



NOTE TO MEDIA: Our press releases are available in downloadable PDF format at our Online News Room: <https://nysmokefree.com/newsroom>. The webpage also includes an Experts Database with healthcare professionals and researchers from every region of New York State. Please contact us anytime to arrange an interview with any of our experts and/or our past Success Story participants.

FOR IMMEDIATE RELEASE

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COLD TURKEY IS A GREAT THANKSGIVING LEFTOVER, BUT A DIFFICULT WAY TO QUIT SMOKING

New York State Smokers' Quitline offers effective and proven medications free to state residents, plus coaching for behavioral changes

Nov. 22, 2023 – Cold turkey can be a perfect leftover meal after the Thanksgiving holiday. A different kind of "cold turkey," however, may not be effective for those seeking to quit the use of commercial tobacco* products, such as cigarettes and vaping devices.

[Recent research](#) throughout the scientific community shows only 3 to 5% of those who try quitting smoking through sheer willpower alone remain quit after six months. By comparison, FDA-approved methods for quitting offer more effectiveness. The use of nicotine replacement therapy (NRT) medications such as nicotine patches, gum or lozenges, combined with coaching for behavioral changes, can [more than double the odds to stay quit](#).

This holiday season, the New York State Smokers' Quitline (NY Quitline) encourages all state residents to call **1-866-NY-QUITS** (1-866-697-8487), text QUITNOW to 333888 or visit nysmokefree.com to get started on a path to better health without tobacco products. Participants can connect with a specialist through an online chat, request a call-back, [order free NRT medications](#), and register for the six-week [Learn2QuitNY](#) text messaging program.

To prepare to a successful quit-attempt, trained tobacco specialists at the NY Quitline recommend:

- Consulting with a trusted doctor or other healthcare professional.
- Setting a quit date.
- Throwing away remaining tobacco products, lighters and paraphernalia.
- Understanding triggers and reasons for smoking.
- Reviewing proper use of NRT medications.
- Contacting the NY Quitline to discuss all these recommendations and to order a free starter supply of NRT.

The NY Quitline gives thanks to all who assist in improving the health of New York State residents and wishes everyone a smoke-free holiday season.

** The term tobacco throughout this press release refers to the use of manufactured, combustible commercial products and vape products – not the sacred, medicinal and traditional use of tobacco by Native American nations and other indigenous groups.*

About the New York State Smokers' Quitline

The New York State Smokers' Quitline is a service of the New York State Department of Health and based at Roswell Park Comprehensive Cancer Center in Buffalo, N.Y. It is one of the first and busiest state quitlines in the nation and has responded to nearly 3 million calls since it began operating in 2000. The Quitline encourages those who use commercial tobacco and vape products to talk with their healthcare professionals and access available Medicaid or health insurance benefits for medication support. All New York State residents can call 1-866-NY-QUITS (1-866-697-8487) or text QUITNOW to 333888 for coaching and resources, free of charge, seven days a week beginning at 9 a.m. Visit www.nysmokefree.com for more information.

About Roswell Park Comprehensive Cancer Center

From the world's first chemotherapy research to the PSA prostate cancer biomarker, Roswell Park Comprehensive Cancer Center generates innovations that shape how cancer is detected, treated and prevented worldwide. Driven to eliminate cancer's grip on humanity, the Roswell Park team of 4,000 makes compassionate, patient-centered cancer care and services accessible across New York State and beyond. Founded in 1898, Roswell Park was among the first three cancer centers nationwide to become a National Cancer Institute-designated comprehensive cancer center and is the only one to hold this designation in Upstate New York. To learn more about Roswell Park Comprehensive Cancer Center and the Roswell Park Care Network, visit www.roswellpark.org, call 1-800-ROSWELL (1-800-767-9355) or email ASKRoswell@RoswellPark.org.

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