



FOR IMMEDIATE RELEASE

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**NEW YORK STATE SMOKERS' QUITLINE ENCOURAGES
HISPANIC/LATINX COMMUNITY TO BE NICOTINE-FREE**

Spanish-speaking coaches and translated materials available

Sept. 20, 2022 – In celebration of National Hispanic Heritage Month, the New York State Smokers' Quitline (Quitline) continues to offer its solidarity and resources to achieve better health for all. In New York State, the Hispanic/Latinx community comprises approximately 20% of the total population, and the Quitline celebrates the community's contributions, influence and culture.

The Quitline provides a variety of resources in both English and Spanish languages. For those who speak Spanish, resources include Spanish-speaking certified treatment specialists available at 1-866-NY-QUITS (1-866-697-8487), a convenient [online application](#) to receive free nicotine replacement therapy medications and a live online chat with a specialist at nysmokefree.com.

The Quitline also has Spanish-language materials available to download and print at nysmokefree.com, including:

- *Thinking about Quitting? (¿Está Pensando Dejar de Fumar?)* brochures and pocket cards;
- *Learning to Quit (Aprendiendo a Dejar de Fumar)* brochures, and;
- a fact sheet on nicotine replacement therapy medications (*terapia de sustitución de nicotina*).

For those who prefer to connect electronically, the Quitline operates a comprehensive text-message program called "Learn2QuitNY." Interested participants may enroll for free by visiting nysmokefree.com/text.

The Quitline is here to assist all those who use tobacco and vape products, including members of Hispanic/Latinx communities throughout New York State seeking freedom from nicotine addiction. *¡Todos son bienvenidos!*

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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