



***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**

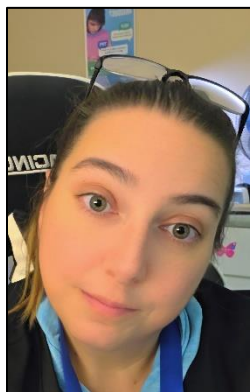
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- *Sheila G.'s story can provide inspiration for those wishing to become tobacco-free\* in the New Year*
- *43-year-old Queensbury resident overcame cigarettes nine years ago through the NYS Quitline*
- *NYS Quitline offers free support, including coaching, medications and texting programs*

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

*Sheila G. of the North Country celebrates nine years of freedom from cigarettes, now helps others become tobacco-free in her nursing career*



**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. Sheila G. (*pictured*), a 43-year-old resident of Queensbury in the North Country, is a “Success Story” and can offer inspiration for anyone trying to quit.

Influenced by friends and family members, Sheila first tried cigarettes at age 15 and then smoked for nearly 20 more years in total. She briefly quit during pregnancy but otherwise could not make her quit-attempts last. Once her daughter reached teenage years, Sheila became determined to try harder.

“Once my daughter started coming home from school and telling me how bad smoking was, I decided to try extra hard for her,” Sheila said. “I was finally in the right mindset to quit. I told myself, ‘I’m done with this.’”

As a nurse, Sheila was familiar with the NYS Quitline and contacted the service because she

knew she would be unable to fully quit without support. The NYS Quitline provided her free nicotine patches, nicotine gum and coaching from tobacco treatment specialists to help her adjust routines and manage triggers.

“The nicotine replacement therapy medications really helped me wean off cravings over time,” Sheila said. “I always tell people to try using medications and have people to support your journey. Most of the time, people cannot overcome addiction on their own.”

Sheila became tobacco-free in 2016 and will soon reach a 10-year milestone. She has more energy to keep up with her toddler-aged grandson and continues to enjoy improved senses of taste and smell.

Sheila’s own tobacco-free journey came full circle in 2022, as she participated in training to become a certified tobacco treatment specialist. She even began an on-site cessation program at a local healthcare facility.

“I remember early in my nursing career how driving between home care clients triggered my urges to smoke,” Sheila said. “I really needed someone to talk to, and the Quitline gave me the tools and confidence to become and stay tobacco-free. Today, I partner with the Quitline to help others, and I emphasize reframing perceived failures as learning what *not* to do for the next quit-attempt. Don’t give up; ask for help.”

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](https://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](https://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 Sheila’s are available at a new webpage, [www.nysmokefree.com/success-stories](https://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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