

# ANNUAL REPORT

## NEW YORK STATE SMOKERS' QUITLINE

(NYSSQL)

# 2016

*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!*



### SERVICES

#### Telephonic Services

- Client-centric, tailored coaching
- Relapse prevention and support
- Information regarding stop-smoking medications
- Eligibility screening for a 2-week starter kit of nicotine patches

#### Web Services

- Assistance for all stages of the quit process
- Videos and downloadable information
- Digital communications such as chats, forums, and social media support
- Informational resources for health care providers

#### Health Care Systems Services

- Focuses on health system changes in accordance with principles of population-based interventions
- Complements onsite provider cessation interventions by offering follow-up support
- Provides online tobacco dependence treatment resources for education and best practice interventions
- Offers outreach and assistance in order to help health care delivery systems providing tobacco dependence treatment



# PARTICIPANT CHARACTERISTICS

NYSSQL coaches assisted 53,060 tobacco users, and mailed 46,377 nicotine replacement therapy (NRT) starter kits to eligible New Yorkers in 2016.

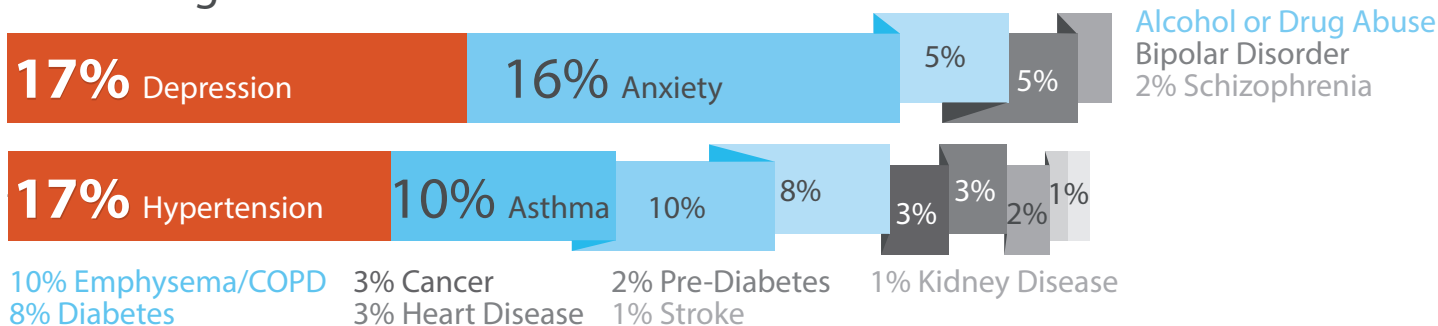
## Age



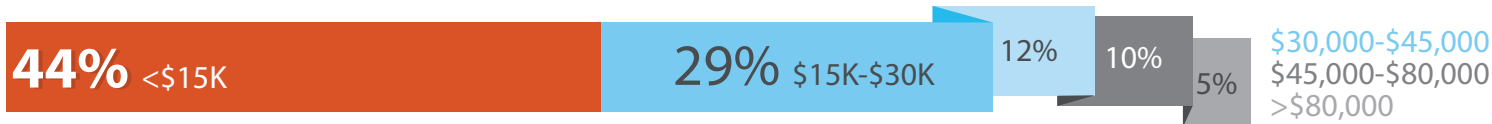
## Gender



## Coexisting Conditions



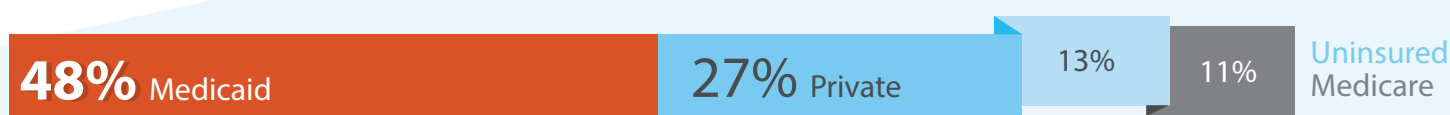
## Income



## Education



## Insurance



## WEBSITE

**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.

## SOCIAL MEDIA

**242%**

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

**15,311**

Impressions\* per month

**51%**

Increase in followers (83% Twitter, 19% Facebook)

\*Number of times any individual might have seen NYSSQL related content via a social account.

## OUTCOMES

**92%**

NYSSQL users satisfied with the service

**3%**

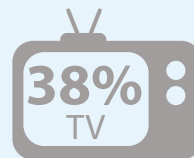
Estimated percentage of NY smokers treated by the NYSSQL in 2016

**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



*% 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



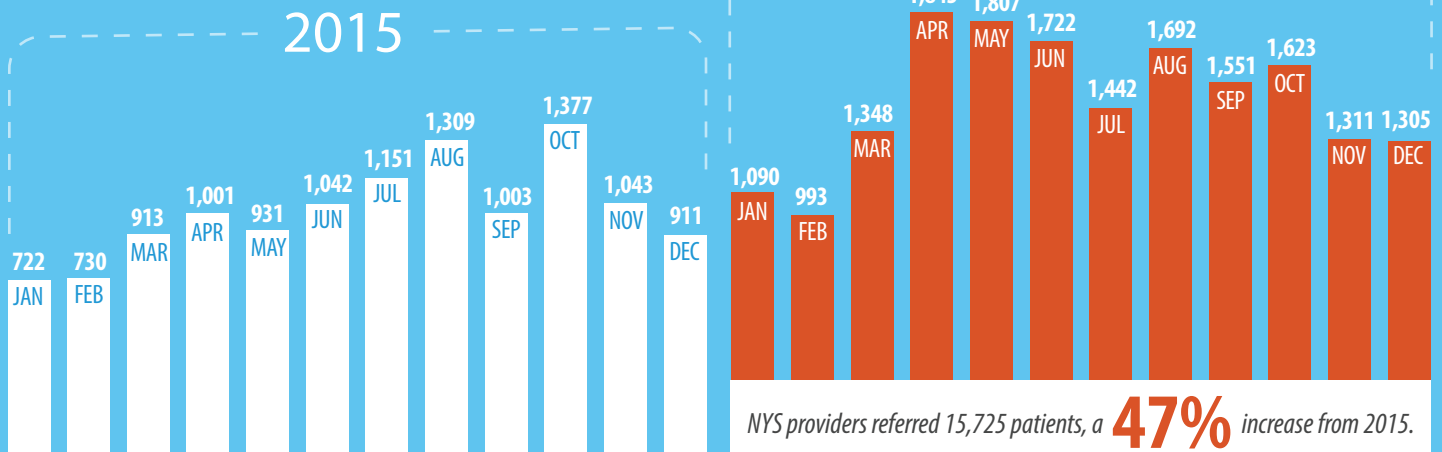
4% Refer-to-Quit



4% Family or friend heard about NYSSQL

# PROVIDER SERVICES

NUMBER OF PROVIDER REFERRALS



## 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.



**FEB 03 2016** | 212 Registrants

### Systems Change to Reduce Tobacco Use in Clinical Settings: The Nuts and Bolts

Presented by: **Donna Warner, MA, MBA**, Independent Consultant, Former Managing Partner, Multi-State Collaborative for Health Systems Change and Cessation Director, Massachusetts Tobacco Cessation and Prevention Program.



**JUN 01 2016**

### An Interdisciplinary Approach to Treating Tobacco Dependence for Persons with Comorbid Behavioral Health and Primary Care Conditions

232 Registrants

**SAVE THE DATE!** Presenters: Chad Morris, PhD, Associate Professor, University of Colorado Anschutz Medical Campus; Donna Richardson, LCSW, LCADC, Instructor, School of Public Health, Rutgers University; Maria Feo, BSN, RN-BC, CTTS, Heart & Vascular Care Coordinator, Hunterdon Healthcare.

Topic: "An Interdisciplinary Approach to Treating Tobacco Dependence for Persons with Comorbid Behavioral Health and Primary Care Conditions"

12:00PM-1:00PM (EST)

For updates and notifications of all future collaborative calls and webinars follow us on Facebook, Twitter, or Google Plus!



Presented by: **Chad Morris, PhD**, Associate Professor, University of Colorado Anschutz Medical Campus

**Donna Richardson, LCSW, LCADC**, Instructor, School of Public Health, Rutgers University

**Maria Feo, BSN, RN-BC, CTTS**, Heart & Vascular Care Coordinator – Hunterdon Healthcare

