



- *Stacy B. of Brewster, N.Y. in the Hudson Valley first tried cigarettes at age 13*
- *The NYS Smokers' Quitline provided medication and coaching to develop new routines*
- *Quit Coaches are available for any NYS resident looking to quit nicotine-use for the New Year*

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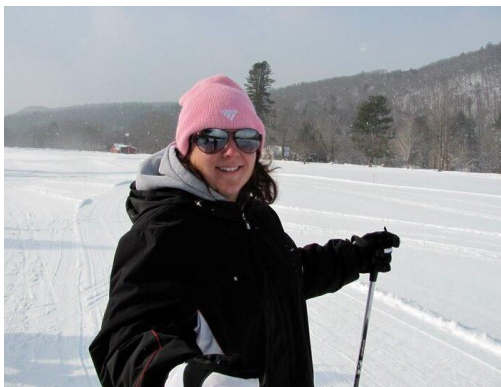
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HUDSON VALLEY WOMAN BECOMES SMOKE-FREE WITH SUPPORT FROM QUITLINE

Stacy B. of Brewster smoked since age 13 and quit for good in March

BREWSTER, N.Y. – Dec. 23, 2019 – Those wishing to make a stop-smoking New Year's resolution successful can look to Stacy B. of the Hudson Valley for inspiration. With coaching and medication from the New York State Smokers' Quitline (Quitline), Stacy began a smoke-free journey in March that continues to this day.

Stacy of Brewster, N.Y., now age 57, first tried cigarettes at age 13 and smoked periodically



throughout her life. She quit on at least five different occasions, including a recent long stretch between 2009 and 2016. Shortly thereafter, however, the occasional use of cigarettes increased to smoking a pack-a-day due to work. Between the demands of her job, frequent travel and being around colleagues who smoked, Stacy's dependence on cigarettes became unmanageable.

“When I saw the smoke-free ads on TV with the promotion of the services offered by the Quitline, it felt like a sign,” Stacy said. “I called, and it was a game-changer for me. It felt like the Quit Coaches genuinely cared about my well-being.”

The Quitline’s Quit Coaches assisted Stacy to develop a customized quit-plan and shipped her a starter kit with nicotine patches and nicotine gum. In the past, Stacy had tried quitting “cold turkey” but it never lasted. This time, she said, the gum and guidance from the Quit Coaches were extremely effective in helping her overcome nicotine withdrawal.

“The follow-up calls from the Quit Coaches felt like people were cheering me on and holding me accountable,” Stacy said. “For me, another big part of successfully quitting was learning how to change my habits and routines. For example, I would recommend to others that instead of having a cigarette after dinner, brush your teeth or go for a walk. Whatever you do, don’t give up once you start the quit-process.”

Stacy enjoys the feeling of freedom that comes with being smoke-free. She no longer has to take smoke-breaks or adjust her busy schedule to purchase more packs. Her sense of smell has greatly improved and her once-persistent morning cough is gone.

“When it comes to quitting, you can’t force it – you have to personally feel ready,” Stacy advises. “Don’t be afraid to ask for help – that’s why the Quitline is there. Now that I’m smoke-free, I’m confident it’s going to stick this time and last the rest of my life.”

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.

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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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