

# NRT Gum Promotion

## Frequently Asked Questions

### What is happening?

The New York State Smokers' Quitline received a large donation of nicotine gum, which will allow traditional tobacco and vape-product users to receive up to a three-month supply. The goal is to distribute all the donated gum prior to February 2021. A promotional campaign is under way to spread the message to tobacco and vape-product users about the offer; the campaign consists of earned media and networking among groups and organizations.

### What are the main nicotine gum promotion messages?

The nicotine gum promotion focuses on three key messages:

- 1.) Up to three months of free nicotine gum is available
- 2.) This offer is available while supplies last
- 3.) Please share this offer with:
  - a. your tobacco or vape-product using family and friends  
*(the audience for this message is tobacco and vape-product users)*
  - b. the tobacco or vape-product using patients served and affiliated organizations/groups, listservs, media, etc.  
*(the primary audiences for this message are healthcare professionals and organizations, health systems and plans, and employers)*

### How can my organization help promote the nicotine gum giveaway?

We are asking organizations and professionals who learn about the offer to take **three steps**.

- 1.) Widely promote the offer itself as well as how to access the offer to those tobacco and vape-product users you serve.
- 2.) Share news about the offer with your local media.
- 3.) Provide the offer information and the [Nicotine Gum Promotion Toolkit](#) link to all your colleagues and affiliated groups and ask them to engage in the same steps listed here.

Networking the information to get the word out is **essential** to distributing the supply of nicotine gum.

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## Frequently Asked Questions – *continued*

### **What is included in the Nicotine Gum Promotion Toolkit?**

The Quitline's [Nicotine Gum Promotion Toolkit](#) provides an array of resources to make it easy for you to promote the offer. The Toolkit includes graphics for social media, website banners, text for e-newsletter copy, a localized press release, talking points, a sample pitch to reporters, and more.

### **How can those interested apply for free nicotine gum?**

Those interested can apply for the gum by calling **1-866-NY-QUITS (1-866-697-8487)** or visiting [nysmokefree.com](http://nysmokefree.com), where they can fill out an application or request a call from one of the Quitline's Quit Coaches. Healthcare professionals can also [refer](#) their tobacco and vape-product using patients to the Quitline for the offer. Most people who apply will be eligible.

### **What about the nicotine patch for combination therapy?**

The Quitline will continue to provide the usual supply of the nicotine patches along with the nicotine gum for those needing [nicotine combination therapy](#). Quit Coaches will continue to encourage participants to obtain additional patches through health plans or savings from quitting. Quit Coach support will continue to be available.

### **Can I order a bulk supply of the nicotine gum for my organization?**

We are initially working to distribute the nicotine gum through the Quitline and will explore the feasibility to provide bulk orders to organizations. If this option becomes available, we will provide information regarding any criteria and details for receiving a bulk supply.

### **What if the Quitline runs out of nicotine gum before February 2021?**

If demand is much higher than expected, we may cut back on the offer amount available to participants. We will send out notification of any changes for the offer and modify our tools and messages. We will do our best to keep you apprised of updates and changes.

However, this would also mean we collectively helped thousands of tobacco and vape-product users – and you should feel proud!