



***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 our past Success Story participants.*

FOR IMMEDIATE RELEASE

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New York State Smokers' Quitline

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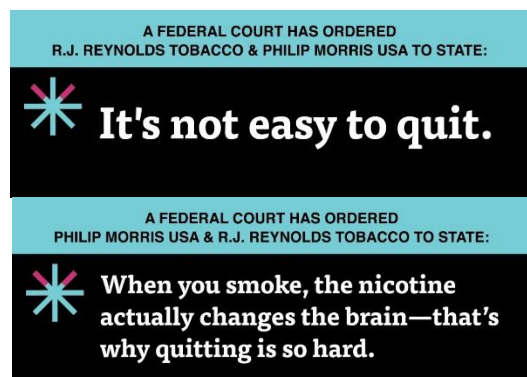
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- *Federal court order for corrective statement signs in tobacco* retail stores by Oct. 1, 2023*
- *Messages counter tobacco industry's misleading claims that hooked and killed millions*
- *NY Quitline ready to respond by offering free services to help people quit*

STARTING THIS OCTOBER, A SIGN TO QUIT SMOKING

Tobacco retail stores to implement signage about harms and addictiveness of smoking; New York State Smokers' Quitline available with free services to quit

Sept. 28, 2023 – For New York State residents who use commercial tobacco products and need a sign to quit, tobacco retail stores will soon offer just that – literally. Under a [federal court order](#) beginning Oct. 1, 2023 through June 30, 2025, approximately 200,000 tobacco retail stores throughout the nation must post signs with “[corrective statements](#)” near point-of-sale commercial tobacco products. These signs include messages about the health effects and addictiveness of smoking, with some of the 17 varieties describing the challenges of quitting. As New York State residents see these signs and contemplate making a quit attempt, they can contact the [New York State Smokers' Quitline](#) (NY Quitline) for free and confidential support.



“These signs are the culmination of a yearslong lawsuit from the U.S. Justice Department on major tobacco retailers,” said Dr. Andrew Hyland, director of the NY Quitline and chair of Health Behavior at Roswell Park Comprehensive Cancer Center in Buffalo, N.Y. “For anyone who sees the messages and gains motivation to make a quit attempt, contact the NY Quitline. Our skilled and caring specialists are available by phone, by text and online to provide support every step of the way.”

While some of the corrective statements focus on the challenges of quitting, others describe the efforts by tobacco companies to intentionally create highly addictive products and to mislead the public about harms. A few also describe the effects of secondhand smoke on children and adults.

A FEDERAL COURT HAS ORDERED
R.J. REYNOLDS TOBACCO &
PHILIP MORRIS USA TO STATE:



More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.

“These messages are an important tool to encourage those who use tobacco products to reconsider the consequences to themselves and those around them,” Dr. Hyland said.

“Just as the one sign reads, it’s not easy to quit.

Nevertheless, thousands of New Yorkers quit every year for a variety of reasons – and often with the assistance of the NY Quitline. We offer a variety of free tools to help them greatly improve their health and achieve lasting success.”

Trained tobacco treatment specialists at the NY Quitline provide quit coaching and access to free nicotine replacement therapy (NRT) medications via phone at **1-866-NY-QUITS** (1-866-697-8487). In addition, at nysmokefree.com, participants can connect with a specialist through an online chat, request a call-back, [order free NRT medications](#), and register for the six-week [Learn2QuitNY](#) text messaging program.

Together with the recent [tax increase](#) on cigarettes and little cigars, the NY Quitline hopes the new corrective statements at tobacco retail stores will be another “sign” for people to decide to quit and to act on their decision. Specialists at the NY Quitline remain ready seven days a week to help all New York State residents permanently say goodbye to harmful tobacco products.

** 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 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 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) or text QUITNOW to 333888 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

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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