



New York State Smokers' Quitline
1-866-NY-QUITS (697-8487) / nysmokefree.com

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- *Seventh year of Tips From Former Smokers® advertising campaign from the Centers for Disease Control and Prevention (CDC) runs April 23 through October 14*
- *The campaign includes two new online resource pages that are specific to quitlines – highlighting their important role in the quit-process*
- *The New York State Smokers' Quitline echoes CDC's message that quitlines can be a valuable complement to care from healthcare providers*



**CDC'S NEW *TIPS*® CAMPAIGN UNDERSCORES
IMPORTANCE OF SMOKERS' QUITLINES**

BUFFALO, N.Y. – Thursday, April 26, 2018 – This week marks the launch of the latest *Tips From Former Smokers*® advertising campaign by the Centers for Disease Control and Prevention (CDC), which runs nationally through October 14. The hard-hitting round of messages about the dangers of smoking will appear on television, in magazines, and online, and will boost activity statewide to the New York State Smokers' Quitline.

Further aiding efforts for the New York State Smokers' Quitline are two new *Tips*® resources that underscore the importance of quitlines for tobacco users looking to quit. These resources are available online (<https://www.cdc.gov/tobacco/campaign/tips/quit-smoking/quitline/index.html>) and cover two quitline-related topics:

- Five Reasons Why Calling a Quitline Can Be Key to Your Success
- Top 10 Questions People Ask About Quitlines

The two new quitline-related resource pages echo the important message advocated by the New York State Smokers' Quitline: quitlines can be a valuable complement to tobacco-cessation support from healthcare providers. The CDC lists the following five reasons why calling a quitline helps those seeking to quit tobacco-use:

- 1.) You can get help to stop smoking – free, with no judgment.
- 2.) Quit coaches help create a plan that can work for you.
- 3.) You can get helpful tips on a variety of issues.
- 4.) Quit coaches can help you get quit-smoking medications.
- 5.) You're more likely to stay quit.

The companion list of 10 questions people ask about quitlines helps to demystify what happens when a tobacco user makes a call. Topics such as privacy, readiness, and translation services are covered in greater detail.

New Yorkers may recall past *Tips*® campaigns featuring individuals such as Terrie, who needed a wig and voice box due to throat cancer. Many New York State residents participated in previous campaigns since 2012, such as Annette's battles with lung and oral cancer, Marlene's vision loss, and James's improvement in health after quitting. The individuals for 2018, just like in previous years, will encourage smokers to call 1-800-QUIT NOW – which, when dialed in New York State, redirects to the New York State Smokers' Quitline. All current and past participant stories, as well as supplemental resources, are available at <https://www.cdc.gov/tips>.

The New York State Smokers' Quitline encourages tobacco users to talk with their healthcare providers, access available Medicaid or health insurance benefits for stop-smoking medications, and learn about the personal stories as part of the CDC's *Tips From Former Smokers*® campaign. All New York State residents can call **1-866-NY-QUITS** (1-866-697-8487) for coaching and resources, free of charge, seven days a week beginning at 9 a.m. Additional resources are available online at www.nysmokefree.com.

About the New York State Smokers' Quitline

The New York State Smokers' Quitline is a service of the New York State Department of Health and based at Roswell Park Comprehensive Cancer Center. It is one of the first and busiest state quitlines in the nation, and has responded to more than 2.5 million calls since its inception in 1999. Call 1-866-NY-QUITS (1-866-697-8487) or visit www.nysmokefree.com for more information.

About Roswell Park Comprehensive Cancer Center

Roswell Park Comprehensive Cancer Center is a community united by the drive to eliminate cancer's grip on humanity by unlocking its secrets through personalized approaches and unleashing the healing power of hope. Founded by Dr. Roswell Park in 1898, it is the only National Cancer Institute-designated comprehensive cancer center in Upstate New York. Learn more at www.roswellpark.org, or contact us at 1-800-ROSWELL (1-800-767-9355) or ASKRoswell@roswellpark.org.

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