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- *nysmokefree.com offers 24/7 support for those looking to break tobacco addiction*
- *Updated healthcare provider resources designed to assist tobacco dependence treatment*
- *New Online News Room helps media and providers find experts and latest information*

NEW YORK STATE SMOKERS' QUITLINE LAUNCHES ENHANCED WEBSITE

Redesigned nysmokefree.com features updated healthcare provider resources, new logo, increased visuals and Online News Room

BUFFALO, N.Y. – August 14, 2018 – As part of its ongoing commitment to promote tobacco cessation efforts, the New York State Smokers' Quitline (Quitline), headquartered at Roswell Park Comprehensive Cancer Center in Buffalo, N.Y., launched a fully updated, redesigned and mobile-ready website at nysmokefree.com. Enhanced visuals, easier-to-read text and more intuitive navigation will help visitors quickly find the latest resources on tobacco cessation. Messages throughout the website also encourage tobacco users and healthcare providers to talk to one another for greater chances of quit-success.

"Cigarette smoking causes approximately 28,000 deaths statewide each and every year. Countless New Yorkers have used the Quitline to help them quit smoking. Besides the support of our trained Quit Coaches at 1-866-NY-QUITS, it's critical for the Quitline to offer an effective 24/7 online resource in the fight against tobacco," said Andrew Hyland, PhD, Chair of Health Behavior at Roswell Park Comprehensive Cancer Center and Director of the Quitline. "Our website at nysmokefree.com has an entirely new look, refreshed materials and added resources – which will greatly help both those looking to break nicotine addiction

and healthcare professionals who assist tobacco-using patients in the quest to achieve and maintain tobacco-free lives.”

Visitors to ***nysmokefree.com*** will notice a new color scheme and a new logo, with the “Q” in “Quitline” resembling a no-smoking sign. In addition, a new [Online News Room](#) will help members of the media and healthcare providers stay informed about the latest tobacco cessation news in New York State. The Online News Room includes helpful tools such as an Experts Database, a sign-up form for e-newsletters and a press release archive.

Tobacco users will encounter positive messages about the quit-process throughout the website, such as reframing thinking about slips and relapses as well as building confidence and knowledge prior to discussing quitting with a healthcare provider. ***nysmokefree.com*** also addresses timely topics such as e-cigarettes, the truth about filters, medication enrollment and healthcare benefits.

Healthcare providers will find a special sub-section of ***nysmokefree.com*** geared toward helping them deliver quality tobacco dependence treatment to their patients, including step-by-step information on how to use the Quitline’s Patient Referral Program. Links to peer-reviewed resources are available for topics such as prescribing stop-smoking medications, billing codes and healthcare system-wide solutions.

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. It is one of the first and busiest state quitlines in the nation, and has responded to more than 2.5 million calls since its inception in 1999. The Quitline encourages tobacco users to talk with their healthcare providers 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.

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.