



*NOTE TO MEDIA:* The following organizers of NYC No Tobacco Week 2020 are available for interviews: 1.) **Kimberly Burke**, MPH, Operations Manager, Herbert Irving Comprehensive Cancer Center; 2.) **Victoria Foster**, MPH, Program Manager, Perlmutter Cancer Center, Department of Population Health, NYU Grossman School of Medicine, NYU Langone Health

**FOR IMMEDIATE RELEASE**

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## **NEW YORK CITY CANCER COLLABORATIVE LAUNCHES NYC NO TOBACCO WEEK 2020**

*Online webinars and resources in multiple languages to help tobacco users quit*

**NEW YORK – May 27, 2020** – A consortium of New York City’s top cancer centers and statewide tobacco-free partners announce the creation of **NYC No Tobacco Week 2020**. The week-long initiative starts Monday, June 1, one day after and in celebration of World No Tobacco Day. The organizers developed a series of free online evening webinars and variety of online resources in multiple languages to help tobacco users quit smoking and educate healthcare professionals about tobacco use and lung cancer risk.

Registration for the evening webinars is online at [nycnotobaccoweek.wordpress.com](http://nycnotobaccoweek.wordpress.com).

Webinars take place via **Zoom from 6 to 8 p.m.** and cover the following topics:

- Monday, June 1: [Smoking and COVID-19](#)
- Wednesday, June 3: [Smoking Cessation](#)
- Thursday, June 4: [El Uso de Nicotina y cómo Dejar de Fumar](#)  
(Spanish-speaking webinar: “Harms of Nicotine and How to Quit”)

New York State Senator Robert Jackson (D-31, Manhattan) will introduce NYC No Tobacco Week 2020 at the beginning of the first webinar on Monday, June 1. Panelists throughout the week represent a broad spectrum of disciplines, such as physicians, community organization leaders and tobacco cessation counselors. All webinars and resources have a focus on New York City but are applicable throughout New York State and beyond.

At the website for NYC No Tobacco Week 2020 ([nycnotobaccoweek.wordpress.com](http://nycnotobaccoweek.wordpress.com)), the public can access dozens of videos and links on topics such as tobacco, vaping, quitting smoking and lung cancer screening. Multiple languages are available, including videos in Spanish, Korean, Yoruba, Chinese, Arabic and Haitian Creole, as well as fact sheets in additional languages.

The [New York State Smokers' Quitline](#) and [NYC Treats Tobacco](#) partnered with the New York City Cancer Collaborative to provide additional panelists and publicity support for NYC No Tobacco Week 2020. The organizations in the Collaborative include: Albert Einstein College of Medicine and Montefiore Health System; Herbert Irving Comprehensive Cancer Center (Columbia University Irving Medical Center and New York-Presbyterian Hospital); Memorial Sloan Kettering Cancer Center; the NYC Department of Health and Mental Hygiene; NYC Smoke-Free at Public Health Solutions; NYU Langone Health; The Tisch Cancer Institute (Mount Sinai Health System), and; Weill Cornell Medicine Meyer Cancer Center.

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