

2010 ACTION State Grantee Project Summary

State: New York

Project Title: *New York State Access to Tobacco Use Treatment Strategic Planning Project*

Name of Lead Organization: New York State Smokers' Quitline

Partnering Organizations: NYS DOH Tobacco Control Program, American Cancer Society

Audience/System: Employers, healthcare organizations

Summary: New York will hold three Access to Tobacco Use Treatment Summits with a goal that, over time, all employers will provide cessation treatment coverage for all employees. Currently all health plans do not cover these treatments and, where they do, there is a great variance in coverage. And, as is often the case, many employees are confused about or unaware of the tobacco cessation benefits they have. The grantee will work closely with the NY Office of Health Insurance Programs and the NY Health Plan Association.

Objectives:

- New York State will have a strategic plan to guide efforts toward increasing access to tobacco use cessation treatment;
- The percentage of adult smokers with health insurance who used NRT at their last quit attempts and who report that their health plan provided coverage for tobacco dependence treatment will increase to 35% from a 2007 baseline of 31%; and
- The number of NYS commercial health plans that provide comprehensive tobacco dependence treatment benefits to their members will increase to 3 from a 2009 baseline of 1.