



NEW YORK STATE SMOKERS' QUITLINE

Supported through the State of NY Department of Health Tobacco Control Program

ANNUAL REPORT 2011



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In 2011, the New York State Smokers' Quitline (NYSSQL) continued to be a lifeline for thousands of NYS smokers seeking help to stop smoking and, since its launch in 2000, the Quitline has received over 1.6 million calls. In 2011, the NYSSQL Quit Coaches provided behavioral counseling to more than 100,000 clients, there were over 72,000 Nicotine Replacement Therapy (NRT) starter kits sent to clients and there were over 508,000 hits to the NYSSQL website, www.nysmokefree.com.

However, calls coming into the Quitline have been decreasing. Recent budget cuts to the New York State (NYS) Tobacco Control Program's (TCP) hard-hitting public service anti-smoking campaigns have resulted in fewer NYS smokers seeking Quitline help; this includes those who are disadvantaged and who need it the most. The NYSSQL had an 11% decrease in call volume in 2011 when compared to 2010, and a 26% decrease from 2009.

The NYS Tobacco Control Program uses an effective multi-pronged approach to tobacco control and along with strong state-wide tobacco-related policies (e.g. cigarette tax and smoke-free public places laws), has helped to bring the smoking rate in NYS to 15.5%, its lowest ever. However, smoking rates are high and have remained unchanged over the past decade in those with the lowest incomes and in those who are uninsured. Furthermore, costs for treating tobacco-related illness in NY has topped \$8 billion with 5.4 billion covering Medicaid costs. These costs are estimated to be \$3,200 for every NYS adult smoker.

In an effort to reach and recruit more smokers, the NYSSQL has engaged in several strategies. In 2011, the NYSSQL began work with NYS hospitals to implement the Opt-To-Quit program. The Opt-to-Quit program is a policy-driven, system-wide referral program that helps hospitals and other health care settings meet the rapidly emerging emphasis on prevention and provider accountability as put forth by several national initiatives. Currently the Opt-to-Quit program is in the adoption or implementation phase in eight NYS health care facilities, and there are several other facilities that have expressed interest.

Work also continues on developing new methods to reach smokers in ways that people now communicate. In 2011, close to 18,000 users accessed our web-based smoke-free community. Last but not least, we have adapted our approach to build long-term relationships with clients to help them quit for good. Smoking is a chronic condition with several quit attempts and relapse cycles, and our services have adapted to meet these needs. In 2011, a third of the clients we serviced had used our services in the past.

Moving forward, the NYSSQL will continue to provide effective, cost-efficient, quality, and evidence based services to as many clients as possible while looking for new, innovative ways to communicate to more clients through technology enhancements. A special emphasis will be on helping those populations in NYS that continue to smoke at relatively high levels. Our success in accomplishing this mission will help save lives and reduce suffering caused by tobacco for thousands of New Yorkers and, in the process, help to contain tobacco-related health care costs.

NEW YORK STATE TOBACCO FACTS

THE TOLL OF TOBACCO IN NEW YORK STATE

While the smoking rate in New York State has declined to its lowest of 15.5%, there still remain about 2.5 million adult smokers. However, among these smokers, the burden of tobacco use is disproportionately heavy on those who are socioeconomically disadvantaged. For smokers with a high school diploma or lower, or with incomes less than \$34,000 or those with mental health conditions, smoking rates are not declining and remain over 20%.

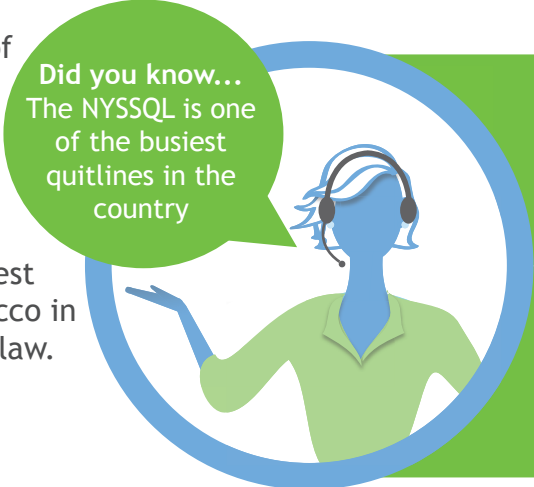
Each year thousands of New Yorkers die from a tobacco related illnesses. As smokers die on average eight years earlier than non smokers, for every New Yorker who dies because of smoking, there are 20 others who suffer from serious smoking-related illnesses.

Adding to the human suffering, smoking-related medical related costs continue to soar and constitute 5.4 billion of NYS Medicaid costs. The table below lists the devastating effect of tobacco use in New York State.

<i>Smoking Attributable Deaths</i>	25,500
<i>Annual health care costs in NYS directly caused by smoking</i>	\$8.17 billion
<i>Portion covered by the state Medicaid program</i>	\$5.4 billion
<i>Annual lost productivity costs</i>	\$6.02 billion

NATIONALLY RECOGNIZED NEW YORK STATE TOBACCO CONTROL PROGRAM

The New York State Tobacco Control Program is recognized as a national leader in the field of tobacco control, largely because of its effective use of the multi-pronged approach to tobacco control, as recommended by the Centers for Disease Control and Prevention. Local and state-wide programs employing evidence-based interventions and strategies and hard-hitting public service campaigns have been drivers of the Program's success. NYS also leads the nation for having some of the strongest tobacco control policies, including the highest state tax on tobacco in the United States and a state-wide public places smoke-free air law.



Did you know...
The NYSSQL is one of the busiest quitlines in the country

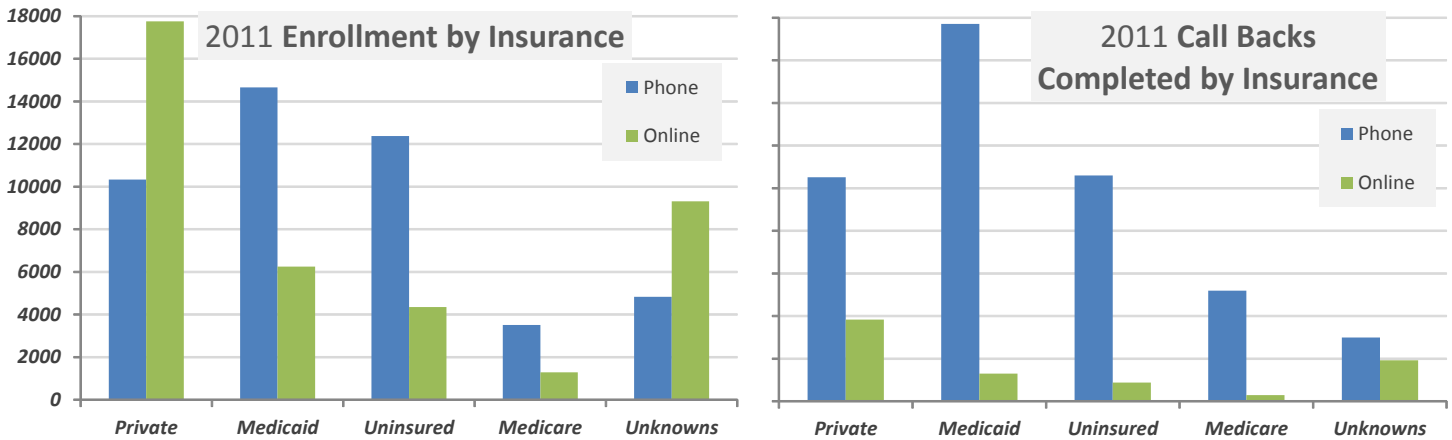
THE NEW YORK STATE SMOKERS' QUITLINE: A GOOD INVESTMENT

The NYSSQL, a component of the NYS TCP's multi-prong tobacco control strategy, has proven to be a positive return on investment. While direct medical costs associated with treating tobacco-caused illnesses in NYS total \$3,200 for every adult smoker, the cost of servicing just one smoker calling the NYSSQL was about \$57. And, while estimated costs for the first year of treatment for a lung cancer patient is about \$39,891, the cost of helping one smoker to stop smoking through the Quitline is over seventy-six fold lower at about \$523.

REACHING THE UNDERSERVED

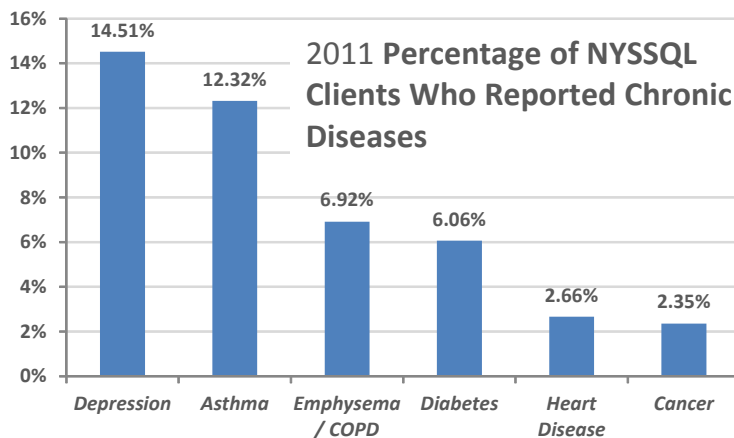
Since 2000, the NYSSQL's free stop-smoking services have been available for any NY smoker wanting to quit. Importantly, the Quitline service is amply used by those who need it most. Reported characteristics of smokers using the Quitline services show that a majority (60%) tend to be those who are either uninsured or are Medicaid or Medicare members and most (58%) report having a high school diploma or lesser educational attainment.

Utilization patterns of services indicate that the NYSSQL's phone service is used more by the uninsured, and Medicaid and Medicare clients than those with private insurance; those with Medicaid accept follow up phone coaching significantly more than others with different insurance status.



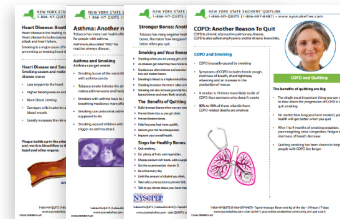
REACHING THOSE WITH CO-MORBIDITIES

The NYSSQL also services many suffering from other chronic conditions and provides tailored coaching to help promote cessation while dealing with a chronic disease.



QUITLINE'S DOWNLOADABLE CHRONIC DISEASE FACT SHEETS

- Asthma
- Chronic Obstructive Pulmonary Disease (COPD)
- Diabetes
- Heart Disease
- Bone Health



NYSSQL CLIENT REACH AND SERVICE UTILIZATION

IN 2011 THE NYSSQL...

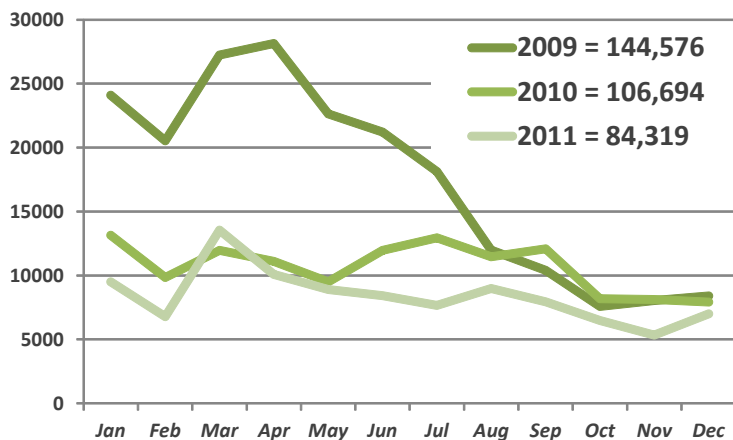
- Received **163,428** incoming calls
- Counseled **89,633** current tobacco-users
- Counseled **11,267** former tobacco-users
- Distributed **72,538** starter kits of NRT
- Received **7,573** tobacco-using patient referrals from healthcare providers
- Had **580,288** www.nysmokefree.com visitors
- Had **17,197** clients utilizing the online Smokefree Community



NYSSQL REACH AND SERVICE UTILIZATION TRENDS

Since 2009, the drastic cuts to the NYS TCP public service campaign budget has directly impacted the number of New Yorkers accessing Quitline help. In 2011, the NYSSQL had an 11% decrease in call volume compared to 2010, and a 26% decrease from 2009.

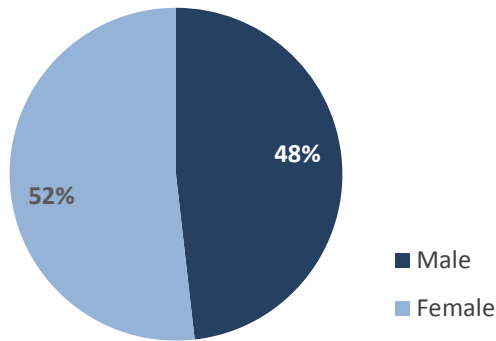
SERVICE UTILIZATION BY MONTH 2009-2011



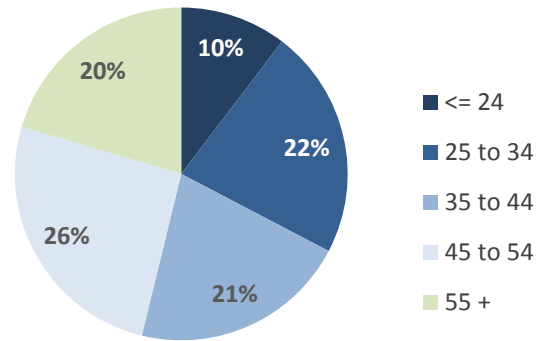
With fewer smokers accessing services, the media budget cuts particularly impacted smokers with the greatest needs: those on Medicaid or uninsured, less educated, older, heavier smokers, and many dealing with chronic illnesses. The graph depicts the decline in the NYSSQL service utilization from 2009-2011.

SELECTED CHARACTERISTICS OF NYSSQL CLIENTS

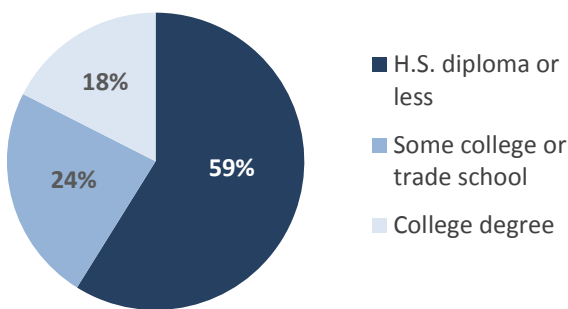
GENDER



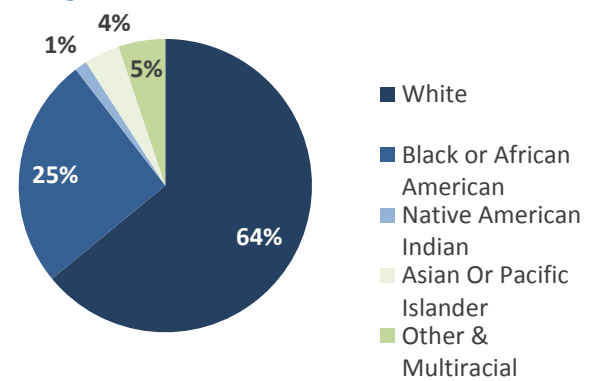
AGE



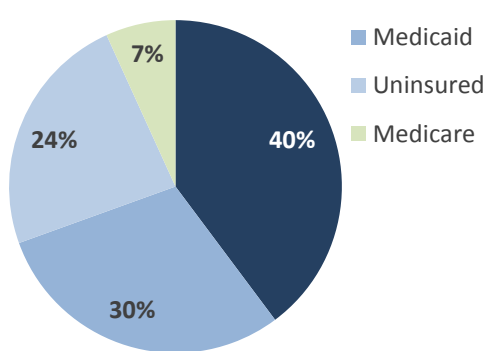
EDUCATION



RACE



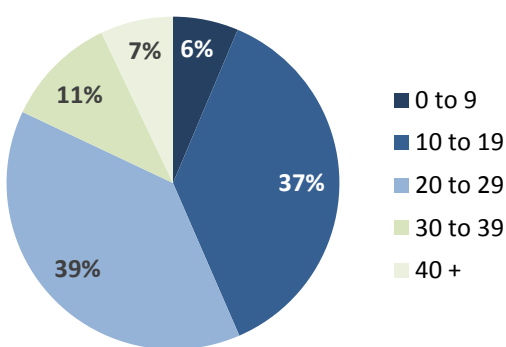
INSURANCE



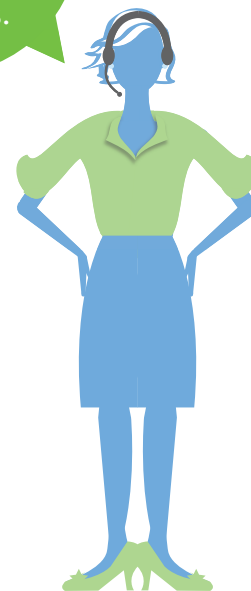
ETHNICITY



CIGARETTES PER DAY



Did you know...
In 2011, the NYSSQL serviced clients in 29 different languages.



NYSSQL SERVICES

The NYSSQL services can be accessed directly by calling 1-866-NY-QUITS, the National Quitline number (1-800-QUIT-NOW) or through our website at www.nysmokefree.com. Below is a summary of the NYSSQL services.

QUITLINE SERVICES FOR TOBACCO USERS

PHONE:

- Callers speak with a specially trained Quit Coach.
- Quit Coaches work with clients to form a tailored quit plan using motivational and client-centered coaching techniques.
- Quit Coaches recommend appropriate stop smoking medications and screen those interested in the NYSSQL free 2-week starter-kit of nicotine patches.
- An automated library of popular stop smoking topics and tips of the day.

WEB:

- Comprehensive Quit information for all stages of the quit process.
- Informational videos and downloadable self-help materials.
- Interactive smoke-free community includes tools, journals, chats and forums.
- Request a call from a Quit Coach.
- Active social media connecting on Facebook, Twitter and Google+.

WEB & PHONE SERVICES:



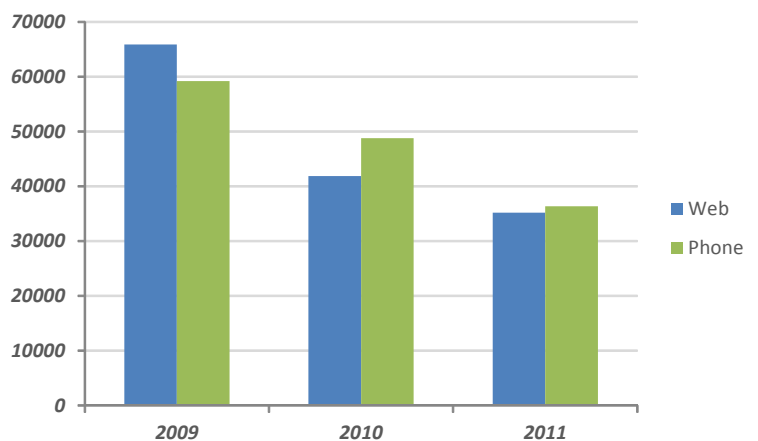
- Our Messaging Services offer custom or pre-defined support messages for clients through text messages, emails or automated voice messages.

NICOTINE PATCHES OFFER

In 2011, the NYSSQL distributed NRT kits to 71,109 New York residents; 51% of the registrations were completed by telephone, 49% were completed online.

- Clients can apply for a free two week starter-kit of nicotine patches by phone or website.
- Clients can apply twice in a twelve-month period.
- Clients are coached with education and instruction for proper use.
- Information and resources for obtaining additional nicotine patches or other stop smoking medications are also offered.

WEB AND PHONE NRT REQUESTS 2009-2011



QUITLINE SERVICES FOR THOSE HELPING TOBACCO USERS QUIT

The NYSSQL also provides services and support for others interested in helping tobacco users quit. Phone and web support information is available for friends and family of smokers, health providers and businesses plus resources for researchers, educators and students. Mailed and downloadable materials are also available on an array of tobacco cessation topics.

REFER-TO-QUIT: HEALTH PROVIDER SERVICES

The NYSSQL Refer-to-Quit program gives NYS Health Care Providers the opportunity to refer their tobacco-using patients to the NYSSQL using their method of choice; fax or online entry referral, or indirectly by advising their patients to contact the Quitline. Quit Coaches call referred patients within 72 hours to describe and offer services and patient reports are provided back to the provider.



OPT-TO-QUIT PROGRAM

The NYSSQL Opt-To-Quit program was developed to address the rapidly emerging emphasis on prevention and provider accountability in the Health Care Setting as put forth by several national initiatives such as the Health Care Reform Act, Health Information Technology Project, Meaningful Use Criteria and the Joint Commission Tobacco Measures. In 2011, the NYSSQL joined with eight NYS hospitals to adopt and implement the Opt-To-Quit program.

THE OPT-TO-QUIT MODEL:

- Adjunct to a hospital or health care facility cessation program.
- Adoption of a systematic policy where tobacco-using patients are identified and informed the NYSSQL will provide a service follow-up call unless the patient chooses to opt out.
- Accomplishes getting tobacco using patients into the NYSSQL system for ongoing outreach and access to services.

NYSSQL 2011

- **QUIT RATES 30.3%**
- **REACH RATES 3.64%** Estimated percentage of smokers reached with NYSSQL services (Down from **4.60%** in 2010 and **6.24%** in 2009 which was the highest in the US).
- **REPEAT CLIENTS 31%** It often takes several attempts for a smoker to successfully quit, repeat clients reflect the positive relationship the Quitline establishes with clients.
- Clients satisfied with service **95%**
- Clients felt coaches were knowledgeable, courteous and concerned **>95%**

HOSPITALS AND JOINT COMMISSION

The Joint Commission put forth new a Tobacco Cessation Performance Measure set to take effect for hospitals in 2012. To help advance the Measures, the NYSSQL partnered with NYS DOH Cessation Centers to conduct learning webinars for NYS hospitals and clinics. The webinars titled: “Implementing Joint Commission’s Tobacco Treatment Measures” and “Bedside Counseling for Tobacco Users and Implementing the New Joint Commission Measures” were attended by 163 participants from NYS hospitals, health plans, private practice and other tobacco control partners.

HEALTH PLANS

For Health Plans in NYS offering their members cessation services, the NYSSQL informs and triages clients into their plan’s services. This partnership provides smokers who generally do not know about the availability of services with information and access to their health plan’s cessation services.

NYS CESSATION HEALTH PROVIDER CME COLLABORATIVE CONFERENCE CALL SERIES

Established in 2006 the NYSSQL and the NYS TCP NYS Cessation Centers provides a free, evidence based series of conference calls for NYS health care providers on relevant tobacco cessation and control topics. The series is hugely successful and in 2011 alone attracted 1,646 participants.

Since 2006, over 10,350 healthcare providers participated in the Collaborative Conference Calls.



EMPLOYERS AND HEALTH PLANS: NEW YORK STATE ACTION-TO-QUIT AND LEADER INITIATIVE

In 2010, the NYSSQL and the NYS Department of Health were awarded one of nine state ActionToQuit (ATQ) grants by the Partnership for Prevention, to facilitate and promote sound tobacco control policies for all sectors of health care systems including, employers, insurers, government agencies, Quitlines, and policymakers.

ATQ 2011 HIGHLIGHTS:

- Syracuse conference with 50 Central NY employers, health plans and other stakeholders to address tobacco use cessation policy strategies.
- Awarded funding to seven organizations to implement NY Strategic Plan addressing tobacco use cessation policy strategies.

RESEARCH

In 2011, the NYSSQL was involved with the following research studies:

- “Promoting Tobacco and Cancer Control: Reducing Alcohol Use to Promote Smoking Cessation”
- “Does Combination Nicotine Replacement Therapy for Smoking Cessation Influence Quitting Behavior?”
- “Quit Experiences Among Light Smokers Who Contact the New York State Smokers’ Quitline (NYSSQL)”
- “Utilizing Online Advertising to Increase Website Traffic to nysmokefree.com”

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1-866-QUIT-NOW (1-866-697-8487) www.nysmokefree.com
QuNitY, your smoke-free community <https://qunity.nysmokefree.com>

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