



*NOTE TO MEDIA:* Our press releases are available in downloadable PDF format at our Online News Room: <https://nysmokefree.com/newsroom>. The webpage also includes an Experts Database with healthcare professionals and researchers from every region of New York State. Please contact us anytime to arrange an interview with any of our experts and/or Success Story participants.

## **FOR IMMEDIATE RELEASE**

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- *February 27 webinar explores trauma's role in nicotine addiction and quit-attempts*
- *NY Quitline created resource guide to inform tobacco dependence treatment options*
- *Research suggests 90 percent of adults have experienced at least one form of trauma*

## **NEW YORK STATE QUITLINE EXPLORES LINKS BETWEEN TRAUMA AND TOBACCO USE**

*New resource guide and webinar promotes better understanding of trauma, informing healthcare professionals' treatment of nicotine addiction*

**BUFFALO, N.Y. – Feb. 18, 2025** – Even one traumatic event in someone's lifetime can initiate use of tobacco\* products and create challenges with overcoming addiction. Increased understanding of the underlying root causes of trauma and tobacco use can inform and improve treatment for recovery.

The [New York State Quitline](#) (NY Quitline), a free service through the New York State Department of Health, encourages clinicians and other healthcare professionals to better understand the role trauma plays in navigating quit-attempts and addiction recovery. Through an upcoming webinar and a new resource guide, the NY Quitline hopes those who treat tobacco dependence will incorporate greater empathy and supportive dialogue with patients.

On Thursday, Feb. 27 at 11 a.m. through Microsoft Teams, the NY Quitline will host an hour-long free webinar, titled, "A Practical Look at Addressing Tobacco Use in Relation to Trauma for Clinicians and Others." Registration and additional details are available by visiting the NY Quitline's Online News Room at <https://www.nysmokefree.com/newsroom>.

After the conclusion of the live webinar, all registrants will receive a copy of ***Trauma & Tobacco: A Practical Resource Guide***. The NY Quitline will host this new resource on its website and incorporate best practices in its ongoing marketing and outreach efforts.

According to [research estimates](#), nearly 90 percent of adults experience at least one traumatic event in their lifetime and may experience multiple forms of trauma even before entering adulthood. While identifying and navigating trauma can be complex, clinicians and other healthcare professionals can modify their interventions to provide more effective care for patients seeking to overcome nicotine addiction.

"Compassionate curiosity leads to greater healing," said Youlim Song, the webinar's featured presenter and a project manager for practice improvement and consulting with the [National Council for Mental Wellbeing](#). "Healthcare professionals do not need to specifically screen for trauma in individuals to apply trauma-informed care."

Patricia Bax, the NY Quitline's marketing and outreach coordinator, is the lead author for the new resource guide and will present during the webinar. She believes the guide can inform treatment practices such as developing trust and creating a safe environment, as well as enhance healthcare organization protocols such as assessments, screening and policies.

"Chances are, we all know someone who has experienced some form of trauma," Bax said. "We designed this guide to be a go-to resource which can directly improve patient outcomes."

Anyone may contact the NY Quitline by calling **1-866-NY-QUITS** (1-866-697-8487). They can also visit [nysmokefree.com](https://www.nysmokefree.com) to connect with a specialist through an online chat, request a call-back or [order free nicotine replacement therapy medications](#). The NY Quitline additionally offers a [free texting program](#) to quit smoking or vaping, by **texting QUITNOW** (English) or **DÉJELO YA NY** (Spanish) to **333888**.

Traumatic events can prompt nicotine addiction and complicate quit-attempts; however, understanding the role of trauma can generate compassionate and effective care. The NY Quitline encourages all clinicians and healthcare professionals to incorporate a trauma-informed lens as part of patient treatment for nicotine addiction.

*\* The term tobacco throughout this press release refers to the use of manufactured, combustible commercial products and vape products – not the sacred, medicinal and traditional use of tobacco by Native American nations and other Indigenous groups.*

### **About the New York State Quitline**

The New York State 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 those who use commercial tobacco and vape products to talk with their healthcare professionals and access available Medicaid or health insurance benefits for medication support. All those who live in New York State residents can contact the Quitline seven days a week for free coaching and resources. Text QUITNOW (English: *Learn2QuitNY*) or DÉJELO YA NY (Spanish: *Vivir sin tabaco es Vida*) to 333888 to register for a multi-week text messaging program, call 1-866-NY-QUITS (1-866-697-8487) starting at 9 a.m. or visit [www.nysmokefree.com](http://www.nysmokefree.com) for more information.

### **About Roswell Park Comprehensive Cancer Center**

From the world's first chemotherapy research to the PSA prostate cancer biomarker, Roswell Park Comprehensive Cancer Center generates innovations that shape how cancer is detected, treated and prevented worldwide. Driven to eliminate cancer's grip on humanity, the Roswell Park team of 4,000 makes compassionate, patient-centered cancer care and services accessible across New York State and beyond. Founded in 1898, Roswell Park was among the first three cancer centers nationwide to become a National Cancer Institute-designated comprehensive cancer center and is the only one to hold this designation in Upstate New York. To learn more about Roswell Park Comprehensive Cancer Center and the Roswell Park Care Network, visit [www.roswellpark.org](http://www.roswellpark.org), call 1-800-ROSWELL (1-800-767-9355) or email [ASKRoswell@RoswellPark.org](mailto:ASKRoswell@RoswellPark.org).

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