



## **FOR IMMEDIATE RELEASE**

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## **NYS SMOKERS' QUITLINE HOSTS OCTOBER 15 WEBINAR ON NICOTINE REPLACEMENT THERAPY**

*One continuing medical education (CME) credit available for healthcare professionals*

**BUFFALO, N.Y. – Oct. 9, 2020** – The New York State Smokers' Quitline (Quitline) invites all healthcare professionals to attend a free one-hour webinar on Thursday, October 15 at 11 a.m. EST, titled "Chew on This: How Accessing Nicotine Gum in Combination with the Nicotine Patch Bolsters Tobacco Cessation." Registration is available at [www.nysmokefree.com/NewsRoom](http://www.nysmokefree.com/NewsRoom).

Members of the Quitline's Marketing and Outreach Team, together with Dr. Susan Urban of the Quitline's Healthcare Professional Task Force and the New York University Grossman School of Medicine, will discuss the appropriate use of multiple nicotine replacement therapy (NRT) products to treat tobacco dependence. The webinar will include case studies and time for questions at the end. One continuing medical education (CME) credit will be available for attendees upon successful completion of a short quiz and evaluation.

The Quitline regularly provides combination therapy in its starter kits for tobacco users, including the nicotine patch with nicotine gum or nicotine lozenges. Numerous research studies show that combination therapy can be two to three times as effective in the quest to become tobacco-free, compared to using just one form of NRT.

### **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](http://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](http://www.roswellpark.org), or contact us at 1-800-ROSWELL (1-800-767-9355) or [ASKRoswell@roswellpark.org](mailto:ASKRoswell@roswellpark.org).

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