



**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

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## FREE RESOURCES TO QUIT MENTHOL TOBACCO PRODUCTS AVAILABLE THROUGH NEW YORK STATE QUITLINE

*New website with self-paced workshops focused on learning how to quit; specific information and support available for three communities of people*

**BUFFALO, N.Y. – June 13, 2024** – Nationally, statewide and even at local levels, efforts to ban sales of menthol commercial tobacco\* products continue to strengthen. Most people who use tobacco products [want to quit](#); however, those who use menthol-flavored products often experience more difficulty quitting. To provide in-depth information and support on this issue, the [New York State Quitline](#) (Quitline) launched a new website at [nysmokefree.com/menthol](https://nysmokefree.com/menthol).



The Quitline’s new website includes in-depth information about menthol tobacco products and self-paced workshops (*pictured*) to help people quit. Due to tobacco industry targeting, some communities of people are more likely to use menthol tobacco products. These include Black or African American

individuals, people from the Hispanic or Latinx communities and those who identify as LGBTQIA2S+. The website provides specific information and support for these communities.

“Menthol sweetens the poison, making it easier to become addicted to commercial tobacco products and harder to quit,” said Dr. Andrew Hyland, director of the New York State Quitline and chair of the Department of Health Behavior at Roswell Park. “Menthol is not just a flavor; it’s a product cigarette companies market disproportionately to specific communities. Our new website not only helps people understand how to overcome addiction to menthol tobacco products but also educates them about decades of targeting and injustice.”

**Big Tobacco Targeting**

LGBTQIA2S+, Black, African American, Hispanic, and Latinx communities have been aggressively targeted by the tobacco industry for many years. That targeting has had a devastating impact on many communities.<sup>2</sup>

**Black or African American**  
Of Black adults who smoke, 93% first tried smoking using menthol cigarettes.<sup>4</sup>

**Hispanic or Latinx**  
Of adults who smoke, about 48% of people who identify as Hispanic use menthol cigarettes.<sup>5</sup>

**LGBTQIA2S+**  
People who identify as LGBTQIA2S+ are more likely to try their first cigarette before age 13.<sup>3</sup>

Roswell Park developed the new menthol website through a grant from the Association of State and Territorial Health Officials (ASTHO) and the Centers for Disease Control and Prevention (CDC).

The website includes links to free resources through the New York State Quitline, including connections to a tobacco treatment specialist through phone or online chat, the Learn2QuitNY text messaging support program for quitting tobacco products and [online ordering](#) of free nicotine replacement therapy medications. Viewers also can find an [FAQ section](#) with accompanying video commentary from Dr. Brian King, director of the U.S. Food and Drug Administration’s Center for Tobacco Products.

The New York State Quitline encourages all those who live in New York State to not wait for a federal ban to quit menthol tobacco products. Text QUITNOW to 333888 to enroll in Learn2QuitNY, call **1-866-NY-QUITS** (1-866-697-8487) or visit [nysmokefree.com](https://nysmokefree.com) any day of the week to get started on a journey to become tobacco-free.

*\* 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](http://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](http://www.roswellpark.org), call 1-800-ROSWELL (1-800-767-9355) or email [ASKRoswell@RoswellPark.org](mailto:ASKRoswell@RoswellPark.org).

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