



***NOTE TO MEDIA:** Additional "Success Stories" and corresponding photos for regions of New York State (including Manhattan, Brooklyn and more) are available to read or download at the New York State Smokers' Quitline's Online News Room: <https://nysmokefree.com/newsroom>. Please reach out to us any time for interviews to enhance your coverage of New Year's resolutions and wellness stories. Tobacco cessation experts are available locally and online; clients may be available upon request.*

FOR IMMEDIATE RELEASE

Media Contact

Tony Astran, MPA, APR, TTS (*he, him, his*)
New York State Smokers' Quitline
716-982-2088 (cell)
anthony.astran@roswellpark.org

RESIDENT OF THE BRONX ACHIEVES FREEDOM FROM SMOKING WITH SUPPORT FROM THE NYS SMOKERS' QUITLINE

Amit C. overcame 40 years of cigarette smoking



THE BRONX, N.Y. – Jan. 2, 2023 – Quitting smoking or vaping is challenging; however, people across New York State achieve lasting success every day with proper support. The **New York State Smokers' Quitline** (Quitline) celebrates those who pursue and maintain tobacco-free living and encourages those who smoke or vape to make a quit-attempt in 2023 – whether it's a first time or trying again. The Quitline reminds all New York State residents personalized support from trained tobacco treatment specialists and free resources are available seven days a week by calling 1-866-NY-QUITS (1-866-697-8487), texting QUITNOW to 333888 and visiting nysmokefree.com.

Amit C. (*pictured*), age 53, first tried cigarettes at age 12 because her older friends smoked. Before she knew it, she was hooked. Throughout her life, she tried on many occasions to become tobacco-free; however, she had trouble achieving success.

"I was a single mom and was stressed out financially," Amit said. "It felt like everyone around me smoked. Recently, my uncle – who was a long-time smoker – passed away in his early 60's due to surgery complications. This really shook me. I want to be around many more years for my children."

Amit contacted the New York State Smokers' Quitline and received free nicotine patches and nicotine lozenges in the mail to help overcome her physical cravings. Suggestions from trained specialists and a mailed tip sheet helped her navigate behavioral changes. Subsequent follow-up calls from specialists helped her stay on track to not only become tobacco-free but also to maintain her improved health.

"There are still occasional cravings in the back of my mind whenever someone who smokes passes by," Amit said, "but they get easier and easier to navigate. Surroundings are so important. I think it's easier to stay quit in today's world, because it seemed like people used to smoke on every corner. My son and my co-workers are especially proud of me."

For those seeking to follow in Amit's footsteps, she recommends following a mantra whenever there are urges to smoking, such as saying, "I don't need this." In Amit's personal experience, activities such as gaming and oral substitutes such as lollipops and sunflower seeds kept her mind focused.

Amit has tremendous pride in her accomplishment and said it's freeing and rewarding to be a non-smoker. In 2023, she plans to take further steps toward improved wellness through increased exercise and a healthier diet.

"Smoking is the worst addiction I can possibly imagine; and yet, cigarettes remain legal to purchase," Amit opined. "For anyone trying to become tobacco-free, don't be mad at yourself if you don't succeed the first time. You're not a bad person for smoking or for slipping up. Just keep trying."

Most New York State adults are eligible to receive a free starter supply of nicotine replacement therapy (NRT) medications via mail, typically in the form of nicotine patches and often with supplemental nicotine gum or nicotine lozenges. When used appropriately and in combination, NRT medications can double or triple the odds of becoming and staying tobacco-free.

For those who prefer support via text, the Quitline reminds all New York State residents to try the new Learn2QuitNY six-week comprehensive program by enrolling at nysmokefree.com or texting QUITNOW to 333888. The Quitline also recommends all tobacco and vape product users to visit the CDC's "[Resolve to Be Smokefree in '23](http://www.cdc.gov/resolve)" website, complete with tips, resources, links and app recommendations.

The Quitline wishes everyone a happy, healthy and tobacco-free 2023.

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 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 tobacco and vape product users to talk with their healthcare professionals and access available Medicaid or health insurance benefits for medication support. All New York State residents can call **1-866-NY-QUITS** (1-866-697-8487) or text QUITNOW to 333888 for coaching and resources, free of charge, seven days a week beginning at 9 a.m. 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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