

### TREATMENT & REFERRAL FOR NICOTINE ADDICTION

- Helped more than 34,000 tobacco users with nicotine addiction in 2019
- One-on-one treatment includes coaching support and nicotine replacement medications
- Coaches reinforce importance of cessation support from a healthcare professional
- Coaches provide education around health insurance cessation benefits
- Communications (text, web, and social media) to motivate quit-attempts and support quit-plans



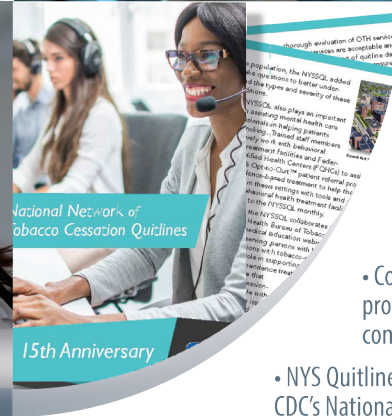
### NEW E-CIGARETTE & VAPING CESSATION HELP

- Increasingly more e-cigarette/vaping users reach out to Quitline for help to quit
- Newly available tailored coaching support and nicotine replacement medications for eligible e-cigarette/vaping users
- E-cigarette/vaping resources for adults, youth, parents, and media available on the NYS Quitline website
- E-cigarette/vaping social media messaging with cessation resources along with the latest news and information for youth and adults



### TAILORED RESOURCES FOR HEALTHCARE PROFESSIONALS

- Patient Referral Program serves as an extension to healthcare professional cessation patient care
- Conducted topic-requested educational webinars with more than 370 health professional registrants
- Quarterly e-communications sent to more than 1,900 healthcare professionals to inform and update on relevant cessation topics
- Patient cessation office brochures and web-based healthcare professional resources



### SUPPORTED STATE AND NATIONAL EFFORTS

- NYS Quitline service was used in state and national media campaigns to offer help for those seeking quit-assistance
- Connects participants and healthcare professionals to local NYS funded and community-based resources
- NYS Quitline services were a featured story in the CDC's National Network of Tobacco Cessation Quitlines 15<sup>th</sup> Anniversary booklet
- Issued regular media releases on cessation and other relevant topics such as the new Tobacco 21 law and e-cigarette/vaping news

#### THE NYS QUITLINE, A NEEDED SERVICE

Medicaid  
Mental Health Conditions  
Chronic Disease

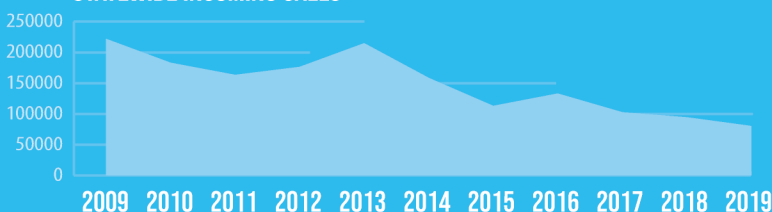
#### PERCENT SERVED

47%  
39%  
47%

#### WHY IT MATTERS

Those on Medicaid have significantly higher smoking prevalence and have a harder time quitting. Those reporting poor mental health smoke twice the rate compared to those reporting good mental health. Quitting smoking can improve treatment and/or management of most chronic disease conditions.

#### STATEWIDE INCOMING CALLS



### IMPORTANCE OF NEW YORK STATE TOBACCO CONTROL FUNDING

The NYS Quitline typically ranked higher than most state quitlines for reaching tobacco users with services. Unfortunately, the number of people served by the NYS Quitline is declining. Improved support for media campaigns can increase utilization of Quitline services and result in more tobacco users being motivated to quit, and making quit-attempts. The NYS Tobacco Control Program requires appropriate funding for its multi-pronged, comprehensive program to further advance the reduction of death and disease caused by nicotine addiction in NYS.

## TREATMENT & REFERRAL FOR NICOTINE ADDICTION



- Helped more than 2,900 Capital Region tobacco users with nicotine addiction in 2019
- One-on-one treatment includes coaching support and nicotine replacement medications
- Coaches reinforce importance of cessation support from a healthcare professional
- Coaches provide education around health insurance cessation benefits
- Communications (text, web, and social media) to motivate quit-attempts and support quit-plans

## NEW E-CIGARETTE & VAPING CESSATION HELP



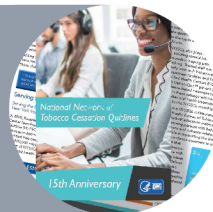
- Increasingly more e-cigarette/vaping users reach out to Quitline for help to quit
- Newly available tailored coaching support and nicotine replacement medications for eligible e-cigarette/vaping users
- E-cigarette/vaping resources for adults, youth, parents, and media available on the NYS Quitline website
- E-cigarette/vaping social media messaging with cessation resources along with the latest news and information for youth and adults

## TAILORED RESOURCES FOR HEALTHCARE PROFESSIONALS



- *Patient Referral Program* serves as an extension to healthcare professional cessation patient care
- Conducted topic-requested educational webinars with more than 370 health professional registrants statewide
- Quarterly e-communications sent to more than 1,900 healthcare professionals statewide to inform and update on relevant cessation topics
- Patient cessation office brochures and web-based healthcare professional resources

## SUPPORTED STATE AND NATIONAL EFFORTS



- NYS Quitline service was used in state and national media campaigns to offer help for those seeking quit-assistance
- Connects participants and healthcare professionals to local NYS funded and community-based resources
- NYS Quitline services were a featured story in the CDC's National Network of Tobacco Cessation Quitlines 15<sup>th</sup> Anniversary booklet
- Issued regular media releases on cessation and other relevant topics such as the new Tobacco 21 law and e-cigarette/vaping news

### THE NYS QUITLINE, A NEEDED SERVICE

Medicaid  
Mental Health Conditions  
Chronic Disease

### PERCENT SERVED CAPITAL REGION

43%  
46%  
51%

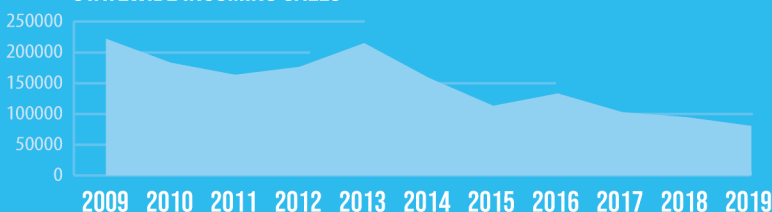
### PERCENT SERVED STATEWIDE

47%  
39%  
47%

### WHY IT MATTERS

Those on Medicaid have significantly higher smoking prevalence and have a harder time quitting. Those reporting poor mental health smoke twice the rate compared to those reporting good mental health. Quitting smoking can improve treatment and/or management of most chronic disease conditions.

### STATEWIDE INCOMING CALLS



## IMPORTANCE OF NEW YORK STATE TOBACCO CONTROL FUNDING

The NYS Quitline typically ranked higher than most state quitlines for reaching tobacco users with services. Unfortunately, the number of people served by the NYS Quitline is declining. Improved support for media campaigns can increase utilization of Quitline services and result in more tobacco users being motivated to quit, and making quit-attempts. The NYS Tobacco Control Program requires appropriate funding for its multi-pronged, comprehensive program to further advance the reduction of death and disease caused by nicotine addiction in NYS.

## TREATMENT & REFERRAL FOR NICOTINE ADDICTION



- Helped more than 3,200 Central Region tobacco users with nicotine addiction in 2019
- One-on-one treatment includes coaching support and nicotine replacement medications
- Coaches reinforce importance of cessation support from a healthcare professional
- Coaches provide education around health insurance cessation benefits
- Communications (text, web, and social media) to motivate quit-attempts and support quit-plans

## NEW E-CIGARETTE & VAPING CESSATION HELP



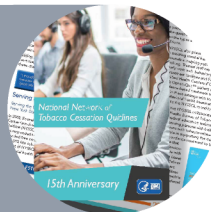
- Increasingly more e-cigarette/vaping users reach out to Quitline for help to quit
- Newly available tailored coaching support and nicotine replacement medications for eligible e-cigarette/vaping users
- E-cigarette/vaping resources for adults, youth, parents, and media available on the NYS Quitline website
- E-cigarette/vaping social media messaging with cessation resources along with the latest news and information for youth and adults

## TAILORED RESOURCES FOR HEALTHCARE PROFESSIONALS



- *Patient Referral Program* serves as an extension to healthcare professional cessation patient care
- Conducted topic-requested educational webinars with more than 370 health professional registrants statewide
- Quarterly e-communications sent to more than 1,900 healthcare professionals statewide to inform and update on relevant cessation topics
- Patient cessation office brochures and web-based healthcare professional resources

## SUPPORTED STATE AND NATIONAL EFFORTS



- NYS Quitline service was used in state and national media campaigns to offer help for those seeking quit-assistance
- Connects participants and healthcare professionals to local NYS funded and community-based resources
- NYS Quitline services were a featured story in the CDC's National Network of Tobacco Cessation Quitlines 15<sup>th</sup> Anniversary booklet
- Issued regular media releases on cessation and other relevant topics such as the new Tobacco 21 law and e-cigarette/vaping news

### THE NYS QUITLINE, A NEEDED SERVICE

Medicaid  
Mental Health Conditions  
Chronic Disease

### PERCENT SERVED CENTRAL REGION

50%  
47%  
52%

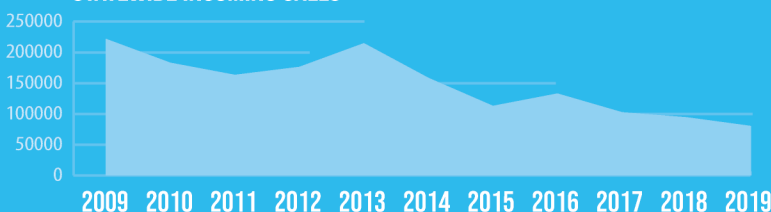
### PERCENT SERVED STATEWIDE

47%  
39%  
47%

### WHY IT MATTERS

Those on Medicaid have significantly higher smoking prevalence and have a harder time quitting. Those reporting poor mental health smoke twice the rate compared to those reporting good mental health. Quitting smoking can improve treatment and/or management of most chronic disease conditions.

### STATEWIDE INCOMING CALLS



## IMPORTANCE OF NEW YORK STATE TOBACCO CONTROL FUNDING

The NYS Quitline typically ranked higher than most state quitlines for reaching tobacco users with services. Unfortunately, the number of people served by the NYS Quitline is declining. Improved support for media campaigns can increase utilization of Quitline services and result in more tobacco users being motivated to quit, and making quit-attempts. The NYS Tobacco Control Program requires appropriate funding for its multi-pronged, comprehensive program to further advance the reduction of death and disease caused by nicotine addiction in NYS.

## TREATMENT & REFERRAL FOR NICOTINE ADDICTION



- Helped more than 22,200 Metro Region tobacco users with nicotine addiction in 2019
- One-on-one treatment includes coaching support and nicotine replacement medications
- Coaches reinforce importance of cessation support from a healthcare professional
- Coaches provide education around health insurance cessation benefits
- Communications (text, web, and social media) to motivate quit-attempts and support quit-plans

## NEW E-CIGARETTE & VAPING CESSATION HELP



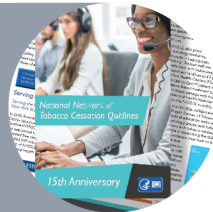
- Increasingly more e-cigarette/vaping users reach out to Quitline for help to quit
- Newly available tailored coaching support and nicotine replacement medications for eligible e-cigarette/vaping users
- E-cigarette/vaping resources for adults, youth, parents, and media available on the NYS Quitline website
- E-cigarette/vaping social media messaging with cessation resources along with the latest news and information for youth and adults

## TAILORED RESOURCES FOR HEALTHCARE PROFESSIONALS



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## SUPPORTED STATE AND NATIONAL EFFORTS



- NYS Quitline service was used in state and national media campaigns to offer help for those seeking quit-assistance
- Connects participants and healthcare professionals to local NYS funded and community-based resources
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- Issued regular media releases on cessation and other relevant topics such as the new Tobacco 21 law and e-cigarette/vaping news

### THE NYS QUITLINE, A NEEDED SERVICE

Medicaid  
Mental Health Conditions  
Chronic Disease

### PERCENT SERVED METRO REGION

48%  
35%  
45%

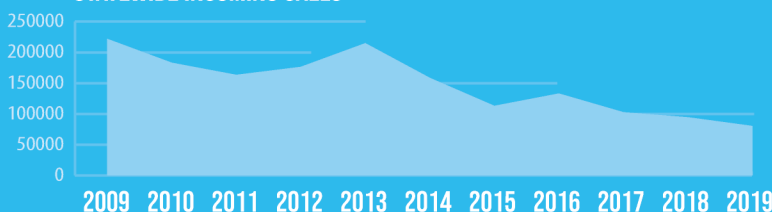
### PERCENT SERVED STATEWIDE

47%  
39%  
47%

### WHY IT MATTERS

Those on Medicaid have significantly higher smoking prevalence and have a harder time quitting. Those reporting poor mental health smoke twice the rate compared to those reporting good mental health. Quitting smoking can improve treatment and/or management of most chronic disease conditions.

### STATEWIDE INCOMING CALLS



## IMPORTANCE OF NEW YORK STATE TOBACCO CONTROL FUNDING

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## TREATMENT & REFERRAL FOR NICOTINE ADDICTION



- Helped more than 5,800 Western Region tobacco users with nicotine addiction in 2019
- One-on-one treatment includes coaching support and nicotine replacement medications
- Coaches reinforce importance of cessation support from a healthcare professional
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- Communications (text, web, and social media) to motivate quit-attempts and support quit-plans

## NEW E-CIGARETTE & VAPING CESSATION HELP



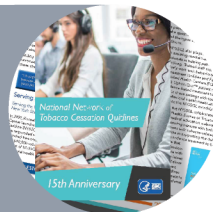
- Increasingly more e-cigarette/vaping users reach out to Quitline for help to quit
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### THE NYS QUITLINE, A NEEDED SERVICE

Medicaid  
Mental Health Conditions  
Chronic Disease

### PERCENT SERVED WESTERN REGION

44%  
45%  
53%

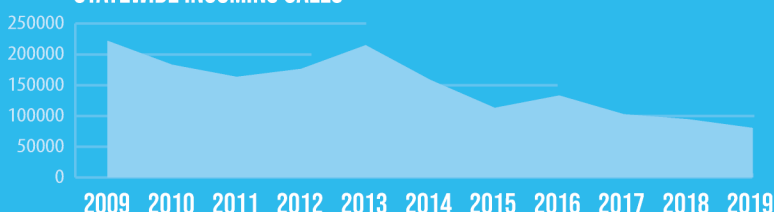
### PERCENT SERVED STATEWIDE

47%  
39%  
47%

### WHY IT MATTERS

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