



- *Lisa T. of Port Leyden, N.Y. smoked for nearly 40 years and quit at age 52*
- *The NYS Smokers' Quitline provided coaching, medication and assistance with a quit-plan*
- *Quit Coaches are available for any NYS resident looking to quit nicotine-use for the New Year*

FOR IMMEDIATE RELEASE

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NORTH COUNTRY WOMAN BECOMES SMOKE-FREE WITH SUPPORT FROM QUITLINE

Quit-plan development and medication helped Lisa T. of Port Leyden, N.Y.

PORT LEYDEN, N.Y. – Jan. 7, 2020 – Those wishing to make a stop-smoking New Year's resolution successful can look to Lisa T. of Port Leyden, N.Y. in Lewis County for inspiration. With assistance from the New York State Smokers' Quitline (Quitline), Lisa began a smoke-free journey in January 2019 that continues to this day.

Lisa, now 53, grew up in a smokers' household and tried cigarettes at age 13. She attempted many times throughout her life to become smoke-free but became dependent on nicotine for nearly 40 years. Early in 2019, after having beaten cancer for a second time and then overcoming a bout of pneumonia, Lisa reached a breaking point.

"I reflected on my life and thought about others around me who had overcome addictions," Lisa said. "If they could do it, so could I. I wanted to do things differently with my time, such as eat healthier. I knew in order to feel rejuvenated, it was time to be rid of cigarettes for good. That's when I decided to call the Quitline."

The Quitline's Quit Coaches assisted Lisa to develop a customized quit-plan and shipped her a starter kit with nicotine patches and literature. In the early stages of the quit-process, Lisa did not share her journey with family and friends in order to avoid questions or judgment.

"I needed someone from 'outside my circle' to help me, and the Quitline's Quit Coaches made all the difference," she said. "They cheered me on without overdoing it and encouraged me to take every hour as it comes. I appreciated that someone had my back and was there if I needed extra support in the future."

Lisa loves to travel and no longer feels stressed out during smoke-free flights. She cherishes spending time with her husband, children and grandchildren, and realizes that being smoke-free improves their quality of life as well as her own. Those benefits also extend to Lisa's pets and work in New York's rural North Country. Those who know Lisa often see her caring for her horses, ferrets, dogs and cats, and witness Lisa's passion for animals through her side job as a wildlife rehabilitator.

"I love not having to scope out a place to smoke wherever I go, or worry about who will see me smoking," Lisa said. "There's no more burden of looking for my cigarettes and lighter whenever I leave the house. It's hard to quit smoking, especially if you think you enjoy it. But if you want to quit and find your motivation, you can get support and take it one step at a time to become smoke-free."

This New Year and any year, in addition to support from a healthcare professional, tobacco users can call the New York State Smokers' Quitline at **1-866-NY-QUITS** (1-866-697-8487) anytime the journey gets tough for achieving or maintaining a tobacco-free life. In addition, as [recently announced](#) by the New York State Department of Health, the Quitline now offers expanded services to help e-cigarette users quit vaping. Coaching support at the Quitline is available for New Yorkers of all ages, including adolescents, 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 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 nicotine users to talk with their healthcare professionals and access available Medicaid or health insurance benefits for stop-smoking medications. 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. 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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