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- *'New York QuitCast' video/audio podcast series from New York State Smokers' Quitline offers on-demand reporting of timely tobacco cessation issues*
- *First two episodes highlight COVID-19 and tobacco cessation, enhancing on-site cessation interventions with patient referrals*
- *Most recent episode features ongoing three-months-free nicotine gum promotion*

NEW YORK STATE SMOKERS' QUITLINE LAUNCHES AUDIO/VIDEO PODCAST SERIES: 'NEW YORK QUITCAST'

Online episodes geared toward assisting healthcare professionals with cessation efforts and helping smokers/vapers quit tobacco-use

BUFFALO, N.Y. – Sept. 22, 2020 – As part of its enhanced outreach efforts to both healthcare professionals and those who currently smoke or vape, the New York State Smokers' Quitline (Quitline) launched "New York QuitCast," an audio/video podcast series. Brief news stories in both video and traditional audio-only podcast form are available at the Quitline's [Online News Room](#) and [YouTube page](#). Ongoing episodes provide timely information to busy healthcare professionals on addressing tobacco cessation with their patients as well as guidance to smokers and vapers seeking to become tobacco-free.

New York QuitCast's inaugural episode on "COVID-19 and Smoking Cessation" featured expert recommendation from Dr. Daniel Croft, MD, MPH, senior instructor of pulmonary and critical care medicine at University of Rochester Medical Center and a member of the Quitline's Healthcare Professional Task Force. The series' second episode focused on the

Quitline's [Patient Referral Program](#) and ways healthcare professionals and organizations can enhance their onsite cessation interventions and collaborate with the Quitline to treat nicotine-dependent patients.

The third and most recent episode of New York QuitCast highlights the Quitline's ongoing [nicotine gum promotion](#), which began in July. Throughout 2020 and while supplies last, smokers and vape-product users can receive up to three months of free nicotine gum by calling 1-866-NY-QUITS (1-866-697-8487) or visiting [nysmokefree.com](#). The episode features a testimonial from [Ellen W. in Long Island](#), who is celebrating nearly two years of smoke-free living thanks primarily to support from the Quitline and use of nicotine gum.

The Marketing & Outreach Team with [Roswell Park Cessation Services](#) will continue to develop episodes of New York QuitCast in response to timely issues related to treating nicotine dependence. Roswell Park Cessation Services administers the New York State Smokers' Quitline from Roswell Park Comprehensive Cancer Center in Buffalo, N.Y.

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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