



***NOTE TO MEDIA:** Additional "Success Stories" and corresponding photos for different regions of New York State are available to read or download at the New York State Smokers' Quitline's Online News Room: <https://nysmokefree.com/newsroom>. Please reach out to us any time for interviews to enhance your coverage of New Year's resolutions and wellness stories. Tobacco cessation experts are available locally and online; clients may be available upon request.*

#### **FOR IMMEDIATE RELEASE**

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## **CENTRAL NEW YORK RESIDENT ACHIEVES FREEDOM FROM SMOKING WITH SUPPORT FROM THE NYS SMOKERS' QUITLINE**

*Lisa L. from Syracuse overcame 26 years of cigarette smoking*



**SYRACUSE, N.Y. – Jan. 4, 2023** – Quitting smoking or vaping is challenging; however, people across New York State achieve lasting success every day with proper support. The **New York State Smokers' Quitline** (Quitline) celebrates those who pursue and maintain tobacco-free living and encourages those who smoke or vape to make a quit-attempt in 2023 – whether it's a first time or trying again. The Quitline reminds all New York State residents personalized support from trained tobacco treatment specialists and free resources are available seven days a week by calling 1-866-NY-QUITS (1-866-697-8487), texting QUITNOW to 333888 and visiting [nysmokefree.com](https://nysmokefree.com).

Lisa L. (*pictured*), age 47 of Syracuse, N.Y., grew up in a multigenerational family of smokers and began smoking cigarettes regularly as an adult. For 26 years, she occasionally tried to become tobacco-free but never achieved lasting success. The year 2022 marked a variety of changes in her life, including a much stronger desire to become a non-smoker.

"I made a huge career change and was about to have my first book published," Lisa recalled. "One morning, I noticed wrinkles beginning to develop on my face and realized I was tired of depending on cigarettes to get through the day. I hated waking up coughing and feeling moody. I finally wanted better health and more energy."

Lisa called the New York State Smokers' Quitline to get extra support for her tobacco-free journey. She felt an instant connection with Eula, one of the Quitline's trained tobacco treatment specialists.

"Eula was delightful to talk to and her energy was contagious," Lisa said. "She personally went through the process to become tobacco-free, which really resonated with me. Her suggestions were so helpful."

The Quitline sent Lisa a free shipment of nicotine patches, which she never tried before. The medication played a major factor to help her overcome cigarette cravings. Eula also provided follow-up calls to track Lisa's progress. By August 2022, Lisa felt completely free from smoking.

As a non-smoker, Lisa enjoys taking long walks and soon plans to get back into running, which she used to do in high school. She continues to nurture her creative talents of writing, painting and sculpture as part of her newfound liberation.

"I never realized how much smoking held me back from the things I really loved to do," Lisa said. "I was scared to live without cigarettes and thought it would be stressful to wake up without them. I was so wrong."

For anyone trying to become tobacco-free, Lisa recommends having support throughout the journey. She suggests exploring other methods if past attempts were unsuccessful.

"Understand that quitting is hard – you have to really want to quit, and you can't lie to yourself," Lisa said. "Review the things that did work for you in your previous attempts and keep trying to go forward."

Most New York State adults are eligible to receive a free starter supply of nicotine replacement therapy (NRT) medications via mail, typically in the form of nicotine patches and often with supplemental nicotine gum or nicotine lozenges. When used appropriately and in combination, NRT medications can double or triple the odds of becoming and staying tobacco-free.

For those who prefer support via text, the Quitline reminds all New York State residents to try the new Learn2QuitNY six-week comprehensive program by enrolling at [nysmokefree.com](http://nysmokefree.com) or texting QUITNOW to 333888. The Quitline also recommends all tobacco and vape product users to visit the CDC's "[Resolve to Be Smokefree in '23](https://www.cdc.gov/quitline/)" website, complete with tips, resources, links and app recommendations.

**The Quitline wishes everyone a happy, healthy and tobacco-free 2023.**

### **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 tobacco and vape product users 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](http://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](http://www.roswellpark.org), or contact us at 1-800-ROSWELL (1-800-767-9355) or [ASKRoswell@roswellpark.org](mailto:ASKRoswell@roswellpark.org).

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