



FOR IMMEDIATE RELEASE

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- *Healthcare professionals at college campuses worry about nicotine addiction among students*
- *Students can seek free text support, coaching and medications from the NYS Quitline*
- *Educational materials available to promote "This Is Quitting" program for young adults*

OLD ENOUGH FOR COLLEGE, TOO YOUNG FOR NICOTINE

*Nicotine use stunts brain development through mid-20's;
New York State Quitline offers free resources to quit tobacco products*

Aug. 22, 2024 – Most young adults entering college expect their coming years to be jovial, low-stress and filled with growth. Using any kind of tobacco* product, however, can lead to very opposite outcomes.



As the [brain continues to develop into the mid-20s](#), using cigarettes, e-cigarettes or even modern alternative products such as nicotine pouches can create an [endless cycle of stress](#) and addiction. This back-to-school season, the **New York State Quitline** reminds college students and

campus health clinics about numerous free resources available to treat tobacco dependence and to educate about the harms of early-age nicotine use.

The New York State Quitline offers **Learn2QuitNY** (*depicted above*), a multi-week texting program with daily alerts to help participants learn techniques to cut back and eventually altogether quit all forms of tobacco products. Learn2QuitNY can work as a standalone tool or in conjunction with other support services. Interested participants can enroll by texting QUITNOW to 333888 or by visiting nysmokefree.com/text.

In addition to the convenience and confidentiality of texting, college students may contact the New York State Quitline for coaching support by calling 1-866-NY-QUITS (1-866-697-8487) or visiting nysmokefree.com. Those who are 18 years of age and older also can receive free nicotine replacement therapy (NRT) medications, usually in the form of patches, gum or lozenges.

Although college students have a variety of available support systems to overcome dependence on tobacco products, health professionals working on college campuses continue to express concern about the products' detrimental effects on students. Kristen Corcoran, a registered nurse and health educator at Skidmore College in Saratoga Springs, N.Y., believes many students today experience serious nicotine addiction.

"Healthcare professionals must talk about the harms more and guide young adults to help soon," Corcoran said. "Some students are trying newer products like nicotine pouches to quit smoking or e-cigarette use, only to become even more addicted to nicotine."

Corcoran is not alone with concern for students. Sarah Townley, a nurse practitioner who works in college health in New York City, believe young adults often lack sufficient awareness about the harms of tobacco and nicotine.

"For college students, it can be particularly difficult to quit tobacco or nicotine products, as they view the products as stress-relieving and encounter many opportunities to use them in social situations," Townley said. "There is a perception that some newer products are safer and therefore more acceptable to use, but they're highly addictive. When students voice their desire to quit, it is very helpful to have additional referral resources like the Quitline."

In addition to the New York State Quitline, the New York State Department of Health offers a texting program specifically for adolescents and young adults who use e-cigarettes called **This Is Quitting**. Young adults can text DROPTHEVAPE to 88709 for support. Two separate programs are available for those ages 13 to 17 and for those ages 18 to 24.

Healthcare professionals and educators at schools, health clinics and community centers can [order free materials](#) (*one of seven creative images pictured*) to promote the This Is Quitting program. The New York State Department of Health offers [posters, rack cards and palm cards](#) in English and Spanish.



Overcoming tobacco and nicotine addiction can be challenging; however, hundreds of people across New York State quit every day with support. The New York State Quitline envisions a world where college students can focus on their studies without added costs to their wellness or finances. For college students and for the health and wellness professionals who support them on campus, the New York State Quitline remains ready seven days a week to help. Assistance begins with a phone call to 1-866-NY-QUITS (1-866-697-8487), a text to 333888 with the word QUITNOW or a visit to nysmokefree.com.

** The term tobacco throughout this press release refers to the use of manufactured, combustible commercial products and vape products – not the sacred, medicinal and traditional use of tobacco by Native American nations and other Indigenous groups.*

About the New York State Quitline

The New York State 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 those who use commercial tobacco and vape products to talk with their healthcare professionals and access available Medicaid or health insurance benefits for medication support. All those who live in New York State residents can contact the Quitline seven days a week for free coaching and resources. Text QUITNOW to 333888 to register for the Learn2QuitNY text messaging program, call 1-866-NY-QUITS (1-866-697-8487) starting at 9 a.m. or visit www.nysmokefree.com for more information.

About Roswell Park Comprehensive Cancer Center

From the world's first chemotherapy research to the PSA prostate cancer biomarker, Roswell Park Comprehensive Cancer Center generates innovations that shape how cancer is detected, treated and prevented worldwide. Driven to eliminate cancer's grip on humanity, the Roswell Park team of 4,000 makes compassionate, patient-centered cancer care and services accessible across New York State and beyond. Founded in 1898, Roswell Park was among the first three cancer centers nationwide to become a National Cancer Institute-designated comprehensive cancer center and is the only one to hold this designation in Upstate New York. To learn more about Roswell Park Comprehensive Cancer Center and the Roswell Park Care Network, visit www.roswellpark.org, call 1-800-ROSWELL (1-800-767-9355) or email ASKRoswell@RoswellPark.org.

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