



NEW YORK STATE SMOKERS' QUITLINE



ANNUAL REPORT 2015

Helping to save lives and improve the health of New York State residents.

TELEPHONIC SERVICES

- Tailored and client-centered coaching
- Relapse support
- Education on stop smoking medications
- Eligibility screening for the 2-week starter kit of nicotine patches

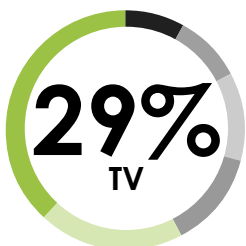
WEB SERVICES

- Help for all stages of the quit process
- Videos and downloadable materials
- Interactive features such as chats and forums
- Informational resources for health care providers

HEALTH CARE SYSTEMS SERVICES

- The Quitline's *Provider Referral Program* offers follow-up patient support and complements health care systems cessation interventions
- Resources and education covering patient cessation best practice interventions via the website and the collaborative call/webinar series
- Outreach and assistance to help advance health care cessation delivery systems with supporting Quitline services

HOW DID YOU HEAR ABOUT US?



15% Called the NYSSQL* before

9% Internet/Website/
Web Search

10% Clinic/Health
Care Provider

7% Family/Friend of
NYSSQL Client

6% Family/Friend who
heard about NYSSQL

**New York State Smokers' Quitline*

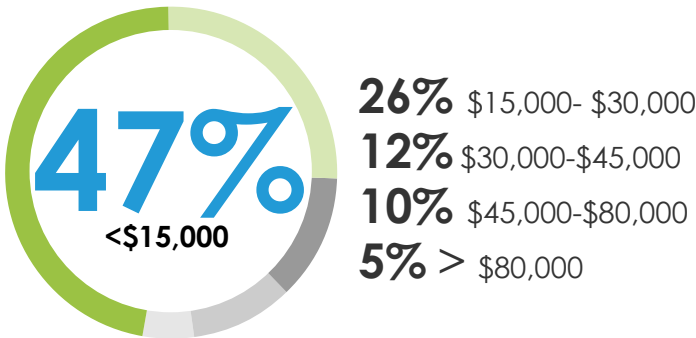
The New York State Smokers' Quitline is funded and supported by the New York State Department of Health Bureau of Tobacco Control.



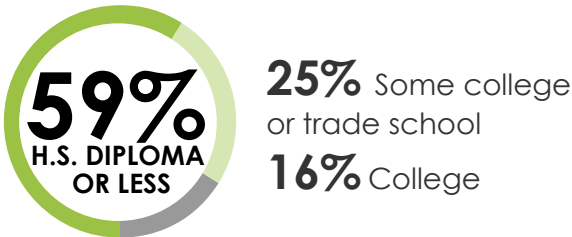
PARTICIPANT CHARACTERISTICS

In 2015, NYSSQL coaches assisted 56,951 tobacco users, and mailed 50,976 nicotine replacement therapy (NRT) starter kits eligible New Yorkers.

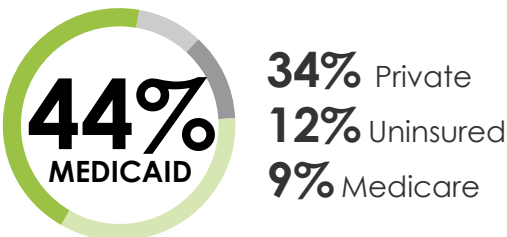
INCOME



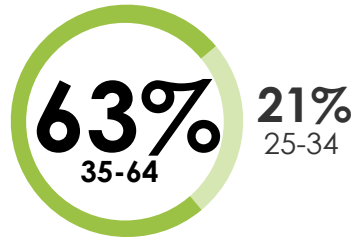
EDUCATION



INSURANCE



AGE



Please consider this a long overdue "thank you" for helping me give up a 50 year habit. Keep up the good work. Thanks again!
- Joyce, Quitline Caller

GENDER

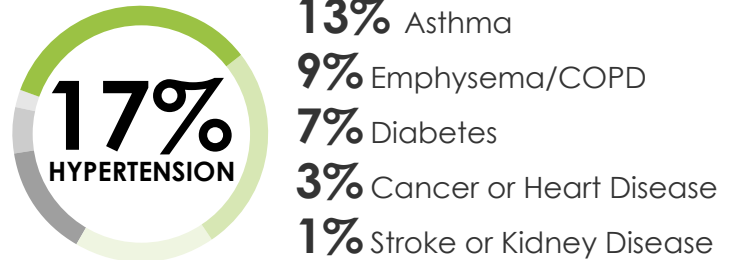
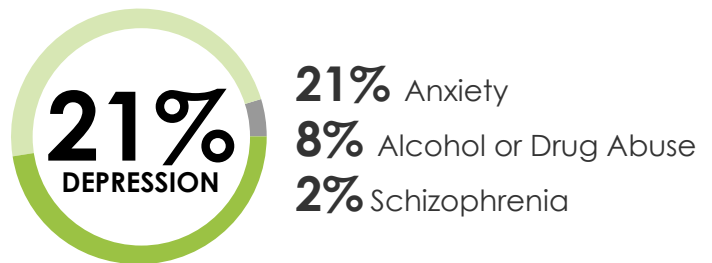


53%
FEMALE



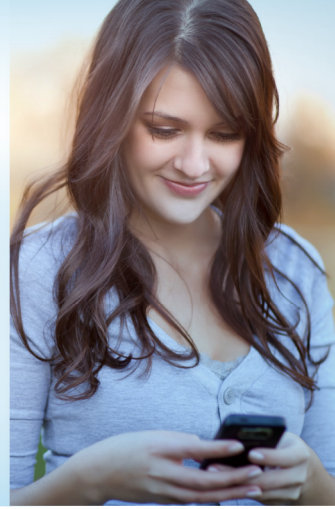
47%
MALE

COEXISTING CONDITIONS





ONLINE RESOURCES



I cannot tell you how grateful I am for the support! - John, Facebook User

NYSMOKEFREE.COM

Popular online content includes "Nicotine...Friend or Foe?", "Thinking About Quitting?", "Your Cigarettes May be Killing You", and "Stop Smoking for Pregnancy and Beyond."

28%

INCREASE IN PAGEVIEWS
(FROM 2014)

An average of
80,000
pageviews per month

SOCIAL MEDIA ACTIVITY

- Quit tips
- Relevant news
- Quit Coach support

POTENTIAL REACH*
464,900

OUTCOMES

QUIT RATES

31%

At least 7 months after intake, the participant reports not smoking for the last 7 days.

SATISFACTION

96%

of NYSSQL users are satisfied with the service.

POPULATION REACHED

3%

Estimated percentage of NY smokers treated by the NYSSQL in 2015.

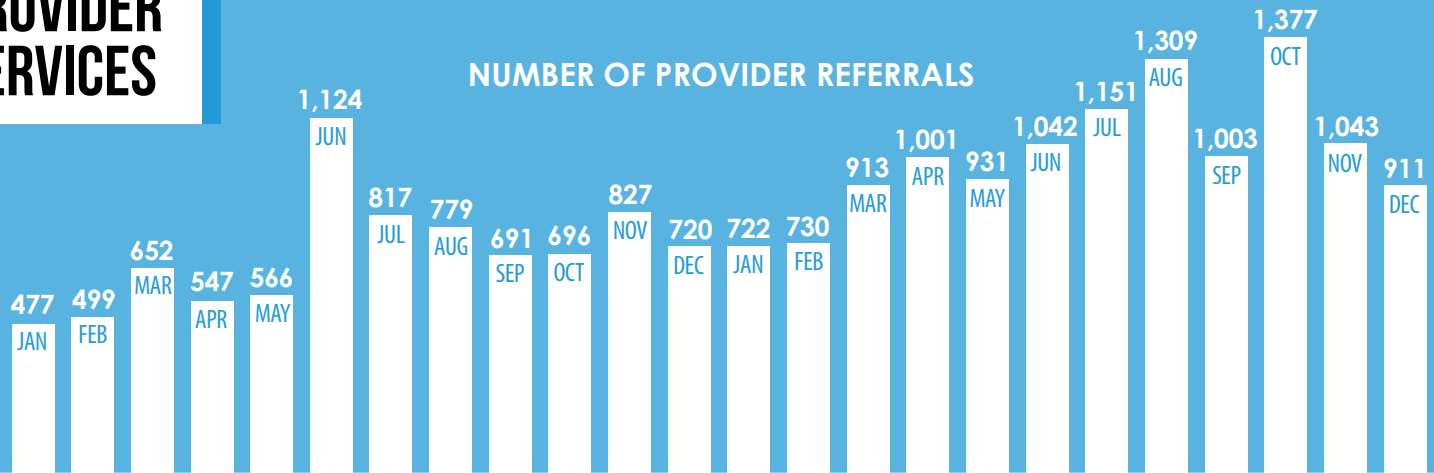
*Potential reach is the combined number of potential users that saw any content associated with NYSSQL Twitter and Facebook profiles.

PROVIDER SERVICES

2014

2015

NUMBER OF PROVIDER REFERRALS



PROVIDER REFERRAL PROGRAM

The NYSSQL offers a Health Care Provider Referral Program to help patients stop using tobacco. This free and easy to use service is an adjunct to a provider's on site cessation intervention. Several referral options are available, including Opt-to-Quit™: an adoption of a systematic policy for tobacco use identification and referral. The Provider Referral Program continues to grow as an integral component of NYSSQL services.

In 2015, NYS providers referred 10,679 unique patients, a 37% increase from 2014.

COLLABORATIVE CALL/WEBINAR SERIES

Roswell Park Cancer Institute, in collaboration with the NYS Department of Health Bureau of Tobacco Control (DOH BTC) and the Health Systems Change for a Tobacco-Free New York (HSTFNY) program, host the collaborative call/webinar series. The series, geared toward clinical health care providers, feature nationally acclaimed experts in the treatment of tobacco dependence.

**JUN 03
2015**



**170
REGISTRANTS**

Presented by Rob Adsit, M.Ed. | "Healthcare Systems Change to Identify and Treat Patients Who Use Tobacco"

**OCT 21
2015**



**156
REGISTRANTS**

Presented by Kimber P Richter, Ph.D., MPH | "The Quiet Revolution in Tobacco Treatment for Psychiatric Patients"