



Did You Know....

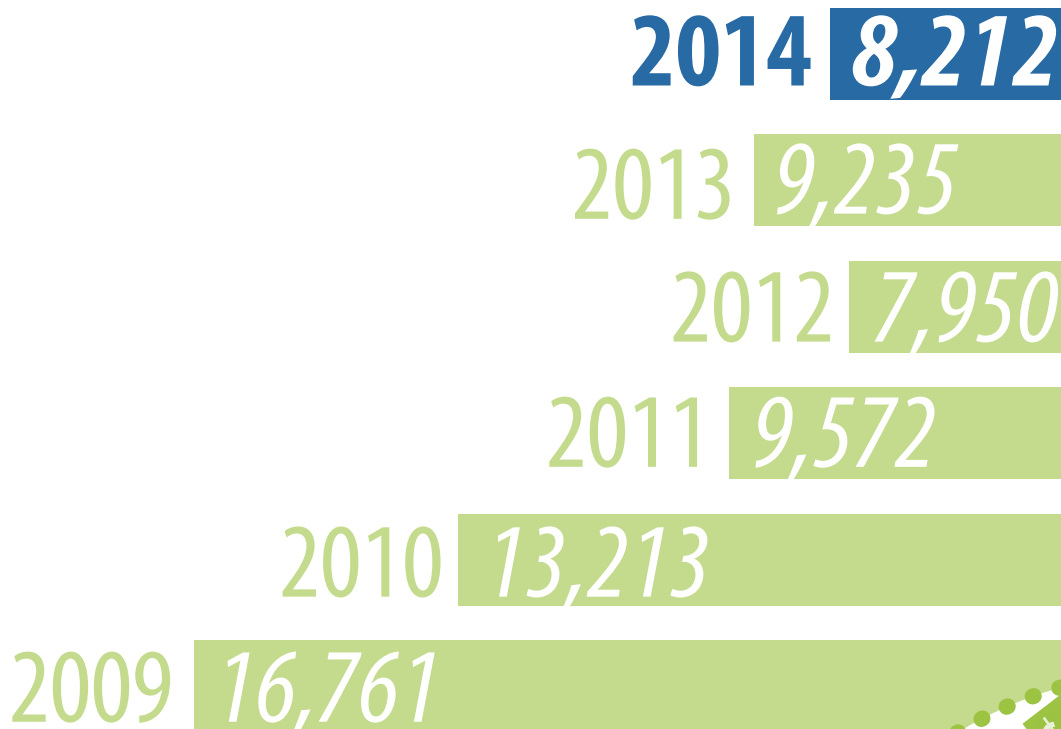
Drastic cuts to the NYS TCP media budget in the last six years have greatly decreased calls to the NYS Smokers' Quitline (NYSSQL), translating into thousands of NY smokers not getting services. The Capital Region has had a 51% decrease in NYSSQL users served from 2009 to 2014.

This decrease (shown below) may have cost taxpayers in the Capital Region up to \$7,068,313 in 2014 for direct medical costs treating smokers the NYSSQL didn't reach.



Capital Region

NYS Smokers' Quitline Usage: Capital Region (2009-2014)



96% Of NYSSQL participants said they were satisfied with our services!

This decrease (shown above) may have cost taxpayers in the Capital Region up to **\$7,068,313** in 2014 for direct medical costs treating smokers the NYSSQL didn't reach.





Did You Know...

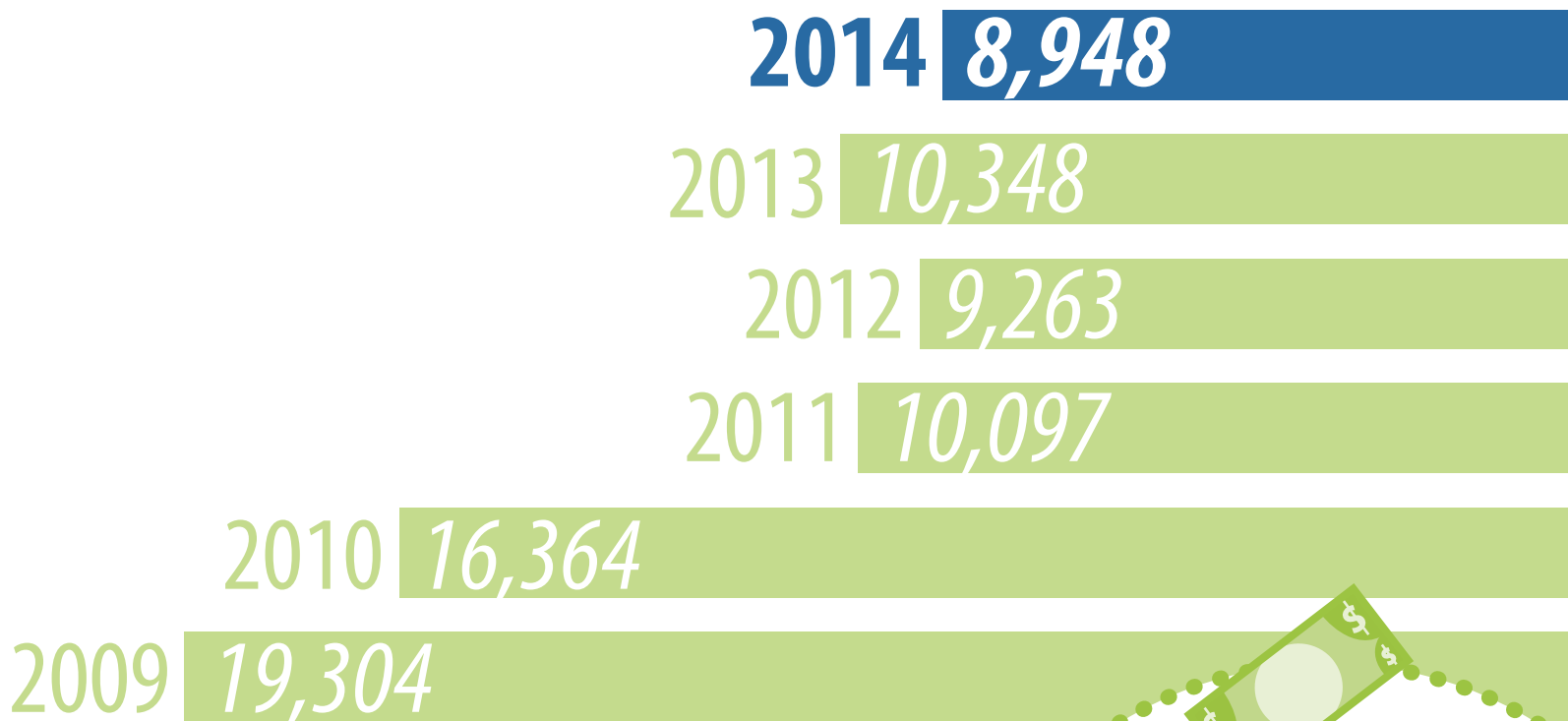
Drastic cuts to the NYS TCP media budget in the last six years have greatly decreased calls to the NYS Smokers' Quitline (NYSSQL), translating into thousands of NY smokers not getting services. The Central Region has had a 54% decrease in NYSSQL users served from 2009 to 2014.

This decrease (shown below) may have cost taxpayers in the Central Region up to \$8,562,341 in 2014 for direct medical costs treating smokers the NYSSQL didn't reach.



Central Region

NYS Smokers' Quitline Usage: Central Region (2009-2014)



96% Of NYSSQL participants said they were satisfied with our services!

This decrease (shown above) may have cost taxpayers in the Central Region up to **\$8,562,340** in 2014 for direct medical costs treating smokers the NYSSQL didn't reach.





Did You Know....

Drastic cuts to the NYS TCP media budget in the last six years have greatly decreased calls to the NYS Smokers' Quitline (NYSSQL), translating into thousands of NY smokers not getting services. The Metro Region has had a 38% decrease in NYSSQL users served from 2009 to 2014.

This decrease (shown below) may have cost taxpayers in the Metro Region up to \$23,938,340 in 2014 for direct medical costs treating smokers the NYSSQL didn't reach.



NYS Smokers' Quitline Usage: Metro Region (2009-2014)*

2014 **47,248**

2013 39,985

2012 51,614

2011 47,415

2010 53,082

2009 76,201



96% Of NYSSQL participants said they were satisfied with our services!

*Numbers are impacted by the NYC Department of Health and Mental Hygiene's ad campaigns and free Nicotine Replacement Therapy giveaways.

This decrease (shown above) may have cost taxpayers in the Metro Region up to **\$23,938,340** in 2014 for direct medical costs treating smokers the NYSSQL didn't reach.





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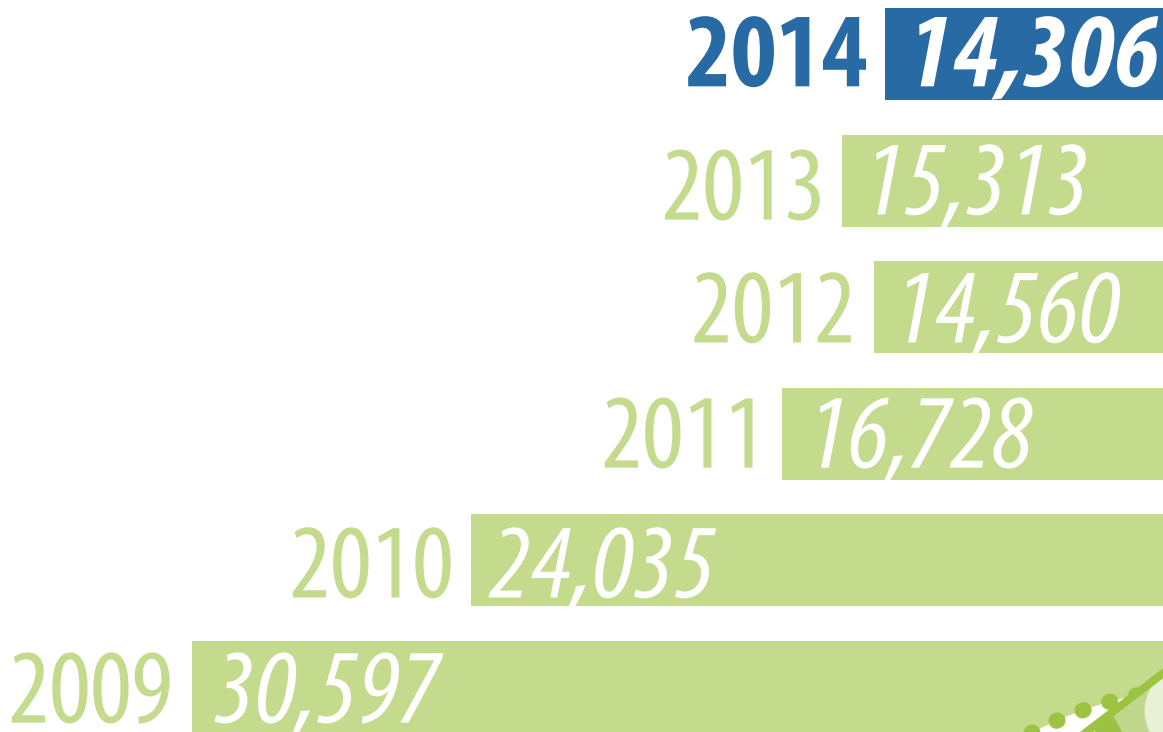
Drastic cuts to the NYS TCP media budget in the last six years have greatly decreased calls to the NYS Smokers' Quitline (NYSSQL), translating into thousands of NY smokers not getting services. The Western Region has had a 53% decrease in NYSSQL users served from 2009 to 2014.

This decrease (shown below) may have cost taxpayers in the Western Region up to \$13,084,937 in 2014 for direct medical costs treating smokers the NYSSQL didn't reach.



Western Region

NYS Smokers' Quitline Usage: Western Region (2009-2014)



96% Of NYSSQL participants said they were satisfied with our services!

This decrease (shown above) may have cost taxpayers in the Western Region up to **\$13,469,398** in 2014 for direct medical costs treating smokers the NYSSQL didn't reach.

