


NEW YORK STATE SMOKERS' QUITLINE

ANNUAL
REPORT
2010

A large orange graphic with a white silhouette of New York State. The silhouette is positioned in the lower right corner of the orange area.

 **New York State Smokers' Quitline**

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



2010 Executive Summary

The New York State Smokers' Quitline (NYSSQL) provides tobacco users, friends & family, health providers and more with resources to help them, their loved ones or their patients quit their tobacco habits. Clients access NYSSQL services through a variety of ways, such as calling the Quitline, registering for nicotine replacement therapies (NRT) online, or through direct provider referrals. Since 2000, the NYSSQL received more than one million calls. In 2010, the NYSSQL had 183,119 incoming calls from tobacco and non-tobacco users, received 8,463 provider referrals, and had 46,263 clients register for NRT online. The Quitline's services reached low income smokers and those more nicotine dependent; 51% of smokers who called the Quitline were either uninsured or on Medicaid and 59% smoked a pack or more per day compared to 25% smokers statewide.

The NYSSQL offers behavioral coaching provided by trained coaches and when appropriate, a two-week starter kit of Nicotine Replacement Therapy (NRT) medication. In 2010, the NYSSQL provided NRT and/or coaching services to 116,986 unique tobacco using clients. Access to the free starter kit of NRT is one of the most popular features of the service and has increased quit rates by 50% compared to counseling alone.¹ In 2010, the NYSSQL distributed 92,775 NRT starter kits to smokers, resulting in a quit rate of 30%, as measured seven-months later. Of those who received the free NRT starter kits, 80% said the availability of the free NRT was very important to their quit attempt.

While smoking rates are declining in New York State (NYS), there currently remain about 2.7 million adult smokers.² Last year the direct medical costs associated with treating tobacco-caused illnesses in NYS totaled more than \$8 billion (\$3 billion in Medicaid alone) or \$3,026 for every adult smoker. By contrast, the cost of servicing just one smoker calling the NYSSQL was about \$36. It is estimated the average annual cost of treating one patient with lung cancer is about \$35,000,³ whereas the cost of getting one smoker to stop smoking through the Quitline is over one hundred fold lower at about only \$326.

However, the real costs of smoking are centered in the lives cut short as a result of nicotine addiction. In 2010, over 25,500 New Yorkers died because of cigarette smoking. It is estimated smokers die on average eight years earlier than if they had not smoked. And, for every person who dies because of smoking, there are 20 additional New Yorker's who are seriously ill due to the health consequences of their tobacco addiction. The lost productivity due to illness and premature death attributed to smoking cost NYS over \$6 billion last year.⁴ Thus, a small investment made in the NYSSQL offers the potential to save NYS taxpayers tens of millions of dollars by extending and improving the quality of people's lives and they can remain productive, taxpaying citizens for a longer period of their lifetime.

Despite the fact the NYSSQL remains one of the busiest stop smoking services in the world, there were some significant challenges. As a result of budget cuts, the NYS Tobacco Control Program reduced its 2010 spending on mass media resulting in a 17% decrease in call volume compared to 2009.

To compensate for less spending on mass media, the NYSSQL partnered with NYS health plans and major employers groups (www.prevent.org) to help spread the word about the Quitline. In addition, the NYSSQL is exploring ways to deliver services with greater efficiencies and using fewer resources. To do this, the NYSSQL has been engaging with experts to embrace technology in order to identify and test potentially less costly emerging communication technologies, to reach and recruiting smokers.

The mission of the NYSSQL and that of the Tobacco Control Program are too important to ignore. NYS smokers struggle daily to overcome their addiction to nicotine. Helping them do so is a worthy mission. Our success in accomplishing this mission will save lives and ultimately will make NYS a healthier more prosperous place to live.



About Tobacco Control in New York State

The New York State Tobacco Control Program and its partners work to protect children from tobacco use and to help adult smokers quit. Reducing tobacco use is an effective investment in New York's future. To further reduce youth and adult smoking, a strong and comprehensive tobacco control program is needed to educate the public, the media and policy makers about policies that reduce tobacco use, address disparities and counter the tobacco industry's pervasive marketing tactics.

In New York State, there are an estimated 2.7 million adult smokers. The consequences of tobacco use in lives lost, individuals living with tobacco-related illnesses, and the monetary costs are staggering.

Deaths in New York from Smoking

- Adults who die each year in NYS from their own smoking: 25,500⁵
- Adult non-smokers who die each year from exposure to others' smoking: 3,040^{6,7}
- NYS kids who have lost at least one parent to a smoking-caused death: 16,400⁸
- Kids alive today who will ultimately die from smoking: 389,000 (given current smoking levels)⁹

Tobacco-Related Monetary Costs in New York

- Annual smoking-related health care costs and lost productivity in NYS total \$14.2 billion⁴
- Smoking-caused productivity losses in NYS: \$6.05 billion⁴
- Smoking-caused health costs and productivity losses per pack sold in NYS: \$21.91 million⁴
- NYS Medicaid Program spends more than any other state in the nation to address smoking-attributable illness – costs that are completely avoidable
- Cigarette use is responsible for approximately \$8.17 billion in annual health care expenditures in NYS and \$3.343 billion in State Medicaid program total health care expenditures caused by tobacco use
- In helping to support the Governor's Medicaid Redesign Team's efforts to reduce Medicaid costs and save lives, the NYSSQL provides evidence-based cessation interventions to assist medically underserved populations

NY State Smokers' Quitline support costs thousands less than the average cost of lung cancer:





About Tobacco Control in New York State

Vision: To achieve NYS Tobacco Control Program’s 2014 reduction in adult smoking prevalence goal of 12%.

Preventing and reducing tobacco use are the most important public health actions that can be taken to improve the health of New Yorkers. The NYS Tobacco Control Program (NYSTCP), located at the New York State Department of Health (NYSDOH), envisions all New Yorkers living in a tobacco free society and works aggressively to reduce the morbidity and mortality and alleviate the social and economic burden caused by tobacco use in New York.

The NYS TCP seeks to promote cessation of tobacco use, reduce the social acceptability of tobacco use, prevent initiation of tobacco use, address disproportionately high rates of tobacco use by specific population groups, and eliminate exposure to secondhand smoke. The NYSSQL is one component of the NYS TCP’s multi-pronged strategic approach to reduce tobacco use in the population and to impact the population as a whole.

The NYS TCP implements three key programmatic strategies: community action, public health communications, and cessation interventions. These strategies are supported by surveillance, evaluation and statewide coordination.

- **Community Action:** The NYS TCP supports community organizations, youth, schools, and colleges to implement policies and systems changes that establish and support a tobacco-free norm.
- **Public Health Communications:** The NYS TCP uses mass media, public relations and media advocacy to motivate tobacco users to quit, promote smoke-free homes and cars, promote effective tobacco control community policies, expose tobacco industry propaganda, and reduce the social acceptability of tobacco use.
- **Cessation Approaches:** The NYSTCP works with health care systems, insurers and employers to increase provision of and coverage for tobacco dependence treatment. The NYS TCP provides cessation support and services through the NYSSQL.

3 Key Programmatic Strategies

NYS Quitline functions as one component of the broader NYSTCP





Reach and Utilization

The NYSSQL was established in 2000 by the New York State Department of Health and is housed at Roswell Park Cancer Institute in Buffalo, New York. The NYSSQL is a free and confidential program, providing evidence-based cessation services to NYS residents who want to stop using tobacco.

NYSSQL Services

- Motivational interviewing, which helps clients develop a tailored quit plan provided by trained Quit Coaches
- Free two-week supply of Nicotine Replacement Therapy (NRT) Starter Kit
- Phone and online NRT eligibility screening
- Home delivery of NRT
- Linking clients to additional resources and support offered through health plans and community based resources
- Cessation resource hub with information and downloadable materials for tobacco users and professionals
- Pre-recorded cessation message library and daily motivational tips
- Online personalized quit plan program and Online community featuring forums, tips, savings calculator, motivational messages, and cessation information

Health Provider REFER-TO-QUIT Program

- Tobacco using individuals are referred to NYSSQL services
- Fax and online referral access
- Progress reports on NYSSQL interventions
- Patient progress reports loop back to the health provider
- 8,463 total referrals received in 2010

NYSSQL Services Utilization 2010

- The NYSSQL's population-based approach and scope of services provides a cost-effective and efficient way to reach a large number of smokers
- The NYSSQL counseled 116,986 unique clients and distributed 92,775 free NRT starter kits

Click to Quit

- 46,263 clients applied for NRT online
- 556,261 visits were logged at the NYSSQL website, www.nysmokefree.com

NY Smokefree Community

- Launched April 2010
- 21,985 clients signed up for the NYS Smokefree Community
- 2,985 joined a personal online quit plan program

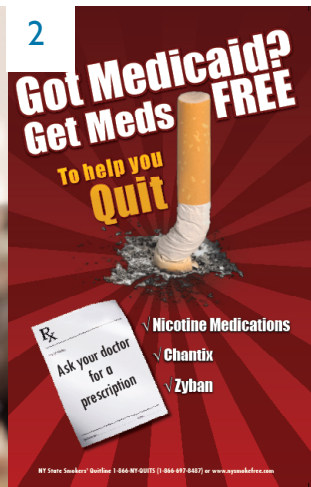
Reaching the Underserved

The NYSSQL reaches NYS underserved smokers who are uninsured, have Medicaid or Medicare. As indicated below, in 2010 the NYSSQL provided services to 56% of the medically underserved, which closely reflects the 2010 Census data.

NYS Insurance Status	Status of NYS Smokers NYSSQL Clients in 2010	Insurance Status among New York Adult Smokers, ATS 2010
Uninsured	28%	25%
Medicaid	23%	22%
Medicare	5%	10%
Privately Insured	44%	43%



Addressing Health Disparities and Special Populations



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Reason: Another reason to quit
Heart disease is the leading cause of death in the U.S. Smoking is a major cause of heart disease. A key to preventing or treating heart disease is to quit smoking.

Heart Disease and Smoking
Smoking causes and makes heart disease worse

- Less oxygen to the heart
- Higher blood pressure and heart rate
- More blood clotting
- Damage cells in arteries and other blood vessels
- Greatly increases the risk of heart attack

Plaque builds up in the arteries and restricts blood flow to the heart and other organs.

Heart Disease and quitting

The benefits of quitting smoking starts right away

- No matter how long you have smoked, your health will get better
- More oxygen in your blood and for your heart
- Blood pressure and heart rate drops
- Less risk for a heart attack
- You will likely live longer

1-866-NY-QUIT (1-866-697-8487) - Texted message library and tip of the day - 24 hours 7 days
www.nyquitline.com - Join QUITC, your online smoke-free community and quit coach

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ИЗУЧИТЕ ВАС НА ГОРЯЧЕЙ ЛИНИИ ШТАТА НЬЮ-ЙОРК ДЛЯ ЖЕЛАЮЩИХ БРОСИТЬ КУРИТЬ NY-QUITTS (1-866-697-8487) - www.nyquitline.com

Услуги программы "Quitline"

- Консультации по использованию услуг по прекращению курения для жителей штата Нью-Йорк, желающих бросить курить или употребить другие формы табачных изделий.
- Программы The Quitline доступны в институте медицинских исследований Рунста (Rush) в Чикаго.

Услуги программы "Quitline"

- Консультации по использованию услуг по прекращению курения
- Учебные занятия
- Поддерживающие звонки
- Мотивационные сообщения
- Информационные сайты
- Рабочие листы и онлайн-опросники

Бесплатная психологическая поддержка (MST)

- Когнитивные стратегические вмешательства (CST)
- Занятия по телефону

Легкодоступные программы для получения вознаграждений

- Награждение, вознаграждение пациентам по почте
- Награждение на вебсайте
- Занятия по телефону

Ссылка: www.nyquitline.com

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SMOKING CAUSES BLINDNESS

CALL FOR FREE Nicotine Patches

Call the Quitline 1-866-NY-QUITTS (1-866-697-8487)

Every cigarette is doing you damage
www.doingyoudamage.com

Ссылка: www.nyquitline.com

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Your health is important Quit Smoking Now!

Call collect: 1-716-845-3468

FREE Coaching

FREE Nicotine Patches

Most Quality

New York State Smokers' Quitline

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Asian Quitline

Asain Quitline

In 2010, the NYSSQL...

- 1 Provided education on Medicaid cessation benefits to clients.
- 2 Produced a NY State Medicaid Benefit poster in English and Spanish for health care sites.
- 3 Created fact sheets for those with chronic disease about the benefits of quitting.
- 4 Created new cessation materials in Spanish, Chinese, Vietnamese, Korean and Russian.
- 5 Collaborated with the New York State Diabetes Prevention and Control Program to launch a diabetes program referral pilot project.
- 6 Teamed with New York State Department of Correctional Services to provide NYSSQL services to those incarcerated in NY State.
- 7 Collaborated with the University of California, San Diego: services were expanded to provide Asian-speaking clients with counselors fluent in their language.

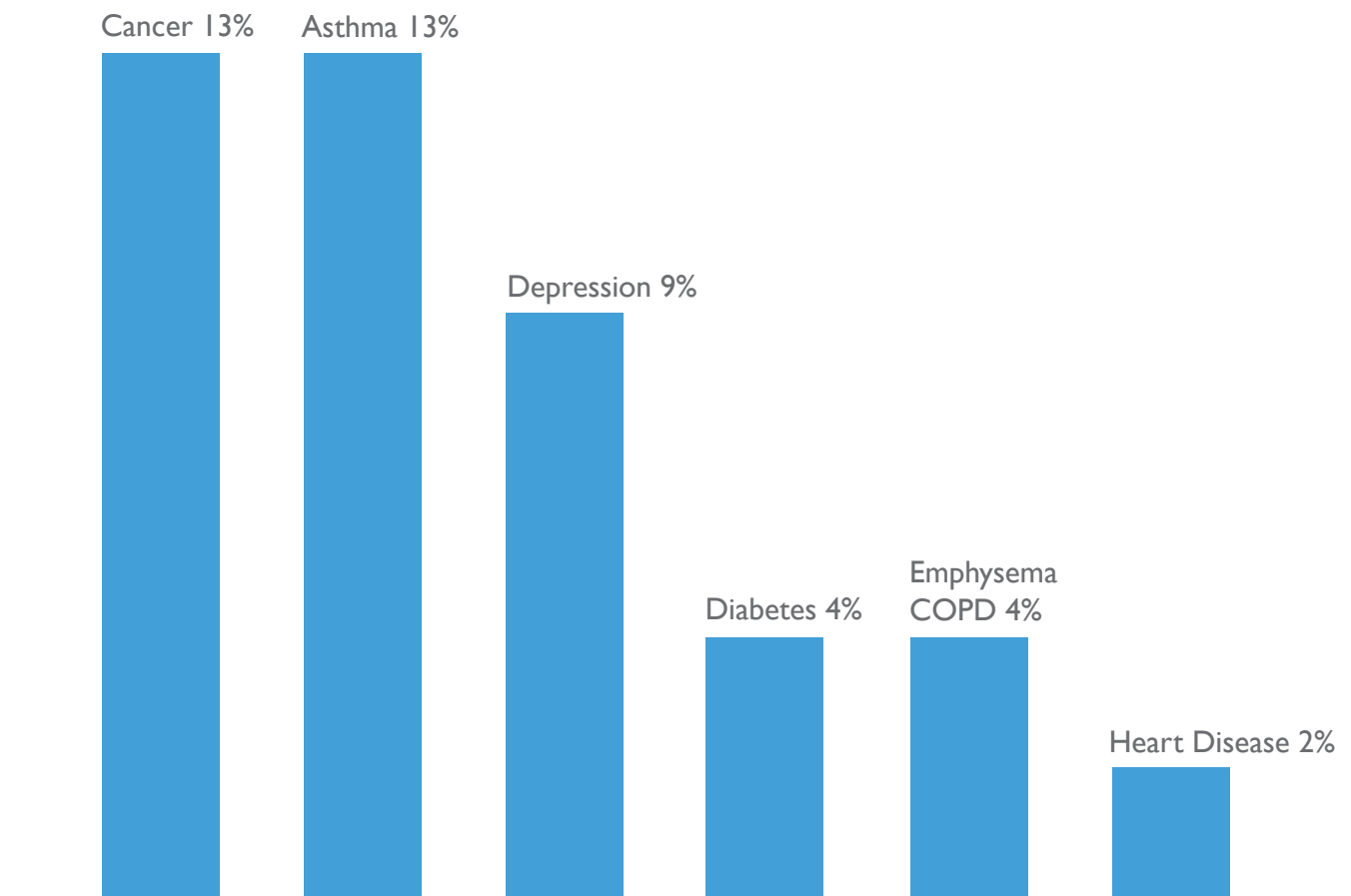


Focus on Smoking and Chronic Diseases

Focus on Smoking Cessation and Chronic Diseases

- The NYSSQL recognizes that clients who live with chronic diseases are especially at risk, due to the negative health effects of tobacco. Smokers with chronic disease may have more medical complications, increased hospitalization time, and a higher risk of death.
- Tobacco users with one or more chronic disease face additional challenges in quitting and sustaining their quit process. Quit Coaches are trained to recognize the barriers and provide cessation coaching tailored to the client’s chronic disease. The cessation interventions by Quit Coaches help to increase the likelihood of quitting by highlighting the impact tobacco use has on the client’s chronic disease and the benefits of quitting.

Percentage of NYSSQL Clients who Reported Chronic Diseases:

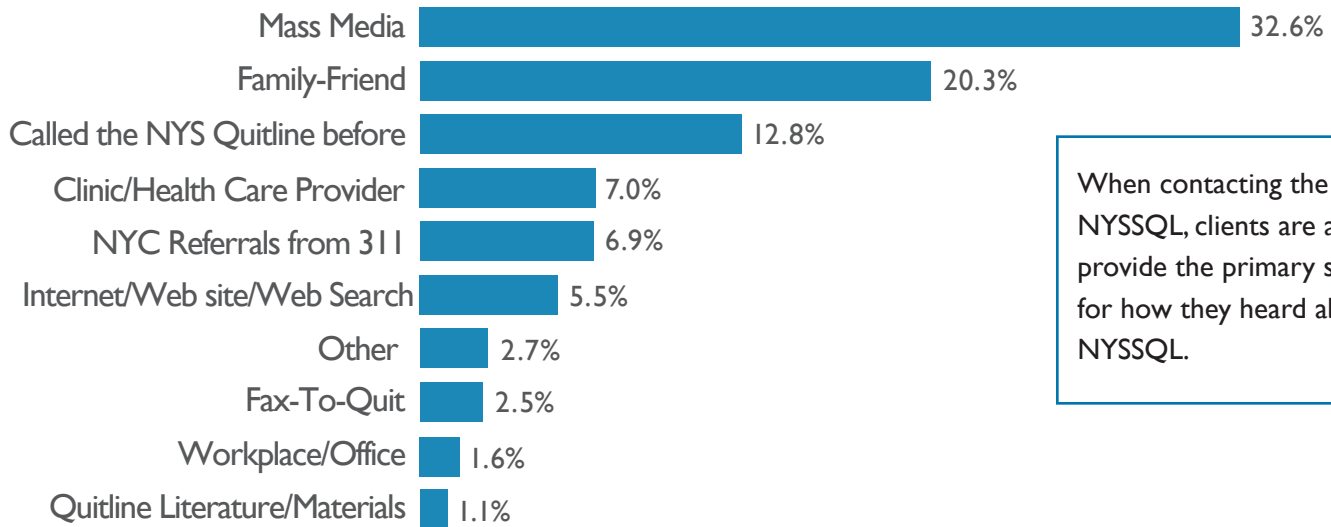


Downloadable fact sheets about smoking and chronic diseases such as asthma, heart disease, diabetes, depression, COPD, cancer are available for clients and professionals at www.nysmokefree.com.



Clients Find the NYSSQL Services in a Variety of Ways

Sources: "How did you hear about the Quitline?"

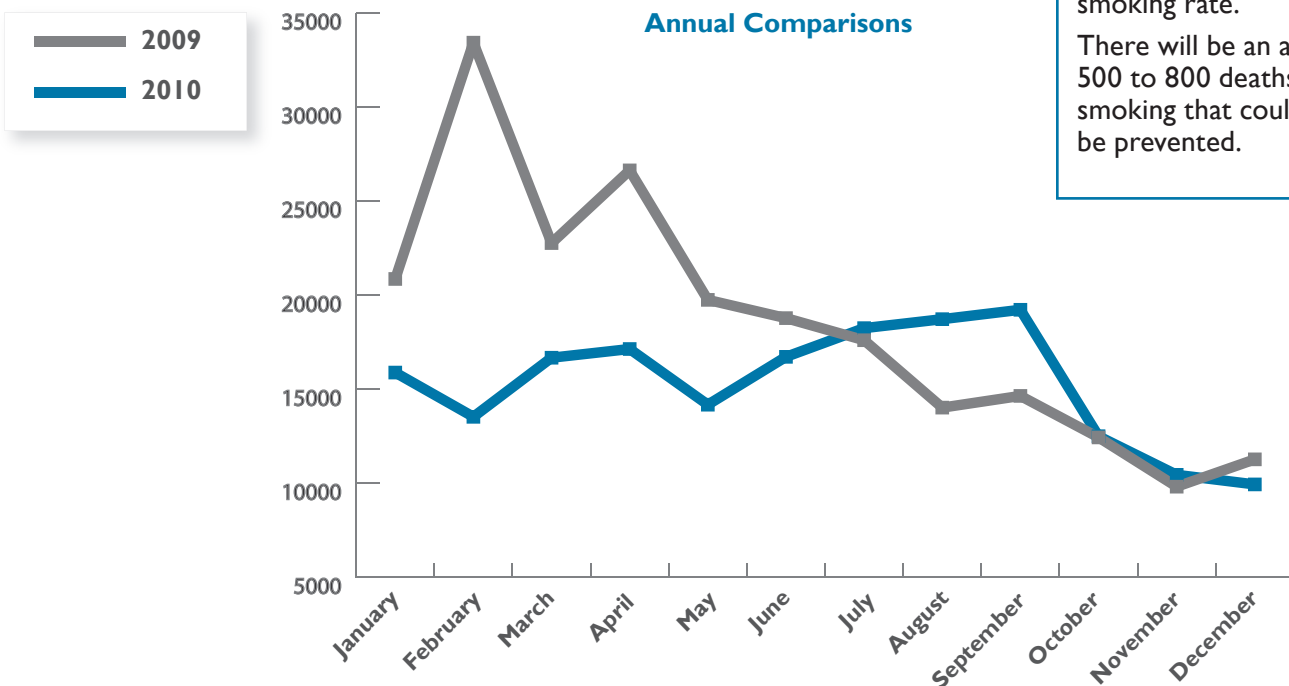


When contacting the NYSSQL, clients are asked to provide the primary source for how they heard about the NYSSQL.

Less Media in 2010 Resulted in Fewer Calls

17% Reduction in total incoming calls

Comparing incoming calls '09 and '10



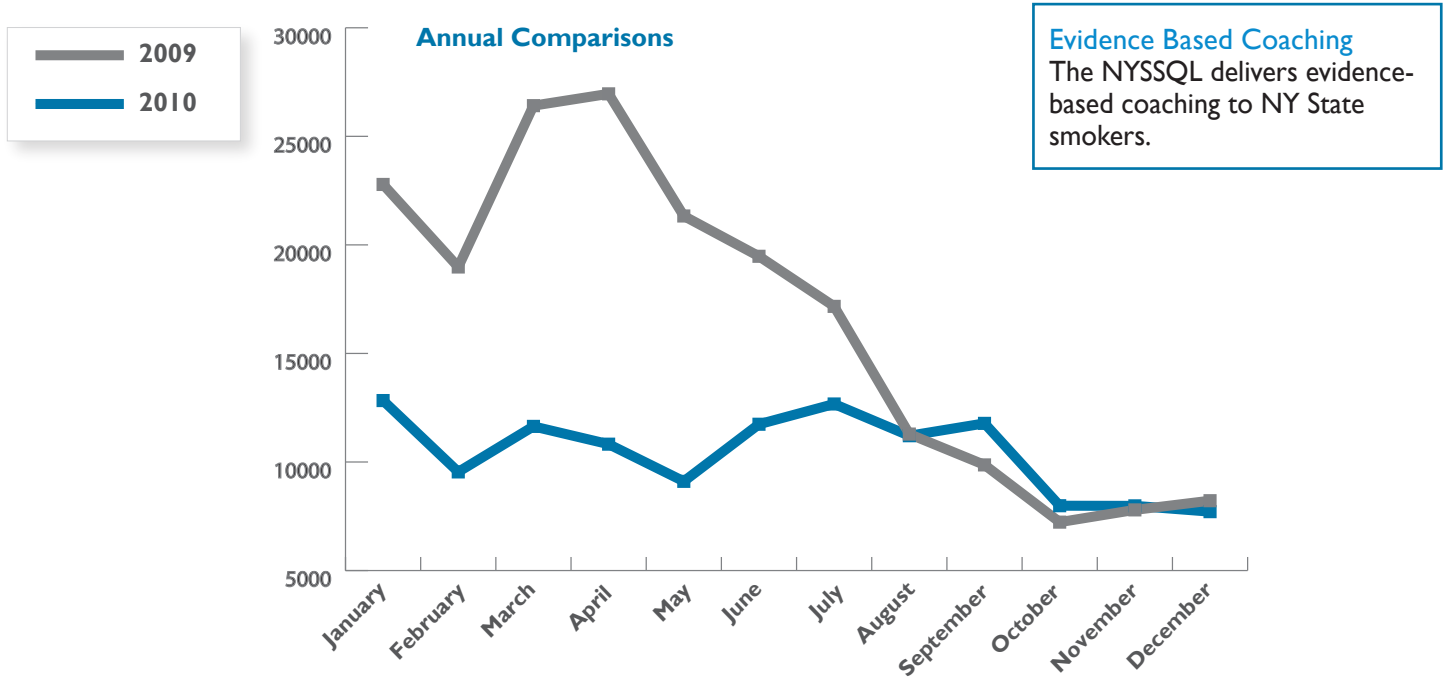
If the media promotion is not restored: There will be an approximate 0.5% increase in the NY State smoking rate. There will be an additional 500 to 800 deaths from smoking that could be prevented.



Less Media in 2010 Resulted in Fewer Calls

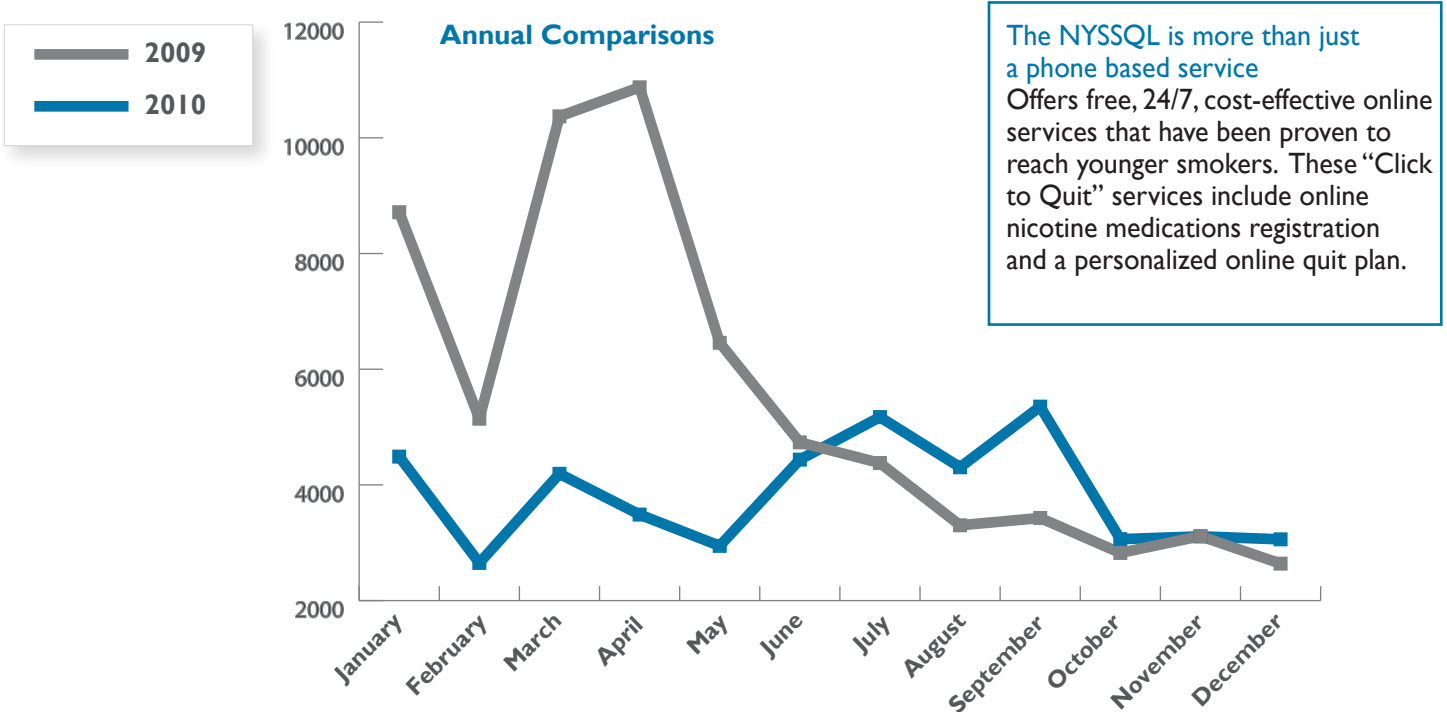
27% Reduction of tobacco users who received Quitline coaching

Total unique tobacco users who received counseling '09 and '10



30% Reduction in Quitline online nicotine patch registrations

Comparing online registrations for nicotine replacement therapy between '09 and '10





Who Contacts the Quitline

Age	Percent
≤ 24 years	9%
25 to 34 years	25%
35 to 44 years	22%
45 to 54 years	24%
55+	20%

Gender	Percent
Female	54%
Male	46%

Primary Race	Percent
White	75%
Black or African American	11%
Native American Indian	1%
Asian or Pacific Islander	3%
Hispanic or Latino	6%
Other	4%

Education Level	Percent
Grade 11 or less	11%
Obtained GED	9%
High School	27%
Technical or Trade School	6%
Some College	26%
Obtained a College Degree	21%

Language	Percent
English	98%
Spanish	1.5%
Other	0.5%

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

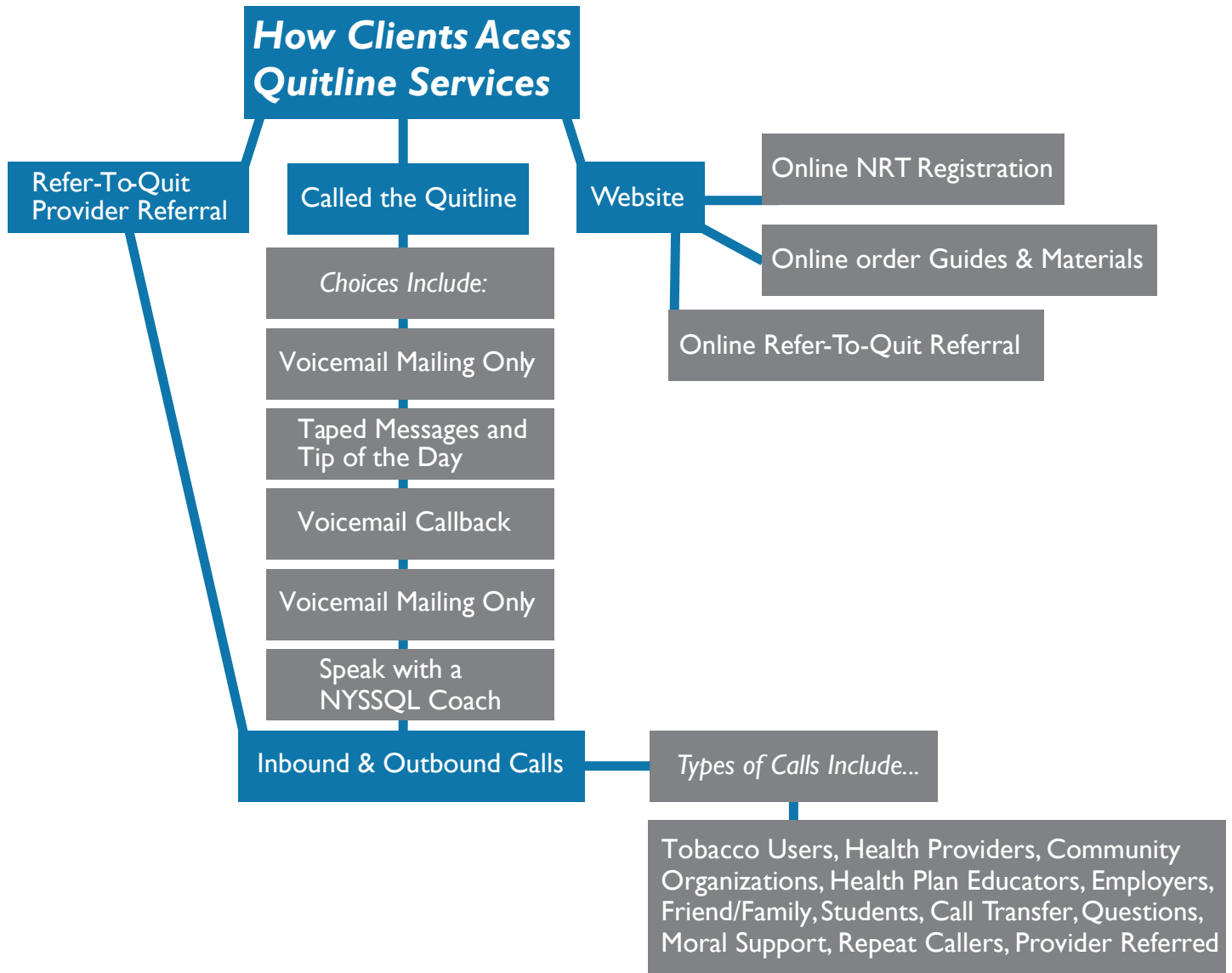


Satisfaction

Clients, including non-tobacco users, who contact the NYSSQL for assistance, are asked how satisfied they were with the services they received. In 2010, 95% of NYSSQL clients were satisfied with NYSSQL services.



Who Contacts the Quitline



The majority of our clients are tobacco users. In addition, the table to the right depicts other clients serviced by the NYSSQL.

Type of Clients Serviced	Percentage
Current Tobacco User	95.3%
Former Tobacco User	3.5%
Workplace, Business, Educator, Media, etc.	0.8%
Family or Friend	0.3%
Health Professional	0.1%
Community Organization/Partner	0.1%

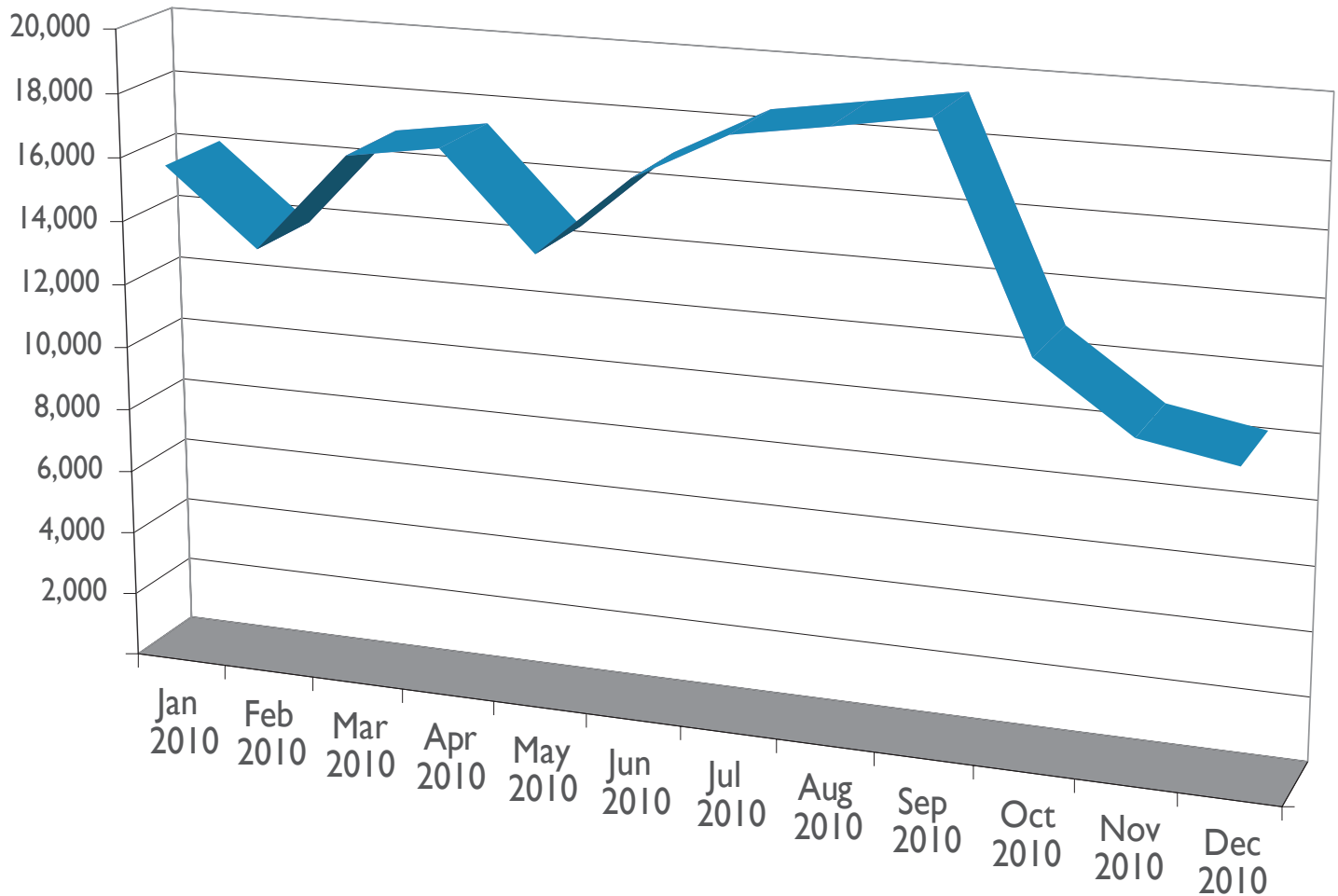


Incoming Calls to the Quitline



Total incoming calls in 2010: **183,119**

Total Incoming Calls





Calls from Across NY State



Number of Incoming Calls to the Quitline from NYS

County	Calls	County	Calls	County	Calls
Albany	5,370	Herkimer	988	Rensselaer	2,071
Allegany	803	Jefferson	1,507	Rockland	1,223
Bronx	4,833	Kings	8,016	Saint Lawrence	1,754
Broome	3,014	Lewis	158	Saratoga	1,736
Cattaraugus	2,215	Livingston	592	Schenectady	2,301
Cayuga	1,568	Madison	920	Schoharie	339
Chautauqua	4,088	Monroe	8,626	Schuyler	238
Chemung	1,321	Montgomery	784	Seneca	520
Chenango	709	Nassau	7,151	Steuben	1,239
Clinton	1,311	New York	11,153	Suffolk	10,490
Columbia	706	Niagara	5,386	Sullivan	886
Cortland	573	Oneida	4,408	Tioga	451
Delaware	622	Onondaga	7,333	Tompkins	1,223
Dutchess	3,127	Ontario	949	Ulster	2,229
Erie	32,269	Orange	2,000	Warren	830
Essex	378	Orleans	490	Washington	500
Franklin	889	Oswego	1,679	Wayne	850
Fulton	779	Otsego	889	Westchester	4,410
Genesee	1,110	Putnam	559	Wyoming	1,183
Greene	654	Queens	7,360	Yates	228
Hamilton	44	Rensselaer	1,688	311 (NY City)	31,263

Note: This table only reports incoming calls with identifiable phone numbers associated with an area code from a specific NYS county. This table does not include restricted numbers, unknown numbers or calls from out-of-state.



Partnering with Employers and Health Plans

Helping Employees Who Use Tobacco, is Just a Call or Click Away!



In 2010, the Quitline continued working with employers all across New York State to help their employees quit tobacco use. Employers can leverage the Quitline services by offering cessation health benefits and employee cessation programs to maximize quit success and to reduce the associated health and productivity costs of tobacco using employees.

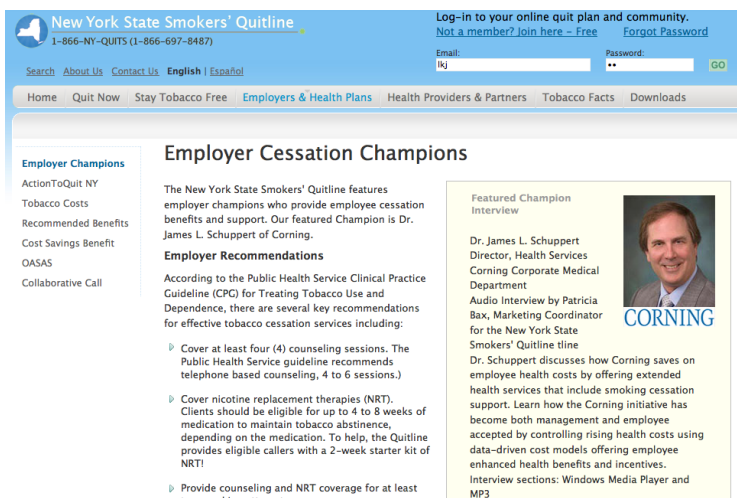
Employer Web Resource

The NYSSQL website now features employer-specific resources, including pod casts, sample policies, links, case examples, best practices and much more.

New York State ActionToQuit Initiative

Mission: All NYS employers, regardless of size, provide tobacco dependence treatment benefit coverage to all employees.

In March 2010, Partnership for Prevention (www.prevent.org) awarded the NYSSQL, through the Roswell Park Alliance Foundation, in collaboration with the NYS Department of Health, one of six ActionToQuit State Grants. This brought over 200 NYS employers, health plan representatives, and decision makers, all of whom attended one of three statewide summits to provide their input for a state-wide strategic plan addressing access to tobacco cessation treatment.





2010 Key Activities

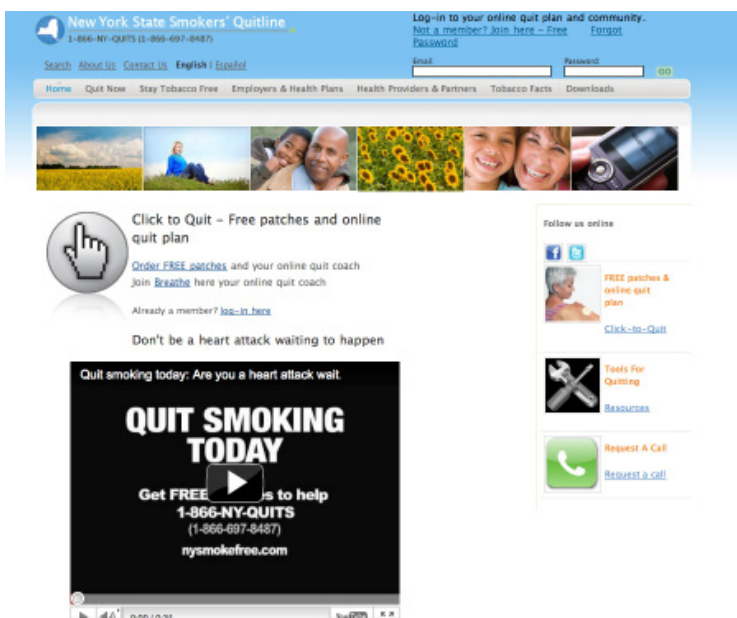


Expanding Networks

- Design and promotion of Opt-to-Quit Referral Program for hospitals statewide
- Member of the NYS Medicaid Managed Care (MMC) - Tobacco Cessation Work group, which seeks to reduce tobacco dependence in the Medicaid population by promoting quit attempts and increased use of covered tobacco cessation benefits
- Host for over 1,900 New York State professionals for the NYS Cessation Collaborative conference calls
- Built an electronic provider referral systems to increase referrals of underserved patients through providers and clinic sites
- Awarded the ActionToQuit grant to implement methods to increase access to smoking cessation benefits through employers and health plans
- Enhanced the partnership with NY Health Plan Association, and Office of Health Insurance Programs to work on increasing health plan coverage of cessation treatment
- Worked with New York State employer groups to promote the Quitline services and implement strategies to increase access of Quitline services for employees; In 2010, groups included: North East Business Group on Health, Child and Family Services, Public Employee Risk Management Association, Rochester Business Group, NYS Employee Assistance Program



2010 Key Activities



NYSSQL Website Enhancements

- Redesigned and updated www.nysmokefree.com and affiliated websites
- Launched an online quit plan program, as part of a growing online community
- Launched online employer resources to support cessation benefits and initiatives



Research - Improving Services and Reach of the NYSSQL

- Studied the effectiveness of combination nicotine medications provided by the NYSSQL with heavy smokers
- Research study to better determine the interest and success of using nicotine medications with lighter smokers through the NYSSQL
- Compared methods and communication channels used to reach out to clients for enrollment back into NYSSQL services
- Implemented and tested a cessation intervention for NYSSQL smokers who drink alcohol at hazardous levels



- 1 Cummings KM, Hyland A, Fix, B. Bauer U, Celestino P, Carlin-Menter S, Miller N, Frieden TR. (2006). Free nicotine patch giveaway program 12-Month follow-up of participants. *American Journal of Preventive Medicine*, 31:181-184.
- 2 RTI International. 2010 Independent evaluation report for the New York Tobacco Control Program. Albany, NY: New York State Department of Health; 2010 Aug.
- 3 United States Environmental Protection Agency. The Cost of Illness Handbook. Available at <http://www.epa.gov/oppt/coi/index.html>
- 4 CDC. Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC). Available at <http://apps.nccd.cdc.gov/sammec/login.asp>
- 5 CDC. State Tobacco Activities Tracking and Evaluation (STATE) System, Available at <http://apps.nccd.cdc.gov/StateSystem>
- 6 CDC. Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses --- United States, 2000—2004. *MMWR*. 2008;57(45):1226-1228. Available at <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5745a3.htm>
- 7 National Cancer Institute. Health Effects of Exposure to Environmental Tobacco Smoke: The Report of the California Environmental Protection Agency, Smoking & Tobacco Control Monograph no. 10, 1999. Available at <http://cancercontrol.cancer.gov/tcrb/monographs/10>
- 8 Leistikow BN, Martin DC, Milano CE. (2000). Estimates of smoking-attributable deaths at ages 15–54, motherless or fatherless youths, and resulting Social Security costs in the United States in 1994. *American Journal of Preventive Medicine*, 30(5):353-60.
- 9 CDC. Projected Smoking-Related Deaths Among Youth -- United States. *MMWR* 1996; 45(44): 971-974. Available at <http://www.cdc.gov/mmwr/preview/mmwrhtml/00044348.htm>

In 2010, the New York State Smokers' Quitline continued to deliver a valuable free cessation service for New York State residents. We acknowledge and thank those individuals and organizations for helping to make the New York State Smokers' Quitline service a success in 2010. Moving forward, the New York State Smokers' Quitline will continue to save lives and money.

For more information contact:

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

www.nysmokefree.com

Funded by the New York State Department of Health Tobacco Control Program

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Department of Health

