

Innovative Smoking Cessation Campaign Targets New York Healthcare Providers

In alignment with NQP DSRIP Project 4.b.i, Northwell Health is taking an innovative approach to promoting smoking cessation through a New York State Department of Health (NYSDOH) Health Systems for a Tobacco-Free New York grant funded media campaign. Through the campaign, targeted providers will receive a digital video mailer containing three videos focusing on the importance of providers speaking to patients about quitting smoking, as well as the success of organizations that have already incorporated a smoking conversation into their practice. The digital mailer is expected to hit provider mailboxes by the end of April.

“About 350 leaders of health care organizations within New York will receive this mailer,” says Pat Folan, Director of Northwell Health’s Center for Tobacco Control and Co-Chair of the NYSDOH’s media campaign. “The mailers are like musical greeting cards, only they play videos. In the case of our campaign, the recipient can click a button on the card to rotate through three different videos.”

Recipients of the mailer will be directed to a website where they can contact their local tobacco dependence treatment program to receive free educational materials. The campaign videos are also housed on these websites and can be viewed by visiting HSTNYmed.org (for non-behavioral health medical organizations) and HSTNYgroup.org (for behavioral health organizations).

“Research has shown that patients are more likely to successfully quit smoking if they are counseled and treated by their health care provider,” Foley said. “Our hope is to get more health care organizations in New York to commit to this lifesaving practice. As an NQP partner, we are committed to helping community members quit smoking.”