mental Health Conditions, Hypertension, Pre-Diabetes, Stroke, Kidney Disease, Military Status, Hookah and E-cigarette Usage began 8/1/2013.

**E-cigarettes are not FDA approved as tobacco cessation devices.



Opt-to-Quit™

The growth of Opt-to-Quit™ (OTQ™) continued in 2013, expanding to over 32 healthcare facilities in various stages of implementation.

OTQ™ is the adoption of a policy which systematically identifies all tobacco using patients and automatically refers each patient to the Quitline unless they opt out. OTQ™ supports a hospital, clinic, office practice, or program's cessation treatment to provide tobacco-using patients with help to stop smoking. It's a policy-driven, system-wide solution for ensuring stop-smoking support is offered and accessible to patients after they leave a healthcare setting.

Featured Healthcare Site:

Stony Brook Children's Hospital launched Opt-to-Quit™ in early 2013. Under the direction of Rachel Boykan, MD, FAAP, Assistant Professor of Clinical Pediatrics, Division of Hospital Medicine, Department of Pediatrics, Stony Brook University, Stony Brook Children's Hospital, Opt-to-Quit™ continued to grow.

Dr. Boykan surveyed smoking caregivers in the neonatal intensive care unit (NICU) and the newborn nursery, who accepted referral through Opt-to-Quit™. Upon initial implementation in two units of Stony Brook Children's, 53%–78.9% of smoking parents accepted referral to the NYS Smokers' Quitline through Opt-to-Quit.™

Looking to the future, Dr. Boykan plans to identify relevant factors for future study and intervention including: improving referrals through nurse and physician education; expanding Opt-to-Quit™ referral to Obstetrics, outpatient and Emergency Departments; and coordinating referrals to Opt-to-Quit™ with smoking-cessation services initiated in the inpatient setting.



(Left) Sample of Stony Brook Children's Hospital room sign in promotion of the OTQ™ program.

Collaborative Conference Call Series

In conjunction with the 19 NYSDOH BTC-funded Cessation Centers, Roswell Park Cancer Institute administered the bi-monthly Collaborative Conference Call series. This educational series increases providers' ability to access quality, evidence-based training on a range of topics relating to tobacco dependence treatment, while receiving continuing education credits. In 2013, 834 participants from a variety of disciplines joined the call series to hear from various state and national experts.

2013 Topics included:



If the 20th Century was the "Cigarette Century" What will the 21st Century Be?
Presented by Gary A. Giovino, PhD



Integrating Gender into Approaches for Tobacco Cessation
Presented by Joan L. Bottorff, PhD, RN, FCAHS



The Affordable Care Act, Meaningful Use and Treating Tobacco Use
Presented by: Sara Bodnar, MPH



What You Should Know When Treating Your LGBT Patients' Tobacco Use
Presented by: Scout, Ph.D.



Population-level Strategies to Prevent and Reduce Tobacco Use – Success and Challenge
Presented by: Harlan Juster, Ph.D.

“This information helps me to be better at teaching to become tobacco-free.”

Anonymous Participant- Collaborative Conference Call Series

We acknowledge and thank those individuals and organizations for helping to make the New York State Smokers' Quitline service a success in 2013. Every day, the Quitline helps to save lives, money, and improve the health of New York State residents.

For more information contact:
1-866-NY-QUITS (1-866-697-8487)
www.nysmokefree.com



The New York State Smokers' Quitline is funded and supported by the New York State Department of Health Bureau of Tobacco Control.



This report was developed by the Tobacco Control Program at Roswell Park Cancer Institute.