



- *Gabrielle S. of Manhattan first tried smoking at age 13 and quit at age 49*
- *The NYS Smokers' Quitline provided coaching and medication, including patches and lozenges*
- *Quit Coaches are available for any NYS resident looking to quit nicotine-use for the New Year*

FOR IMMEDIATE RELEASE

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NEW YORK CITY WOMAN BECOMES SMOKE-FREE WITH SUPPORT FROM QUITLINE

Breast cancer survivor found support to never smoke again

NEW YORK – Dec. 23, 2019 – Those wishing to make a stop-smoking New Year's resolution successful can look to Gabrielle S. of Manhattan for inspiration. With coaching and medication from the New York State Smokers' Quitline (Quitline), Gabrielle began a smoke-free journey in April that continues to this day.



Gabrielle, now age 49, first tried cigarettes at age 13 and was fortunate to quit twice for long stretches during her life, each time for an eight-year span. Success, however, never stuck.

"During my second long-stretch of being smoke-free, I was treated for early-stage breast cancer and survived," Gabrielle said. "Needless to say, I felt very guilty a few years ago when I turned to cigarettes again. As I'm getting older, I'm realizing I'm not 'invincible' anymore. Quitting for good was in the back of my mind, and I'm glad I called the Quitline for support."

The Quitline's Quit Coaches assisted Gabrielle to develop a customized quit-plan and shipped her a starter kit with nicotine patches and nicotine lozenges. In the past, Gabrielle had first quit "cold turkey" and then quit again using the patch. This time, she said, the addition of the lozenges and guidance from the Quit Coaches made quitting feel easier.

"The next time I reach the eight-year mark for being smoke-free, I'm going to surpass it and never look back," Gabrielle said. "With the Quitline, I feel like someone's rooting for me. Their support motivates me to be committed, stick to the quit-plan and take responsibility. The whole process feels like someone's sponsoring me, and I don't want to let down the Quit Coaches on the other end of the line."

Gabrielle credits the Quitline's follow-up calls as a valuable resource that provides accountability. She has achieved better health during her eight months of being smoke-free and has a renewed commitment to exercise, as evidenced by a recent purchase of a rowing machine. When traveling around the Five Boroughs for work and leisure, Gabrielle no longer feels a shortness of breath when trying to catch a bus or taking the stairs.

"For all those trying to quit: keep working at it," Gabrielle advises. "I had a small moment of weakness early on in my quit-process but then pushed through with help from the Quitline. Don't ever stop just because you have a hiccup along the way."

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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