

# 2017

New York State Smokers' Quitline  
**STATE HIGHLIGHTS**

## DID YOU KNOW –

Smoking can be one of the most difficult addictions to break, and quitting is the best thing smokers can do to improve their health. In 2017, the New York State Smokers' Quitline (NYSSQL) helped 44,208 smokers in New York State with their quit process – a 17% decrease from 2016. This includes many tobacco-using patients referred to the Quitline by their healthcare providers.

### WE'RE IN THIS TOGETHER

When a provider helps a patient to quit, referring them to the Quitline ensures that the chain of support continues – which may give patients a better chance of success. That's why the NYSSQL has increased efforts over the years to grow partnerships with healthcare systems and providers across the state. In fact, since the inception of the Opt-To-Quit™ Provider Referral Program in 2013, statewide provider referrals to the NYSSQL have increased by 253%; with a 43% increase in referrals from 2016 to 2017.

### SUPPORTING THOSE WHO NEED IT MOST

Those with low income and educational levels, Medicaid members, and those reporting chronic and/or mental health conditions have the highest smoking rates in NYS.<sup>1</sup> As a result, they can have a harder time quitting and often suffer the most from tobacco-use.



In 2017, among those helped through the Quitline:

- More than two-thirds reported a family income of \$30,000 or less.
- Over half had no education beyond high school.
- Almost one-half were on Medicaid.
- More than 40% suffered from chronic diseases, such as COPD or asthma.
- Roughly one-third reported having one or more mental health conditions.

### WHAT THE NYSSQL OFFERS

For those seeking help, Quit Coaches provide personalized coaching, a two-week starter kit of nicotine replacement medications, online resources, and customized self-help materials. Quit Coaches

also provide education and linkages for accessing health plan cessation benefits and other resources available to support the quitting process.

### THE FIGHT ISN'T OVER

Each year in NYS, more than 28,000 deaths and \$10.4 billion in healthcare costs are attributed to tobacco-use.<sup>2</sup>

Sustained and adequate annual state funding remains essential to move the fight forward against tobacco-use. Together, health systems change and the NYSSQL can save lives and money.

- Total participants served
- ▨ Medicaid
- Mental health condition
- Chronic disease

**44,208**

**19,274**

**9,982**

**15,957**

# 2017

## New York State Smokers' Quitline REGIONAL HIGHLIGHTS



### DID YOU KNOW –

Smoking can be one of the most difficult addictions to break, and quitting is the best thing smokers can do to improve their health. In 2017, the New York State Smokers' Quitline (NYSSQL) helped 4,086 smokers from the Capital Region with their quit process – a 3% increase from 2016. This includes many tobacco-using patients referred to the Quitline by their healthcare providers.

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HEALTH PLAN &  
DOCTOR REFERRALS



WEB & TEXTING



STARTER KIT  
NICOTINE PATCHES



QUIT COACHES

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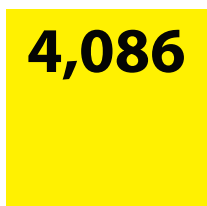
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### DID YOU KNOW –

Smoking can be one of the most difficult addictions to break, and quitting is the best thing smokers can do to improve their health. In 2017, the New York State Smokers' Quitline (NYSSQL) helped 4,252 smokers from the Central Region with their quit process – a 2% decrease from 2016. This includes many tobacco-using patients referred to the Quitline by their healthcare providers.

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- Total participants served
- ▨ Medicaid
- Mental health condition
- Chronic disease

4,252

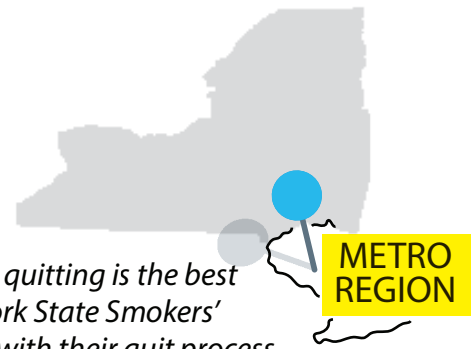
2,001

1,270

1,476

# 2017

## New York State Smokers' Quitline REGIONAL HIGHLIGHTS



METRO REGION

### DID YOU KNOW –

Smoking can be one of the most difficult addictions to break, and quitting is the best thing smokers can do to improve their health. In 2017, the New York State Smokers' Quitline (NYSSQL) helped 28,290 smokers from the Metro Region with their quit process – a 24% decrease from 2016. Despite the decrease, there were 36% more tobacco-using patients referred to the Quitline by their healthcare providers in the Metro Region in 2017, compared to 2016.

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When a provider helps a patient to quit, referring them to the Quitline ensures that the chain of support continues – which may give patients a better chance of success. That's why the NYSSQL has increased efforts over the years to grow partnerships with healthcare systems and providers across the state. In fact, since the inception of the Opt-To-Quit™ Provider Referral Program in 2013, statewide provider referrals to the NYSSQL have increased by 253%; with a 43% increase in referrals from 2016 to 2017.

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- ▨ Medicaid
- Mental health condition
- Chronic disease

28,290

12,124

5,160

10,083

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Smoking can be one of the most difficult addictions to break, and quitting is the best thing smokers can do to improve their health. In 2017, the New York State Smokers' Quitline (NYSSQL) helped 7,586 smokers from the Western Region with their quit process – a 1% increase from 2016. This includes many tobacco-using patients referred to the Quitline by their healthcare providers.

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