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?

29% TV
15% Called the NYSSQL* before
10% Clinic/Health Care Provider
9% Internet/Website/Web Search
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.
In 2015, NYSSQL coaches assisted 56,951 tobacco users, and mailed 50,976 nicotine replacement therapy (NRT) starter kits eligible New Yorkers.

**Participant Characteristics**

- **Gender:**
  - Female: 53%
  - Male: 47%

- **Income:**
  - <$15,000: 47%
  - $15,000-$30,000: 26%
  - $30,000-$45,000: 12%
  - $45,000-$80,000: 10%
  - >$80,000: 5%

- **Age:**
  - 25-34: 21%
  - 35-64: 63%

- **Education:**
  - H.S. Diploma or Less: 59%
  - Some college: 25%
  - College: 16%

- **Insurance:**
  - Medicaid: 44%
  - Private: 34%
  - Uninsured: 12%
  - Medicare: 9%

- **Coexisting Conditions:**
  - Hypertension: 17%
  - Depression: 21%
  - Anxiety: 21%
  - Alcohol or Drug Abuse: 8%
  - Schizophrenia: 2%
  - Asthma: 13%
  - Emphysema/COPD: 9%
  - Diabetes: 7%
  - Cancer or Heart Disease: 3%
  - Stroke or Kidney Disease: 1%

- **Comment:**
  "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"
At least 7 months after intake, the participant reports not smoking for the last 7 days.

Estimated percentage of NY smokers treated by the NYSSQL in 2015.
**PROVIDER REFEREE 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”

For more information, contact [1-866-NY-QUITS](tel:1-866-697-8487) or visit us online at [www.nysmokefree.com](http://www.nysmokefree.com). Follow us on [Facebook](https://www.facebook.com), [Twitter](https://twitter.com), [Google+](https://plus.google.com), or [YouTube](https://www.youtube.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 Roswell Cessation Services at Roswell Park Cancer Institute.