

After smoking since 1965, I am now... Today is my 6 year anniversary
 2 years without a cigarette... for quitting smoking.
 I the NYS Smokers'...
 I need to know you
 no matter. It is
 the Quitline
 was here to get
 patches and
 port that I was
 to finally quit.
 Coach Jason
 was amazing,
 his expertise not
 ly got me, but also
 motivated

45 days
since my quit date...
Thanks
for giving me my
life back.

Louis - NYS Smokers' Quitline caller

very thorough, compassionate
 honest and great
 thankf
 Ne

New York State
Smokers' Quitline

2014 *Annual Report*

Funded and supported by the New York State Department of Health Bureau of Tobacco Control

EXECUTIVE SUMMARY

In 2014, the burden of tobacco in the United States was highlighted through the release of the 50th anniversary of the first Surgeon General's Report on Smoking and Health, Affordable Care Act implementation, and continuation of the CDC's TIPS media campaign. These events, along with statewide and local tobacco cessation initiatives, helped New York State (NYS) continue its leadership role in providing free evidence-based cessation services to New York State residents. In 2014, the New York State Smokers' Quitline (NYSSQL), administered by Roswell Park Cancer Institute in Buffalo, New York, provided assistance to more than 80,000 NYS tobacco users.

Although the statewide prevalence for adult tobacco use has decreased to 16.6% (2.1 million adults), tobacco use is much higher among certain disparate groups: those with household incomes below \$25,000 (24%), less than a high school degree (28%), and poor mental health (34%).¹ Adults covered by Medicaid and those not insured also have a significantly higher prevalence of smoking (29.9% and 26.2% respectively) than those covered by private insurance, Medicare, or other sources (13.9%, 9.9%, and 12.7% respectively).¹

The NYSSQL works within a Public Health Model to provide free evidence-based treatment to reach and service as many NYS tobacco users as possible. Many smokers who access Quitline services are underserved, coming from households with lower income, educational, and health insurance levels. They often are heavy smokers, frequently with other physical and mental health issues to cope with. The Quitline gives them access to free, evidence-based cessation services and can often refer them to other resources. More than 54% of Quitline users are either uninsured or covered by Medicaid.

In 2014, media continued to be a driving force to prompt thousands of NYS tobacco using residents to reach out to the Quitline for assistance. Combined media efforts included campaigns from the New York State Department of Health Bureau of Tobacco Control (NYSDOH BTC), New York City Department of Health and Mental Hygiene, and the U.S. Centers for Disease Control and Prevention (CDC).

Over the last several years, Quitline usage has remained fairly stable. This is in contrast to the three years from 2006 to 2009, when the annual state tobacco control budget was up to twice as large as it is currently. With smaller budgets, less money is available for media, and fewer smokers receive assistance. Comparing 2009 to 2014, we have seen a 50% drop in the number of smokers receiving counseling and a 44% decrease in the smokers that were sent nicotine medications.

Tobacco users continue to be referred by healthcare providers as an adjunct to onsite cessation interventions. In addition to Quitline referrals from individual providers, adoption of the policy-driven and systematic Opt-to-Quit™ referral program expanded in 2014.

Tobacco cessation outreach and education continued in 2014 with the administration of the NYSDOH BTC-funded Health Systems for a Tobacco-Free NY contractors and Roswell Park Cancer Institute bi-monthly Collaborative Conference Call Series. The Series was deferred in May, 2014 due to a change in Health Systems for a Tobacco-Free NY contractors. The Series will resume in 2015 under a restructured format.

Roswell Park Cancer Institute's collaboration with national partners to advance tobacco control continued in 2014, with the Quitline engaging in three research studies. The Quitline is poised to participate in more research in 2015, including the New York State Medicaid Incentives Plan for the Prevention of Chronic Diseases.

¹http://www.health.ny.gov/statistics/brfss/reports/docs/brfssbrief_smoking_1406.pdf

BACKGROUND OF TOBACCO CONTROL IN NYS

About The New York State Department of Health Bureau of Tobacco Control The New York State Department of Health Bureau of Tobacco Control (NYSDOH BTC) envisions a tobacco-free New York State. The NYSDOH BTC administers the State's Tobacco Control Program (TCP) to alleviate the social and economic burdens caused by tobacco use. Since 2000, the TCP has employed an evidence-based, policy-driven, and cost-effective approach to decrease tobacco initiation by youth, motivate adult smokers to quit, and eliminate exposure to secondhand smoke for everyone.

NYS tobacco control contractors assist in educating policy makers to advance tobacco control policies that support and reinforce the tobacco-free norm. The NYS Tobacco Control program began work in January 2000 and is built on a foundation of evidence-based strategies from the Centers for Disease Control and Prevention's "The Guide to Community Preventive Services to Decrease Tobacco Use."

Vision: All New Yorkers living in a tobacco-free society.

Mission: To reduce morbidity and mortality and alleviate the social and economic burden caused by tobacco use in New York State

Goal: To reduce the prevalence of adult cigarette use to 15% by 2017 in New York State.

The TCP includes community programs such as Advancing Tobacco Free Communities and Health Systems Change for a Tobacco-Free NY, and the New York State Smokers' Quitline.

NYSDOH BTC Activities:

- *Uses the most current research findings to drive program activities*
- *Works collaboratively with State and national partners to achieve program goals*
- *Promotes policy change through evidence-based strategies that alter social norms and makes tobacco less desirable, less acceptable, and less accessible*
- *Implements hard-hitting, emotionally evocative media campaigns to accurately depict the negative consequences of tobacco use*
- *Systematically evaluates its efforts to maximize impact and improve outcomes*

QUITLINE SERVICES



Above is a screen shot from “Justin’s Interview,” a TV ad that ran in 2014. Justin Andrews died at the age of 30 of lung cancers as a result of his tobacco use.

Media Promoting the Quitline In 2014 In 2014, media continued to be a driving force to prompt thousands of NYS tobacco using residents to reach out to the Quitline for assistance. Combined media efforts included campaigns from the New York State Department of Health Bureau of Tobacco Control (NYSDOH BTC), New York City Department of Health and Mental Hygiene, and the U.S. Centers for Disease Control and Prevention (CDC).

The success of the CDC’s 2013 Tips from Former Smokers campaign prompted a second series of ads, featuring real people living with the effects of smoking-related diseases, which ran in 2014.

NYSDOH BTC ads included real people suffering from smoking related illnesses as well as ads highlighting Medicaid tobacco cessation benefits. NYC ads featured the disease consequences of smoking and the promotion of an NRT Giveaway program “for a limited time only” during the month of March.

Quitline services offered to our participants To access Quitline services, New York State residents can directly call 1-866-NY-QUITS (1-866-697-8487), the National Quitline number (1-800-QUIT-NOW) or go online at www.nysmokefree.com.

Telephonic Coaching Services

With their training and experience in Motivational Interviewing, Quit Coaches engage the tobacco user at all readiness stages to move along the continuum towards quitting. Quit Coaches recognize the need for individualization, based on a tobacco user’s background and preferences, regardless of where they are in the quit process.

QUITLINE SERVICES CONTINUED...



“Thank you to everyone for your support in helping me to quit smoking. Your advice has been crucial to this process and I never would have been able to do it without all of you. So thanks again, and best of luck to all of you.”
QuNitY user



Website (Nysmokefree.com & QuNitY) Nysmokefree.com experienced a 71% increase in views from 2013 (691,085) to 2014 (1,184,192). QuNitY experienced a 2% increase in views from 2013 (27,880) to 2014 (28,425), unique visitors up 13% from 2013 (7,421) to 2014 (8,419).

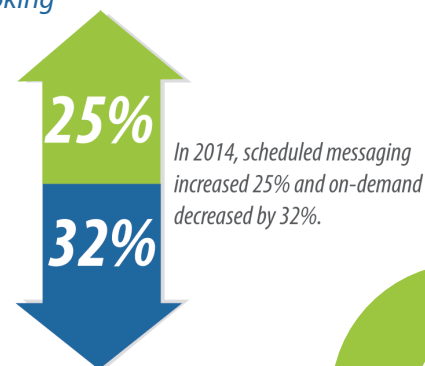
Nysmokefree.com and QuNitY are vital features of the NYSSQL program. These frequently accessed sites continue to provide useful information, resources and interactive tools and support for smokers looking to quit tobacco. The offer of a free nicotine patch kit, one-on-one coaching, Short Messaging Services (SMS or text messaging) tips, and an array of other services available through these websites allow tobacco users to engage in a manner tailored to how they want to quit.

The number of social referrals via Facebook, Twitter, Google+ and YouTube to nysmokefree.com increased dramatically, by more than 1,200%, from 2013 to 2014, with the highest number of referrals originating from YouTube, Facebook, Twitter and Google+ respectively. Such an increase in social referrals is likely due to a drastic increase in paid media from 2013 to 2014 on these platforms.

The NYSSQL continues to reach and serve smokers looking for assistance to quit by using social media support via a quit coach, daily quit tips, facts and articles. Examples of popular content throughout 2014:

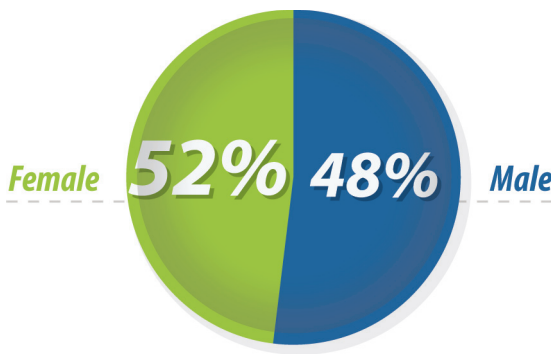
- *New Ad Campaign Appeals to Teens' Vanity to Curb Smoking - ABC News - <http://abcn.ws/1eU0z2J> #nysmokefree #smokefree #quitsmoking*
- *Quit for you, quit for the ones you love. This Valentine's Day, trade your pack for a pin. #nysmokefree #PackForAPin*
- *Hey there! Many of you have been asking about the ads and their effectiveness or why they're run. Here are some FAQs from the CDC's website: <http://1.usa.gov/1zXskVE> about the ads. We truly hope this helps answer some questions you may have, and appreciate all of the feedback. Remember you can always contact us at www.nysmokefree.com or 1-866-697-8487.*
- *Stop Smoking Medication Discounts - <http://bit.ly/1z0QI58> #nysmokefree #QuitSmoking*

Quit Messaging Services 12,019 Scheduled, customized Interactive Voice Recording (IVR), Email and Short Message Service (SMS) were sent. 2,382 Quit tips via On-Demand and Quick Response (QR) code were sent. QuNitY's scheduled messaging service experienced a 25% increase in usage during 2014, whereas on-demand services experienced decrease in usage of 32%.

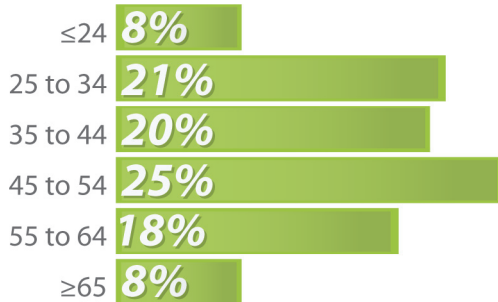


PARTICIPANT CHARACTERISTICS

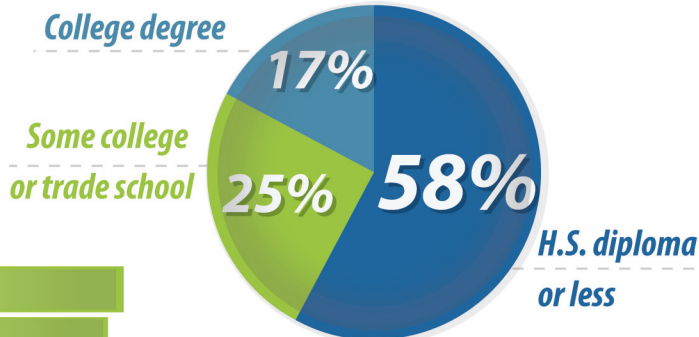
GENDER



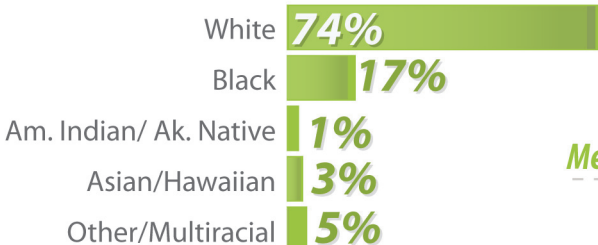
AGE



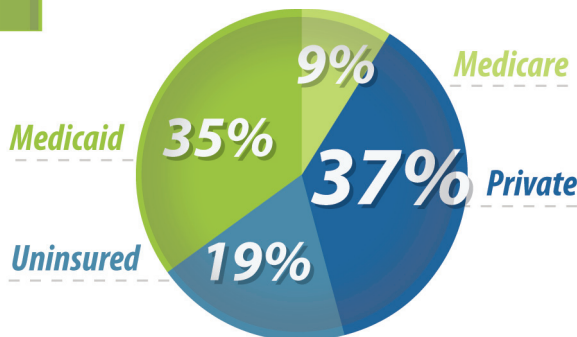
EDUCATION



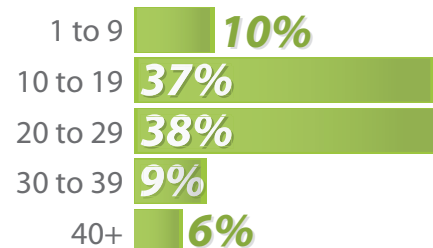
RACE



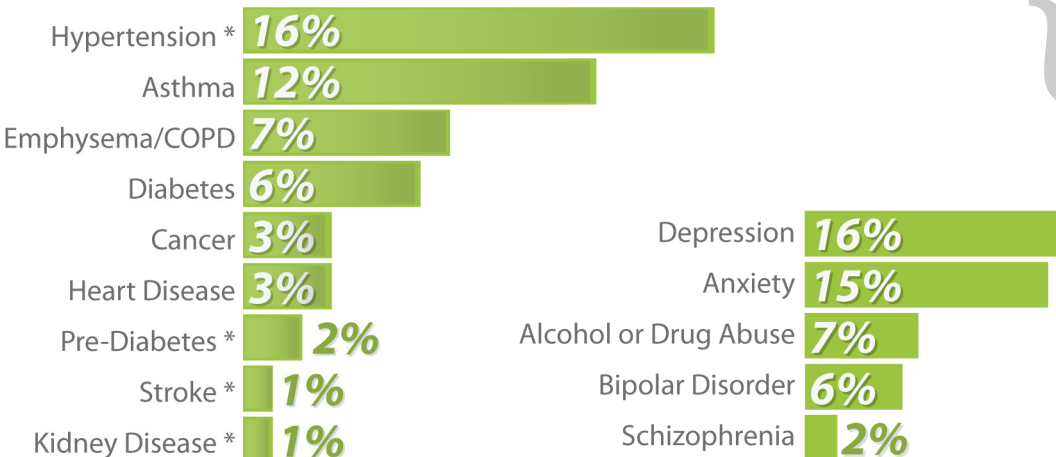
INSURANCE



CIGARETTES PER DAY



REACHING THOSE WITH CO-EXISTING CONDITIONS



Ethnicity:

13% of participants calling the NYS Quitline were of Hispanic or Latino ethnicity.

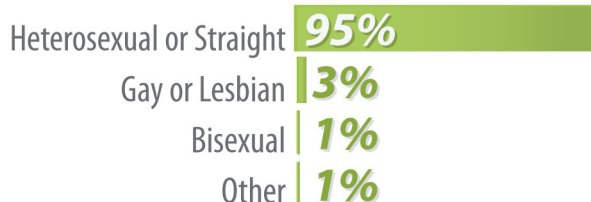
*Data collected for Mental Health Conditions, Hypertension, Pre-Diabetes, Stroke, Kidney Disease, Military Status, Hookah and E-cigarette Usage began 8/1/2013.

PARTICIPANT CHARACTERISTICS CONTINUED...

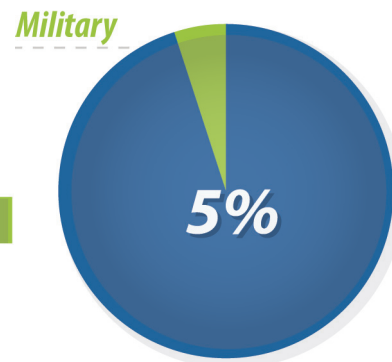
Language:

1% of participants calling the NYS Quitline request Spanish-speaking counseling.

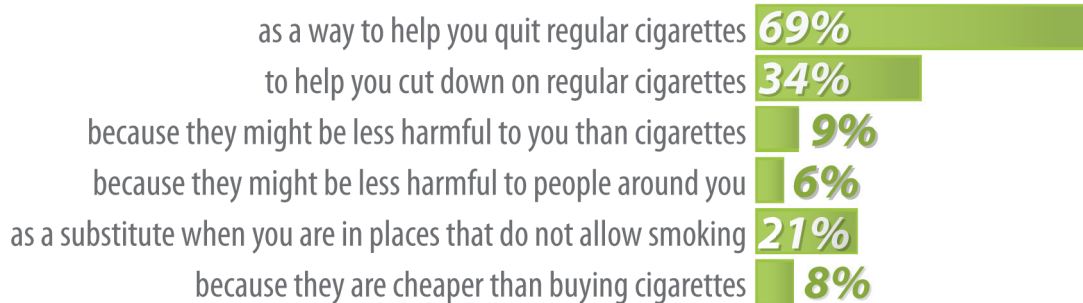
LESBIAN, GAY, BISEXUAL, AND TRANSGENDER (LGBT)



MILITARY STATUS



DO YOU USE E-CIGARETTES...?



E-cigarettes Usage*

6.6% Of Quitline participants reporting using e-cigarettes in 2014, up from 4.6% in 2013.

Outcomes Quit rates, reach rates, and assessing participants level of satisfaction of services are components of our evaluation plan to ensure services are delivered appropriately and meeting our quality standards.

Quit Rates:

31% At least 7 months after intake, the client reports not smoking for the last 7 days.

Reach Rate:

3% Estimated percentage of NY smokers treated by the NYSSQL in 2014.

Satisfaction:

96% of clients are satisfied with the service.

Words From Our Participants:

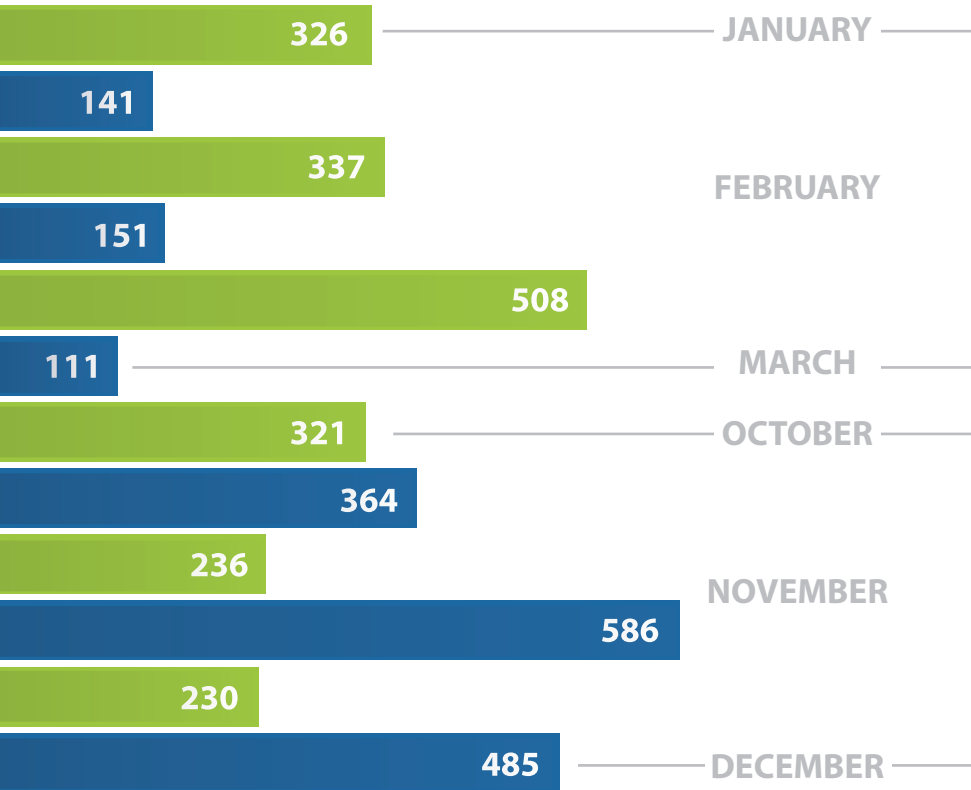
“ Thank you for all your support.
Maria - Quitline Participant ”

“ Been nicotine-free for 3-months now...still get the urge to smoke every now and then ...miss the comfort but don't miss the expense. Thank you NYS Quitline... your support helps me through.
Adele- Quitline Participant ”

*E-cigarettes are not FDA approved as tobacco cessation devices.

PROVIDER SERVICES

Fax to Quit versus **Opt-to-Quit™** (2014 start & end)



Opt-to-Quit™ Opt-to-Quit™ is a program developed by Roswell Park Cancer Institute (RPCI) for New York State health care sites, including, but not limited to Federally Qualified Health Clinics, hospitals, and primary care facilities. It is an adoption of a policy that systematically identifies all tobacco using patients. As an adjunct to the health site's intervention, patients are referred to the NYSSQL (unless they opt out), then contacted and offered NYSSQL services.

This method is based on the fact that smoking and tobacco use is a chronic condition, often resulting in multiple quit attempts and relapses. The NYSSQL can assist tobacco users to remain tobacco free beyond an initial intervention. Coaches are trained in motivational interviewing, and in conjunction with offering smoking cessation coaching, also screen for other chronic diseases and behavioral and mental health disorders.

The Opt-to-Quit™ referral program continues to expand as more facilities are recruited. In the first three months of 2014, 74% of our referrals came from the traditional fax referral system. During the last quarter of 2014, 65% of our referrals came from providers using the Opt-to-Quit™ referral program, with our overall referrals increasing by 41%.

PROVIDER SERVICES CONTINUED...

Presented by
Rachel Boykan, MD, FAAP

TREATING PREGNANT WOMEN'S TOBACCO USE AND DEPENDENCE

MAR 05
2014



MAY 14
2014



ELECTRONIC CIGARETTES – POSING NEW CHALLENGES FOR CLINICIANS

Presented by
Jonathan Foulds, PhD

Presented by
Tony Klein, MPA, CASAC, NCACII

DENORMALIZING AND TREATING TOBACCO IN ADDICTION SERVICES

JAN 08
2014



Collaborative Conference Call Due to changes in NYS DOH BTC contracts, the 2014 Conference Call series hosted three calls, as noted left. With the new statewide Health Systems Change for a Tobacco free NY Programs, the 2015 Collaborative Conference Call series will resume with a new format and targeted focus. All 2015 presentations will address assisting healthcare providers in the adoption of policies and systems designed to help patients quit using tobacco products. Presentation content will target those healthcare organizations which primarily serve patients who are disproportionately impacted by tobacco dependence, including Federally Qualified Health Centers and mental-health service providers.

Research The Quitline continues to be involved in research to further advances for tobacco cessation services. In 2014, two studies focused on ways to re-engage smokers who have used our services in the past, and one on the cessation medication varenicline.

The first, Welcome Back: Evaluating strategies to re-engage smokers in Quitline cessation services, was a collaboration with a researcher at the University of Washington. It examined using technology-based methods (email, text messages, and interactive voice response phone calls) to invite former users of the Quitline, if they were still smoking, to make another quit attempt using our services.

The second, QuitConnect Pilot: A National Smoker's Registry for Proactive Re-Engagement, used emails and text messages with varying content to encourage former Quitline users to join an online registry. University of South Carolina researchers and the North American Quitline Consortium (NAQC) designed the registry to connect smokers to cessation services, and researchers to smokers who might be interested in participating in cessation studies.

A third study, Pilot Study of Varenicline vs Nicotine Patch Delivered by a Telephone Quitline to Promote Smoking Cessation, used the Quitline as a way to distribute varenicline (Chantix®) to its users to try and improve cessation outcomes. This pilot study was sponsored by Pfizer and designed by researchers from Yale University and the University at Buffalo. It compared smokers assigned a varenicline protocol to a protocol using the standard NRT the Quitline dispenses.

ACKNOWLEDGEMENTS

We acknowledge and thank those individuals and organizations for helping to make the New York State Smokers' Quitline service a success in 2014. Every day, the Quitline helps to save lives, money, and improve the health of New York State residents.

For more information contact:

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

www.nysmokefree.com



The New York State Smokers' Quitline is funded and supported by the New York State Department of Health Bureau of Tobacco Control.



This report was developed by the Tobacco Control Program at Roswell Park Cancer Institute.

“ I just wanted to message you quick and thank you for all those nasty commercials you put on. **I was a heavy pack-a-day smoker for almost 11 years.** After numerous family members and friends asked for me to quit I never listened to anyone. I **saw** a few of **your commercials**, you know the very graphic ones where it shows you the insides of a smoker. Appalling, really. Well **they worked for me.** I quit smoking on October 28, 2013 and I'm proud to say I haven't looked back. **I'm smoke free today and I have you to thank!** So I just wanted to say thank you. **Thank you for saving my life.** I will forever be in your debt. Keep the commercials coming too..if they can work on someone as stubborn as me, they will work on a lot of people. Thanks again. ”

“ **Thank you for the nicotine patches in 2012. After smoking since 1965, I am now 2 years without a cigarette.** ”

“ **45 Days since my quitting date**, things are very well. **The patches helped, my urges** have mostly subsided, I feel great! **Thank you for giving me my life back!** ”

“ **Coach Dawn was wonderful** on the phone. She provided me with very, very, very, **very excellent service** and was **extremely pleasant to speak with.** ”

“ **Coach Jason was amazing**, his expertise **not only got me, but also my son motivated to quit smoking.** I'm very excited about getting started! Jason really **went the extra mile for me and my son.** ”

“ **Coach Erica was very thorough, compassionate, informative, honest and genuine. I am extremely thankful for the New York State Smokers' Quitline.** ”

“ Thank you so much for your kind words. I am **so happy to be a part of this community.** ”

Today is my 6 year anniversary for quitting smoking. I wanted the NYS Smokers' Quitline to know you do matter. **It is because the Quitline** was here to get me **patches and support that I was able to finally quit.**

“ **Thank you NYS Smokers' Quitline! August will mark my 5 year anniversary of being smoke-free.** ”

“ Today is my 15th day as a non-smoker and I feel great and extremely proud of myself. **This is the longest I've ever gone without smoking** and it gives me hope. I no longer have the tightness in my chest or the urge to smoke at all today. **Thank God for this site because it has really given me the courage to go on** and coach Dawn has made me feel awesome when I was having a tough time to go down and have a cigarette and I'm so glad I don't smell like that anymore! ”

To see more of what our participants had to say visit nysmokefree.com