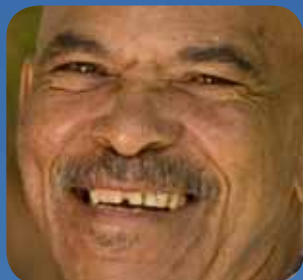


New York State Smokers' Quitline

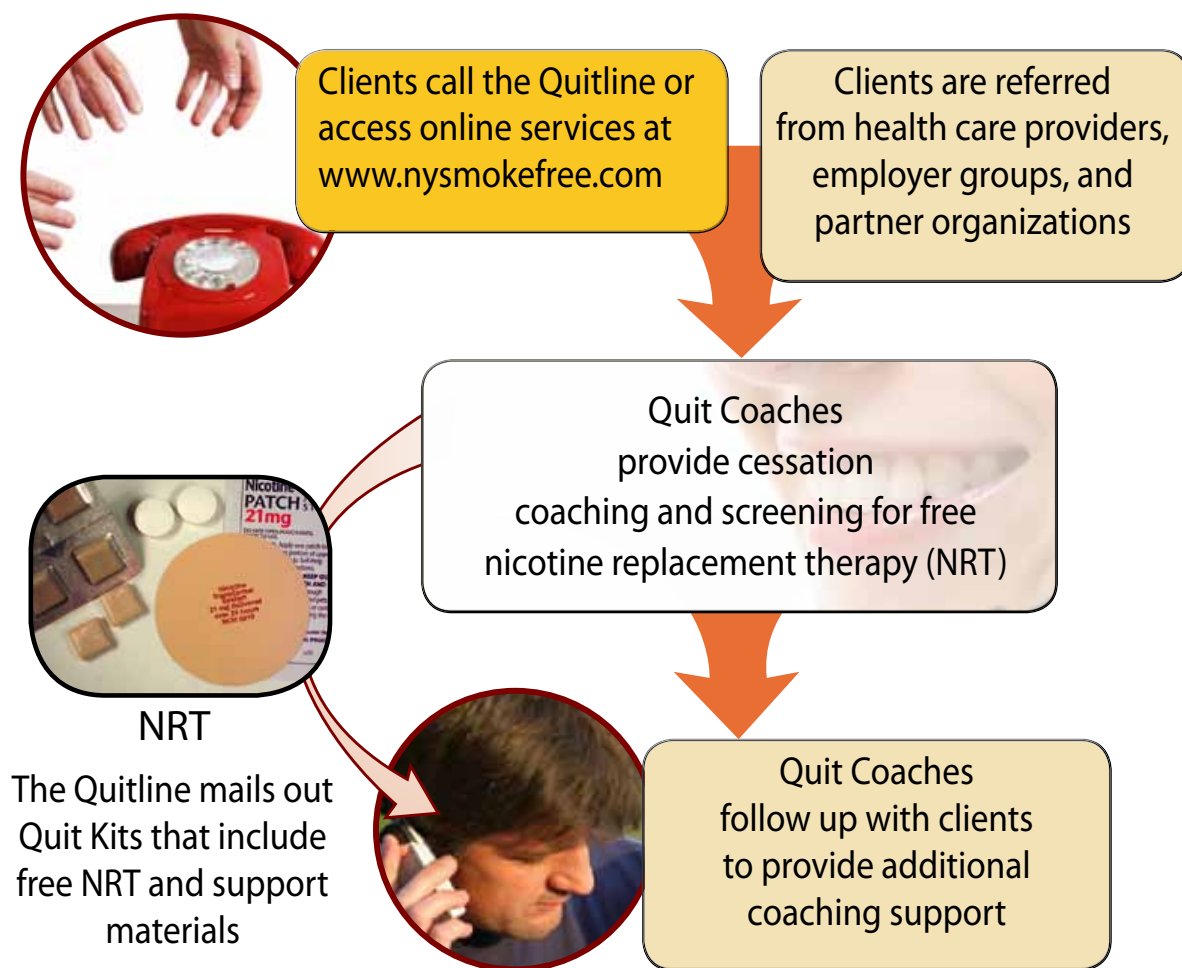


2008 Report

The New York State Smokers' Quitline

The New York State Smokers' Quitline supports the vision of the New York State Tobacco Control Program for all New Yorkers to live in a tobacco-free society. Programs and services provided by the Quitline strive to help achieve the mission to reduce morbidity and mortality and alleviate the social and economic burden caused by tobacco use in New York State.

How the New York State Smokers' Quitline Works



Quitline Background and Service Growth

298,072 calls were made to the Quitline in 2008



2008 Quitline services



Cessation Coaching and information

- Cessation coaching calls
- Prerecorded information and tips
- Motivational messages
- Online information



Free Nicotine Replacement Therapy (NRT)

- Free NRT starter kits
- Online NRT ordering



Enhanced Services

- Additional coaching calls and NRT for uninsured and Medicaid clients

Easy Referral Program

- Fax-to-Quit referrals
- Online referral and online registration for free NRT
- Direct referrals

Quitline quit rates

Quit rates are based upon a 7-day point prevalence of cigarette abstinence.

3 and 12 month Quit Rates		
	3 month	12 month
All Clients	34%	36%
Intention to Treat	21%	23%

Demand for Quitline services continued to grow



In 2008 the NYS Smokers' Quitline distributed nearly 136,000 NRT starter kits to New Yorkers.



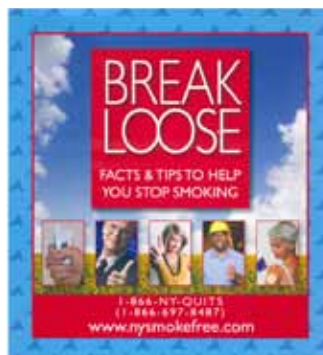
Well over 740,000 hits were logged to the www.nysmokefree.com web site in 2008 as a growing number of web users apply for free NRT online.



The Quitline enrolled more Medicaid or uninsured clients into enhanced services that offered additional support, with 52,628 enrolled in 2008.



The number of health care providers using the Quitline's patient referral program steadily increased in 2008.



As a cessation information source, the Quitline provides quit guides, posters, and other cessation materials for clients and partners.



Quitline Clients choose from a variety of options when they call



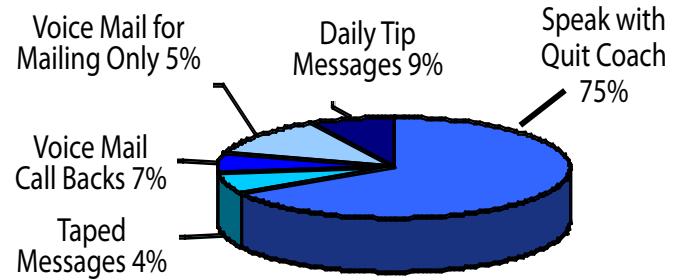
Reasons for calling the Quitline:

Most Quitline clients have a desire to quit smoking and seek support, tools, and free NRT to help them do so. Other Quitline clients include clinicians, health care providers, educators, the media, as well as friends and family members of tobacco users.

Top four reasons for calling the Quitline

- Information about quitting
- Moral support for quitting
- Requests for NRT
- Requests for quit materials

When clients contact the Quitline they are given a variety of options. Most clients, 75%, choose to speak with a Quit Coach while 9% listen to daily tip messages and 5% request Quitline materials, including self help guides. Other clients, 7%, request a callback from a Quit Coach. Clients may access more than one option.



Total number of incoming calls to the Quitline from New York State counties

From every corner of New York State, residents make the call for stop smoking support.



County		County		County	
ALBANY	8,974	JEFFERSON	1,070	ROCKLAND	2,578
ALLEGANY	491	KINGS	10,155	ST LAWRENCE	984
BRONX	6,428	LEWIS	214	SARATOGA	2,223
BROOME	4,543	LIVINGSTON	634	SCHENECTADY	2,342
CATTARAUGUS	1,383	MADISON	872	SCHOHARIE	579
CAYUGA	1,117	MONROE	10,980	SCHUYLER	188
CHAUTAUQUA	1,914	MONTGOMERY	944	SENECA	380
CHEMUNG	1,477	NASSAU	18,360	STEUBEN	1,333
CHENANGO	736	NEW YORK	25,073	SUFFOLK	14,946
CLINTON	1,102	NIAGARA	3,654	SULLIVAN	1,114
COLUMBIA	1,072	ONEIDA	4,192	TIOGA	575
CORTLAND	628	ONONDAGA	12,142	TOMPKINS	965
DELAWARE	691	ONTARIO	992	ULSTER	2,564
DUTCHESS	4,960	ORANGE	3,956	WARREN	1,195
ERIE	23,687	ORLEANS	393	WASHINGTON	916
ESSEX	367	OSWEGO	2,015	WAYNE	881
FRANKLIN	412	OTSEGO	943	WESTCHESTER	7,945
FULTON	1,100	PUTNAM	1,047	WYOMING	464
GENESEE	663	QUEENS	12,547	YATES	281
GREENE	927	RENSSELAER	2,386	311*	41,201
HAMILTON	54	RICHMOND	3,071		
HERKIMER	1,245				

*Transferred to the Quitline



Who Calls the Quitline?



Client demographics

Age		Race	
Under 18 Years	<1%	White	71%
18 to 34 years	31%	Black/African American	14%
35 to 54 years	48%	Other	15%
55+	22%	Ethnicity	
		Hispanic or Latino	13%
Gender		Education	
Female	53%	Less than high school	13%
Male	47%	High school graduate	37%
		Trade School	5%
		Some college	25%
		College or more	20%
Insurance Status		Language	
Insured	42%	English	97%
Uninsured	30%	Non-English	2%
Medicaid	23%	Other	.4%
Medicare	5%		

Smoked Daily	
1 - 9	4%
10 - 19	30%
20 - 29	36%
30+	23%

Years Smoked	
< 1 - 5 years	14%
6-10 years	13%
11-15 years	13%
16-20 years	14%
21 or more years	46%

Quitline clients reflect New York State's diverse population

- 71% of Quitline clients are White
- 14% are Black/African American
- 15% identify themselves as Hispanic
- Almost 53% report being uninsured or Medicaid members

Clients who do not speak English or Spanish are provided with translation services.



Heavier smokers who have been smoking 16 years or more access Quitline services at a higher rate than other smokers.



How people learn about the Quitline



Quitline clients learn about the Quitline through New York State media campaigns, family and friends, tobacco control and community partners, as well as through health care providers.

The Quitline is working to expand its reach through the internet, new media, and partnerships.

How people say they learned about the Quitline

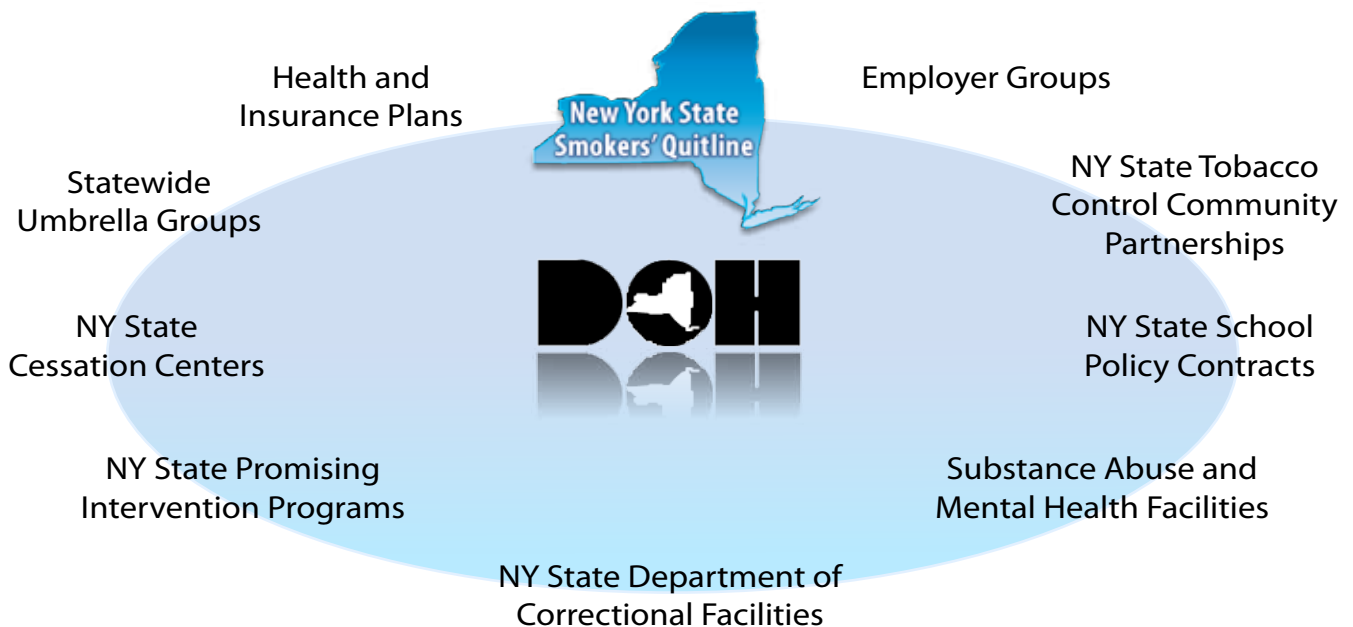
Source of the Quitline number	
Media campaigns	47%
Family / Friend	22%
Providers / Partners and Fax-to-Quit Referrals	14%
311 (New York City) transfers	7%
Quitline materials	8%
Miscellaneous sources	2%



Next to media, friends and family are a primary source of Quitline referrals.

Quitline Network and Partnerships

The Quitline works within a network of State and private partnerships and programs to reach and better serve clients.



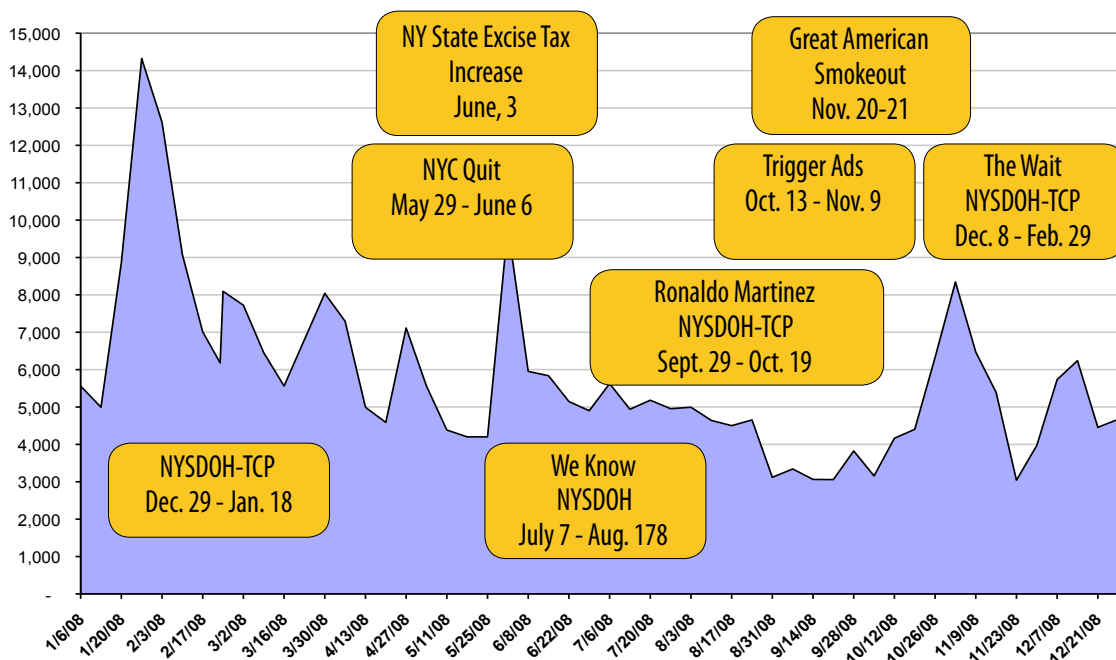
Media and Client Referrals

Hard hitting and persuasive media campaigns and policies help drive smokers to the Quitline for support

The New York State Department of Health runs cessation media campaigns to motivate smokers to quit and promote Quitline services.



The chart, right, shows the impact that media campaigns and policies make on call volume.



Easy client referrals



The Quitline referral program provides a simple method for health care providers, employers, and partner organizations to refer people to the Quitline. Clients are referred to the Quitline using the Fax-To-Quit program, online referral process, and by simply providing the Quitline number to clients.

In 2008, the New York State Smokers' Quitline and the NYC Department of Health and Mental Hygiene Bureau of Tobacco Control successfully piloted an online data exchange referral program. Outcomes from this innovative program include an increase in referrals and the development of data structures that can lead to integration with electronic medical record systems.



Free NRT and Enhanced Services Program



Quitline clients seek free and easy access to NRT



Online Ordering of NRT

The Quitline provides a free starter kit of NRT to eligible clients to help them in their efforts to quit smoking. The web application for free NRT has expanded our ability to provide services to more clients and may be providing services to clients who are less likely to utilize live telephonic coaching services.

In 2008:

- The Quitline averaged more than 670 shipments of NRT per day.
- 149,392 clients received NRT starter kits.
- Online ordering of NRT provides additional access to Quitline Services.
- Online ordering provides a fast, easy, and secure way to order NRT.
- 58,845 clients (of 149,392) received NRT through online ordering in 2008.



We provide a little extra support for people who may not be able to afford stop smoking medications.

Enhanced Services Program for uninsured and Medicaid clients

The Quitline's Enhanced Services Program provided more coaching calls and additional NRT for Medicaid and uninsured clients.

Over 52,600 clients were enrolled in the Quitline Enhanced Services Program in 2008.





Client Satisfaction: Our Work and Commitment



Customer satisfaction and support is #1

A diverse team of Quit Coaches are ready to serve NY State clients 7 days a week.

92% of Quitline clients surveyed were very satisfied with Quitline services



Client Comments



"I quit more than a year ago thanks to your help."

"I was well informed and I got my patches quickly."



"With your help my husband has finally quit smoking and is cigarette free for 4 months."



"It's been 2 years since I called the Quitline and I have not smoked since."

"It's not always been easy but the patches and reading materials that you supplied were very helpful."

For more information contact:

1-866-NY-QUITS
(1-866-697-8487)

www.nysmokefree.com

