



NOTE TO MEDIA: Our press releases are available in downloadable PDF format at our Online News Room: <https://nysmokefree.com/newsroom>. The webpage also includes an Experts Database with healthcare professionals and researchers from every region of New York State. Please contact us anytime to arrange an interview with any of our experts and/or Success Story participants.

FOR IMMEDIATE RELEASE

Media Contact

Tony Astran, MPA, APR, TTS (*he, him, his*)
New York State Quitline
716-982-2088 (cell)
anthony.astran@roswellpark.org

- *Most people who use commercial tobacco* products need multiple attempts to quit*
- *Healthcare professionals can provide repetitive and nonjudgmental support*
- *The New York State Quitline offers multiple free services to support quit-attempts*

NEW YORK STATE QUITLINE HOSTS MAY 29 WEBINAR ON NORMALIZING QUIT-ATTEMPTS AND REFRAMING RELAPSE

Healthcare professionals can earn continuing medical education credit

BUFFALO, N.Y. – May 23, 2024 – Because of the addictive nature of commercial tobacco* products, most people who smoke or vape want to quit but need multiple attempts before achieving success. To help healthcare professionals better understand their important role in providing repetitive and nonjudgmental support, the [New York State Quitline](#) (NY Quitline) will host a free webinar titled, “Normalizing Quit-Attempts and Reframing Relapse.”

The webinar takes place Wednesday, May 29 via Microsoft Teams from 12 to 1 p.m. Registration is free and available at the NY Quitline’s Online News Room by visiting <https://nysmokefree.com/newsroom>. Roswell Park Comprehensive Cancer Center, the physical location for the NY Quitline, will offer 1.0 credits of continuing medical education for those who attend the live webinar.

Three members of the NY Quitline’s Healthcare Professional Task Force will participate in the webinar:

- Presentation: **Susan Y. Urban, MD, FACP** - Clinical Associate Professor of Medicine, New York University School of Medicine, Division of General Internal Medicine, Department of Medicine
- Presentation: **Sara Siddiqui, MD, FAAP, DipABOM, IBCLC** - Pediatrician, Hassenfeld Children's Hospital at New York University (NYU) Langone Health and Clinical Assistant Professor, Department of Pediatrics, NYU Grossman School of Medicine
- Role Play: **Rosanne Aulino, RN, CHMN, TTS** - Psychiatric Nurse and Tobacco Treatment Counselor, Columbia County Mental Health Center

Anyone may contact the NY Quitline by calling **1-866-NY-QUITS** (1-866-697-8487) seven days a week. They can also visit nysmokefree.com to connect with a specialist through an online chat, request a call-back or [order free nicotine replacement therapy medications](#). The NY Quitline additionally offers [Learn2QuitNY](#), a free texting program to quit smoking or vaping, by **texting QUITNOW to 333888**.

** 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 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. In addition, a text program for free quit support is available by texting QUITNOW to 333888. 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.