



FOR IMMEDIATE RELEASE

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- *The sights and smells of cigarettes can derail attempts to quit or stay quit*
- *Spring cleaning provides an opportune time to become and stay tobacco-free*
- *Quit Coaches at the NYS Smokers' Quitline offer tips for improved quit-success*

QUIT SMOKING AND STAY TOBACCO-FREE THROUGH SPRING CLEANING

The Quit Coaches at the New York State Smokers' Quitline advocate eliminating the visuals and smells of cigarettes for quit-success

BUFFALO, N.Y. – Mar. 19, 2019 – Throughout New York State, the advent of spring conjures images of tidying unsightly areas and making preparations for warmer weather. For those who smoke cigarettes, the spring cleaning season can also provide an opportune time to quit and stay tobacco-free.

The addictive power of nicotine makes quitting smoking hard, but support is always available by talking with a healthcare provider and calling the New York State Smokers' Quitline (Quitline) at **1-866-NY-QUITS** (1-866-697-8487). This spring and any season, to increase the chances of quitting smoking and remaining tobacco-free, the Quitline encourages removing all sights and smells related to tobacco, including cigarette packs and cartons, ashtrays, lighters and tobacco-branded paraphernalia.

The Quitline's Quit Coaches are available seven days a week beginning at 9 a.m. and are trained in assisting callers to develop a quit-plan through personalized coaching support, to overcome cravings and to properly use nicotine replacement therapy such as patches, gum and lozenges. With the winter season drawing to a close, the Quit Coaches offer the following tips on how to leverage spring cleaning for successful smoking cessation:

- *"Reinvent the spaces where you once smoked. Add plants, install a fish tank, paint the walls – anything to change the room's purpose." – Troy S.*
- *"A mixture of a little white vinegar with water can create a wipe that helps eliminate the smell of smoke residue indoors. Also, add essential oils to a spray bottle or an ultrasonic diffuser. Instead of cigarettes, you can smell lavender, peppermint or eucalyptus!" – Rita S.*
- *"Remember to thoroughly clean your winter clothes before packing them away, and do likewise as you bring out spring and summer outfits. Fabric softener and – if needed – dry cleaning will get rid of the smell of stale cigarettes." – Tom W.*
- *"If you smoke in your vehicle, get it professionally detailed. Then, strive to keep it clean and smelling fresh as you stay tobacco-free." – Caitlin H.*

Besides calling **1-866-NY-QUITS**, smokers and their loved ones can access Quitline resources anytime online at www.nysmokefree.com for additional smoking cessation tools and tips.

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. It is one of the first and busiest state quitlines in the nation, and has responded to more than 2.5 million calls since its inception in 1999. The Quitline encourages tobacco users to talk with their healthcare providers 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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NOTE TO MEDIA: Please visit and bookmark the Quitline's Online News Room website at <http://www.nysmokefree.com/NewsRoom> for the latest smoking cessation updates and experts for stories.