



***NOTE TO MEDIA:** NYS Quitline experts and regional partners throughout New York State's comprehensive Tobacco Control Program are available for interviews to discuss the DropTheVape free texting program and its utility for locations such as schools and community centers. Additional broadcast b-roll is available by [clicking here](#).*

#### **FOR IMMEDIATE RELEASE**

##### Media Contact

Tony Astran, MPA, APR, TTS (*he, him, his*)  
New York State Quitline  
716-845-8239 (office)  
716-982-2088 (cell)  
[anthony.astran@roswellpark.org](mailto:anthony.astran@roswellpark.org)

- *New York State Quitline administers texting program to address vaping and nicotine addiction*
- *DropTheVape especially geared toward young people and use of modern tobacco\* products*
- *New promotional materials include digital content and educational toolkits for schools*

## **'DROPTHEVAPE' TEXTING PROGRAM IN NEW YORK STATE OFFERS FREE HELP TO OVERCOME NICOTINE ADDICTION**

*DropTheVape provides skill-building and is especially geared toward young people; program now administered by the New York State Quitline on behalf of the New York State Department of Health's Tobacco Control Program*



**Sept. 25, 2025** – The New York State Department of Health's Tobacco Control Program, together with the [New York State Quitline](#) (NYS Quitline), announces the offering of a texting program called **DropTheVape** as a confidential and free skill-building tool to overcome nicotine addiction. Program information and registration are available at [www.DropTheVape.org](http://www.DropTheVape.org).

For more than a decade, e-cigarette use or "vaping" continues to be a popular trend in tobacco product use, especially among [young people](#) and [young adults](#). Much like commercial combustible cigarettes, these products carry both mental and physical health risks and are difficult to quit.

"E-cigarettes often contain dangerously high levels of nicotine, fueling the next generation of people who smoke," said New York State Health Commissioner [Dr. James McDonald](#).

"DropTheVape gives New Yorkers a free resource to overcome nicotine addiction and protect their health."

Clinicians and researchers at Roswell Park Comprehensive Cancer Center (Roswell Park) in Buffalo, N.Y., the NYS Quitline’s physical location, tailored the text messages in DropTheVape particularly for young people and young adults; however, the program can conveniently help people of all ages overcome a variety of tobacco products. Upon registering for texts, program participants will receive daily messages over the course of six weeks, with interactive skill-building for managing stress, handling cravings and maintaining confidence in social situations.



[Dr. Christine Sheffer](#), a professor in Roswell Park’s Department of Health Behavior and director of Roswell Park’s [Tobacco Treatment Specialist Training Program](#), led the program’s development. She and her team gained additional insight from [Dr. Sherece Fields](#) of Texas A&M University, a leading expert on adolescent psychology and addictive behaviors.

“DropTheVape adds to the Quitline’s many tools to help people overcome nicotine addiction, including our Learn2QuitNY and *Vivir sin tabaco es vida* texting programs, online chat and medication ordering system, and our time-honored coaching via phone,” said [Dr. Andrew Hyland](#), director of the NYS Quitline and chair of Health Behavior at Roswell Park. “We know that everyone quits tobacco products differently. DropTheVape is another option especially tailored to assist people in overcoming newer forms of tobacco products.”

The New York State Department of Health initially launched a vaping-specific texting program for youth and young adults through a national vendor in early 2020, just weeks prior to the COVID-19 pandemic. Operations transitioned to in-state expertise at Roswell Park in early 2025. For the public launch, a **wider variety of promotional print and digital materials** are available to [order or download online](#). The NYS Quitline additionally offers [sample newsletter text and presentations](#). DropTheVape organizers hope these various formats will help reach those who most need support and encourage locations such as high schools, colleges, sports leagues and youth centers to spread the word.



“Texting is the language of younger people, and it’s comfortable and familiar to them,” said [Dr. Rachel Boykan](#), a clinical professor of pediatrics at Stony Brook University’s Renaissance School of Medicine and a member of the NYS Quitline’s Healthcare Professional Task Force (*pictured in still frame of*

*available b-roll commentary*). “Students want to be helped and want to quit vaping. We cannot punish them for addiction; we must help them learn how to quit. A program like DropTheVape is a perfect way to engage schools and other organizations in a way that won’t cost them anything more. It’s a further win when guidance counselors, school nurses and others refer young people who need help to a trusted service like the New York State Quitline.”

In addition to using the DropTheVape texting program, anyone seeking assistance to overcome the use of tobacco products may contact the NYS Quitline by calling **1-866-NY-QUITS** (1-866-697-8487). They can also visit [nysmokefree.com](http://nysmokefree.com) to reach a specialist through an online chat, request a call-back or [order free nicotine replacement therapy medications](#). The NYS Quitline’s broader [free text-support program](#), which focuses primarily on overcoming commercial combustible tobacco products such as cigarettes, is available by **texting QUITNOW** (English) or **DÉJELO YA NY** (Spanish) to **333888**.

*\* The term tobacco throughout this press release refers to the use of manufactured, combustible commercial products and electronic/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 supported by 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 electronic/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 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. The Roswell Park team of 4,000+ makes compassionate, patient-centered cancer care and services accessible across New York State and beyond. Rated “Exceptional” by the National Cancer Institute, Roswell Park, founded in 1898, was one of the first NCI-designated comprehensive cancer centers in the country and remains the only one 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).