



***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.*

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NORTH COUNTRY RESIDENT ACHIEVES FREEDOM FROM SMOKING WITH SUPPORT FROM THE NYS SMOKERS' QUITLINE

Mark L. from Lake Placid overcame nearly 30 years of cigarette smoking



LAKE PLACID, N.Y. – Jan. 2, 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.

Mark L. (*pictured*), age 55 of Lake Placid, smoked cigarettes regularly since his early adult years. After a battle with pancreatitis in 2014 and ongoing struggles with COPD, Mark became a nonsmoker for seven years. The stress of the ongoing COVID-19 pandemic, however, factored into Mark's decision to smoke again in 2021.

"I had tried quitting all sorts of ways throughout my life," Mark said. "A few months ago, I saw a television ad for the Quitline and it stuck in my head. It helped me realize I needed direction and steps to become tobacco-free for good."

Mark founded *nysmokefree.com* "super-easy to navigate" and used an online form to request free services from a trained tobacco specialist. Upon receiving a call-back, Mark received life-changing guidance.

"The specialist discussed behavioral modification, and that changed the way I think," he said. "I now think of myself as a non-smoker as opposed to someone who's just trying to 'quit smoking.' The discussions I had with the specialists were personable, friendly and supportive. There was no judgment at all whatsoever, and their non-cookie-cutter approach was the key to my success."

The Quitline additionally triaged Mark to his healthcare insurance for additional support and medication. Mark found nicotine lozenges worked best to help overcome cravings and withdrawals, as an initial supply of nicotine gum interfered with dental work. Mark's healthcare professional also encouraged contacting the Quitline, and the two continue to monitor health progress through regular meetings.

"I have the freedom to go outside without fear of wanting to stop for a cigarette. I also gained financial freedom and can breathe so much easier," Mark said. "I hope my story can serve as an inspiration to others. For all those trying, I say: never give up. Your health is worth everything. It's never too late to quit."

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 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](#)" 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 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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