THE NEW YORK STATE SMOKERS' QUITLINE

PROMOTING TOBACCO CESSATION ON COLLEGE CAMPUSES IN NYS

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ABOUT ROSWELL PARK CESSATION SERVICES

- Located in Buffalo, New York; NCI-designated comprehensive cancer center

- Over half century old, renowned for local, state, national and international work

- 1999 NYS DOH & RPCI established NYSSQL

- Provides evidence-based, best practice tobacco cessation services to state quitlines, health plans, and employer sponsored programs.
Quitline Services

- Cessation coaching
- Nicotine Patches (phone & web)
- Web interactive and informational services
- Text and messaging services
- Social media
- Triage to health plan programs

In 2014, we coached 83,062 tobacco users and distributed 68,413 starter kits of NRT. Only 6.82% of those interviewed were between 18-24 years old.
Quitline Services

- All calls to the Quitline are recorded
- Coaches are trained in Motivational Interviewing
- Monthly training
- Online training
- Quality Assurance Protocol
Quitline Services

- Screened for Nicotine Patches (receive 2 week starter kit if eligible)

Receive:
- Coaching and support call
- NRT check call
- Follow-up coaching call

~Tobacco users can access the website or call for support as often as needed.
NEW YORK STATE SMOKERS’ QUITLINE
MOBILE & WEB SERVICES

Text Messaging

❖ On-demand *(sample right)*
❖ Customizable text messaging
❖ Quick Response code *(QR code)*
NEW YORK STATE SMOKERS’ QUITLINE
MOBILE & WEB SERVICES

Online community

- **Customizable text messaging** *(user sets the time of day, frequency and what the message says)*
- **Forum** *(allows users to talk with other members or a quit coach)*
- **Chat room** *(allows users to talk with other members or a quit coach (during operational hours only))*
- **Journal** *(privately track progress or share via social networks)*
- **Savings Calculator**
NEW YORK STATE SMOKERS’ QUITLINE
MOBILE & WEB SERVICES

Social Networks
The Quitline offers support, text tips and cessation-related news and media via:
- Facebook
- Twitter
- Google+
- YouTube
NYSMOKEFREE (IN THE LAST MONTH)
QUNITY (IN THE LAST MONTH)

Age distribution:
- 18-24: 15%
- 25-34: 20%
- 35-44: 30%
- 45-54: 15%
- 55-64: 5%

3.95% of total sessions

Gender distribution:
- Female: 51.7%
- Male: 48.3%

4.75% of total sessions
FACEBOOK

Facebook *in the last month*

**IMPRESSIONS BY AGE & GENDER**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>13-17</td>
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<tr>
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<td>45-54</td>
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<td>55+</td>
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36% MALE

64% FEMALE
**TWITTER**

**Follower Demographics**

Learn more about your audience to shape your messaging & campaigns.

**By Age Range**

- 18-20
- 21-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

**By Gender**

- 63% Male Followers
- 37% Female Followers

Men aged 25-34 appear to be the leading force among your followers.
REFERRAL PROCESS

1. Quitline Contact Information
2. Fax
3. Secure Online Referral
4. Opt-to-Quit™
WHAT WORKS?

- Quitline messaging: eye-catching and stand out among the multiple messages and marketing materials a college student was exposed to daily.
- Materials and messaging resonating as truthful, featuring useful information and conveying coming from within college culture (not from a state health department).
- Messaging could not be preachy or judgmental.

www.ttac.org/tcn/peers/pdfs/co_collegequitlinecampaign
QUIT AND WIN CONTESTS

- Many college-age students have smoked for years and want to quit. Others may be starting for the first time.
- “Cessation Holidays” offer great ways for smokers to prove to themselves they can quit for a day and therefore, probably for life.
- Campus Quit & Win contests appear feasible, acceptable, and effective at facilitating short-term abstinence.¹

QUESTIONS?

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