It truly meant a lot to me to know that you care. Thank you again, your encouragement has brought a positive start to my day!
NYSSQL coaches assisted 53,060 tobacco users, and mailed 46,377 nicotine replacement therapy (NRT) starter kits to eligible New Yorkers in 2016.

### Participant Characteristics

#### Age

- **25%** 45-54
- **24%** 55-64
- **18%** 35-44
- **17%** 25-34
- **12%** 18-24
- **4%** >=65
- **<2%** <18

#### Gender

- **53%** Female
- **47%** Male

#### Coexisting Conditions

- **17%** Depression
- **16%** Anxiety
- **10%** Hypertension
- **10%** Asthma
- **10%** Emphysema/COPD
- **8%** Diabetes
- **3%** Cancer
- **3%** Heart Disease
- **2%** Pre-Diabetes
- **1%** Stroke
- **1%** Kidney Disease
- **5%** Alcohol or Drug Abuse
- **5%** Bipolar Disorder
- **5%** Schizophrenia

#### Income

- **44%** <$15K
- **29%** $15K-$30K
- **12%** $30K-$45K
- **10%** $45K-$80K
- **5%** >=$80K

#### Education

- **58%** H.S. Diploma or less
- **25%** Some college or trade school
- **17%** College degree

#### Insurance

- **48%** Medicaid
- **27%** Private
- **13%** Uninsured
- **11%** Medicare
3% Increase in pageviews* from 951,857 in 2015 to 978,351 in 2016.

81,529 Pageviews per month

6% Increase in unique users
*Number of times any page via the nysmokefree.com was visited by new or returning users.

242% Increase from 2015 (25,568) to 2016 (87,355) in referrals from social media to nysmokefree.com

15,311 Impressions* per month
*Number of times any individual might have seen NYSSQL related content via a social account.

92% NYSSQL users satisfied with the service

3% Estimated percentage of NY smokers treated by the NYSSQL in 2016

31% At least 7 months after intake, the participant reports not smoking for the last 7 days.*
*Based on historical data, 2016 data is not available to assess 7 month Quit Rates.

Top ways clients heard about the NYSSQL

38% % of clients heard about the NYSSQL through an advertisement via television. A 21% increase from last year.

19% Called the Quitline before
8% Clinic or Healthcare Provider

5% Internet, Website, Search
5% Family or friend of a NYSSQL client

4% Refer-to-Quit
4% Family or friend heard about NYSSQL
Provider Referral Program
A free Health Care Provider Referral Program is offered through the NYSSQL in order to help patients quit tobacco use. Several referral options are available, including Opt-to-Quit™: the 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.

The collaborative nature of the Provider Referral Program creates a systematic approach to tobacco cessation assistance for patients and benefits health care providers who can access individualized and aggregate patient outcome reports. This sustainable feedback loop enhances the circle of support between providers, patients and the NYSSQL.

Collaborative call/webinar series
In collaboration with the NYS Department of Health Bureau of Tobacco Control and the Health Systems Change for a Tobacco-Free New York program, Roswell Park Cancer Institute hosted two collaborative calls/webinars in 2016 to educate providers and allied health professionals.

2016

NYS providers referred 15,725 patients, a 47% increase from 2015.

For more information, contact 1-866-NY-QUITs (1-866-697-8487) or visit us online at www.nysmokefree.com. Follow us on Facebook, Twitter, Google+, or YouTube. 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 Roswell Park Cessation Services at Roswell Park Cancer Institute.