

THE NYS QUITLINE

NEWSLETTER OF THE NEW YORK STATE SMOKERS' QUITLINE



Quitline Reaches A Milestone

The New York State Smokers' Quitline celebrated a major milestone by surpassing its 1 millionth call to the Quitline.

A press event, attended by Dr. Richard Daines, NY State Health Commissioner, was held at Roswell Park Cancer Institute in Buffalo, New York to recognize this occasion. Dr. Daines stated, "It is an honor to be associated with this marvelous, successful program that is saving lives every day."



Dr. Richard Daines helps to celebrate over 1-million calls to the Quitline

"This milestone shows that New Yorkers really do need and seek support to quit smoking," says Dr. Michael Cummings, Director of the New York State Smokers' Quitline.

What has driven so many calls to the Quitline?

The number one source of calls to the Quitline for information continues to come from the powerful impact of the statewide multi-media campaigns.

Ads are often graphic in nature and promote the "why to quit" while being complemented by the "how to quit" ads. In addition, friends and family who either see the ads or have contacted the Quitline directly pass on the information to a loved one to help them quit.



Other contributing factors to the increased high call volume include:

- Implementation of NY State tax and Clean Indoor Air laws
- Increase in the number of health care providers intervening with their patients and using the Quitline provider referral program
- Free Nicotine Replacement Medications

Quitline Director to receive Luther Terry Award



Dr. Michael Cummings

The Quitline is proud and honored to congratulate K. Michael Cummings, Ph.D., Director of the New York State Smokers Quitline and Chair of the Department of Health Behavior at Roswell Park Cancer Institute, on receiving the prestigious American Cancer Society's 2009 Luther L. Terry Award.

Dr. Cummings will receive the award at the 14th World Conference on Tobacco Health, in Mumbai, India, this March.

The award is named for the late United States Surgeon General Luther L. Terry, MD, who led the landmark 1964 Surgeon General's Report connecting tobacco use to lung cancer and other illnesses.

Dr. Cummings is widely recognized as one of the leading public health scholars in the field of tobacco control. In addition to directing the Quitline, he also directs the Roswell Park NIH-supported Transdisciplinary Tobacco Use Research Center. Dr. Cummings has published over 240 peer reviewed scientific papers, most of which address the topic of tobacco and health.

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When asked about the success of the Quitline, Dr. Cummings, commented that “The New York State Smokers Quitline is the largest of its kind in the world. This is a highly cost-effective service as it costs about \$200 to help someone quit smoking, but well over \$35,000 annually to treat their lung cancer.”

“My Goal is to make tobacco history and to find some other cause to research.”

Why we are here

by Dawn, Quitline Counselor



During a recent bus ride to work, I met a woman named Debbie who was looking for the HEAP office with National Fuel. She

was quite upset and she was tearing up. She recently lost her job and for the first time in her life, she was being forced to ask for assistance.

I told Debbie I could show her where to find the HEAP office as I was going in that direction.

Debbie asked where I worked. When I said I was a Quit Counselor at the Quitline at Roswell Park, she said she had called us the day before.

She felt like she was in a downward spiral and the more depressed and stressed she got, the more she told me she smoked.

Debbie decided to call the Quitline and she spoke with a woman named Dawn, who helped her start to work out a quit plan. I couldn't believe that the Dawn she was referring to was actually me!

Debbie said that for the first time she

felt there might be a light at the end of the tunnel. She said the interview had been a lot easier because she was treated with compassion and respect, giving her the courage to deal with her situation and get the help she needed.

When I told Debbie I was the Dawn who had spoken to her, she thanked me and said she believed our paths came together for a reason.

I truly believe things do happen for a reason. While Debbie was busy thanking me and us for our help, I thought about all the things in life for which I am grateful.

I am especially grateful for the opportunity to take part in the quit process of those clients who reach out to the Quitline. It's an honor and a privilege to help.

News at the Quitline

Expanded Online Chats



Online chats are open to the public. Visit the Quitline web site at: www.nysmokefree.com for hours.

Online Stop Smoking Clinic

The Quitline will host a series of online stop smoking classes for Quitline clients. The free stop



smoking classes will be also be recorded so classes will be available for easy access. The courses will be announced on the Quitline web site as well as through e-mail announcements.

Frequently Asked Questions

What NRT products are distributed by the Quitline to eligible callers?

The Quitline provides free NRT in the form of patches, gum or lozenges to eligible callers who have been interviewed by a Quitline Counselor. Online ordering for NRT is also available, however, only nicotine patches can be ordered in this way.

How does the Quitline handle callers who work in New York State but reside in other states?

Clients who resides in other states are congratulated and encouraged to become smoke-free. Clients are given information on their state quitline and are offered to be transferred.

For more information on Quitline services contact:

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