



- *Sheila S. of Spencerport, N.Y. started smoking at age 18 and quit for good at age 51*
- *NYS Smokers' Quitline provided coaching and medication; son, co-worker provided motivation*
- *Quit Coaches are available for any NYS resident looking to quit nicotine-use for the New Year*

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ROCHESTER-AREA WOMAN BECOMES SMOKE-FREE WITH SUPPORT FROM QUITLINE

Co-worker's example and son's plea provided additional motivation



SPENCERPORT, N.Y. – Dec. 31, 2019 – Those wishing to make a stop-smoking New Year's resolution successful can look to Sheila S. of Spencerport, N.Y. for inspiration. With assistance from the New York State Smokers' Quitline (Quitline) as well as support from family and co-workers, Sheila began a smoke-free journey in early October that continues to this day.

Like many former smokers, Sheila, now 51, tried cigarettes as a teenager because her friends smoked. Throughout her life, she tried quitting many times for short periods and achieved an eight-year smoke-free stretch from 2004 to 2012 with FDA-approved prescription medication. Her addiction to nicotine returned, however, due in part to stress and being around co-workers who smoked. This past fall, thanks in part to her son's prodding, Sheila strengthened her resolve to become permanently smoke-free and called the Quitline.

"I started smoking more than ever in recent years – up to a pack a day," Sheila explained. "It was making me sick and I wanted to quit so badly. I was angry and felt like I was a slave to cigarettes – like they were controlling my schedule, routine and money. My son is now 24, and he began expressing to me how upset he was with my smoking. I reached a point where I knew it was time to finally quit for good."

Fortunately for Sheila, a fellow co-worker was in the process of quitting and encouraged her to try nicotine gum through the Quitline. Sheila called the Quitline and worked with a Quit Coach to develop a customized quit-plan. Shortly thereafter, she received a starter kit with nicotine gum and helpful literature.

"With everything I received in the mail, it all felt so 'official,' like a commitment," Sheila said. "I felt more determined than ever because I got help from someone."

Instead of cigarette breaks at work, Sheila began enjoying walks with her co-worker as a means to relieve anxiety and develop a new routine. At home, her husband and son encouraged her throughout the quit-process and provided suggestions for alternative activities whenever nicotine cravings occurred. Finally, on personal level, Sheila credits the power of prayer to give her strength and willpower to overcome her most difficult moments of cravings.

Today, Sheila happily reports having "more energy than ever" and takes kickboxing classes. "I'm eating healthier and I walk and exercise every day," she said. "Quitting smoking isn't easy, but it can be done if you keep trying. Find your 'reason why,' and work through it with medication and support from others. You'll know when you're ready. But first, and most important: make sure you call the Quitline for help."

This New Year and any year, in addition to support from a healthcare professional, tobacco users can call the New York State Smokers' Quitline at **1-866-NY-QUITS** (1-866-697-8487) anytime the journey gets tough for achieving or maintaining a tobacco-free life. In addition, as [recently announced](#) by the New York State Department of Health, the Quitline now offers expanded services to help e-cigarette users quit vaping. Coaching support at the Quitline is available for New Yorkers of all ages, including adolescents, seven days a week beginning at 9 a.m. Additional resources are available online at www.nysmokefree.com.

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 nicotine users to talk with their healthcare professionals and access available Medicaid or health insurance benefits for stop-smoking medications. All New York State residents can call **1-866-NY-QUITS** (1-866-697-8487) 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

Roswell Park Comprehensive Cancer Center is a community united by the drive to eliminate cancer's grip on humanity by unlocking its secrets through personalized approaches and unleashing the healing power of hope. Founded by Dr. Roswell Park in 1898, it is the only National Cancer Institute-designated comprehensive cancer center in Upstate New York. Learn more at www.roswellpark.org, or contact us at 1-800-ROSWELL (1-800-767-9355) or ASKRoswell@roswellpark.org.

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