



***NOTE TO MEDIA:** Please contact us anytime to arrange an interview with any of our experts, tobacco control partners throughout New York State and/or Success Story participants. Our press releases are available in downloadable PDF format at our Online News Room: <https://nysmokefree.com/news-room>.*

**FOR IMMEDIATE RELEASE**

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- *Stories from Julia B. and Diara S. can provide inspiration to become tobacco-free\* in 2026*
- *29- and 30-year-old Manhattan residents overcame vaping through the NYS Quitline*
- *NYS Quitline offers free support, including coaching, medications and texting programs*

**THIS NEW YEAR, RESOLVE TO BE TOBACCO-FREE WITH SUPPORT FROM THE NEW YORK STATE QUITLINE**

*Julia B. and Diara S. of Manhattan each celebrate more than a year of freedom from vaping products; complete strangers share similar tobacco-free journeys*

**Dec. 30, 2025** – With the start of 2026 comes another opportunity to tackle life’s resolutions. For many New York State residents, overcoming nicotine addiction and becoming tobacco-free\* will be a top priority. The [New York State Quitline](#) (NYS Quitline) reminds everyone free support is available seven days a week and thousands of people achieve success each year. Julia B. and Diara S., inspirational young women from Manhattan, are “Success Stories” and can offer inspiration for anyone trying to quit.

Julia B. and Diara S. are complete strangers, yet they share much in common. Both live in Manhattan, are only a year apart in age and started smoking cigarettes in college before switching to vape products in their early 20’s. Both later felt extremely addicted to vaping and sought help to quit through the NYS Quitline.

According to Julia B. (*pictured, right*), when her relationship with her boyfriend became serious last year, the two planned a vacation to El Salvador. Julia felt extra motivated to be vape-free for the trip, especially since her boyfriend’s parents would be traveling with them, too.

“I was at my doctor’s office and saw a pamphlet for the Quitline,”



she said. "I had tried so many times before to quit, but getting free nicotine patches and lozenges – as well as someone to talk to – really made all the difference this time."



Diara (*pronounced JAR-arr-uh, pictured at left*) turned to vaping later in college as a way to overcome cigarette use. Although she switched products, Diara found her new addiction to be even more gripping.

"Vapes were marketed to me as a way to quit cigarettes, but it didn't occur to me that I then wouldn't be able to stop vaping," she said. "I didn't like how addicting vapes became. They were running my life, instead of me running my life."

Like Julia, Diara sought support from the NYS Quitline and received free nicotine patches and nicotine lozenges. Through free coaching, she began visualizing a life without using vape products.

"I really wanted to be through with vaping before age 30," said Diara, who achieved success many months ahead of her milestone birthday in July 2025. "Vapes were also becoming so expensive. I'm so grateful I had people in my corner to encourage me to stick to my goals."

Julia, age 29 and working as a psychiatric nurse, tells as many friends and patients as she can about the NYS Quitline's effective services. Her breathing no longer hurts after running for extensive periods and she feels immense pride in accomplishing something she once thought was impossible.

"There was a time where I couldn't picture myself without using vapes," Julia said. "I feel so much healthier mentally and physically – it's like a different world. It's also great to be healthier for a future family. Use the Quitline at the very least for someone to talk to, because it's important to have support when quitting gets stressful. Remind yourself that cravings are temporary and will pass."

Diara likewise feels much healthier. With her newfound energy, she enjoys all types of dancing, especially salsa.

"Being vape-free is incredible – I have my life back," Diara said. "You don't realize just how many moments you were losing until you get them back. For anyone trying to quit, keep going and don't lose hope. Sometimes we have to fail to learn how to succeed, and every failed quit-attempt is another step toward success."

Anyone seeking assistance to become tobacco-free 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 additionally offers [free text-support programs](#) by visiting [www.DropTheVape.org](http://www.DropTheVape.org) and by **texting QUITNOW** (English) or **DÉJELO YA NY** (Spanish) to **333888**.

The NYS Quitline encourages all New York State residents to try – or try again – to become tobacco-free in 2026. More “Success Stories” like Julia’s and Diara’s are available at a new webpage, [www.nysmokefree.com/success-stories](http://www.nysmokefree.com/success-stories). The stories, which are searchable by primary reason for quitting, type of tobacco product overcome, location and age can offer inspiration to never give up and reclaim healthier living.

*\* 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 NYS 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. Confidential texting programs with weekly guidance for skill-building are available by texting QUITNOW (English) or DÉJELO YA NY (Spanish) to 333888 or by visiting [www.DropTheVape.org](http://www.DropTheVape.org). All those who live in New York State can contact the NYS Quitline seven days a week for free coaching and resources by calling 1-866-NY-QUITS (1-866-697-8487) or by visiting [www.nysmokefree.com](http://www.nysmokefree.com).

#### **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).

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