



PAULA CELESTINO, MPH BIO

Paula Celestino, MPH
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Paula Celestino, MPH. has a career in tobacco control spanning 25 years with the last 17 years serving as Project Director for quitlines operated by Roswell Park Cancer Institute (RPCI). Paula's expertise includes quitline operations, the provision of cessation counseling and medications, web-based and digital communications, provider and health plan referral programs, public health campaigns and program marketing and promotions. Paula is also experienced in cessation and quitline related research and has been co-investigator or co-author for multiple studies. Other knowledge and experience included tobacco control policy advocacy and funding sustainability and the coordination and implementation of cancer screening prevention programs. Paula was an initiator of the New York State Smokers' Quitline and a founding member of the North American Quitline Consortium (NAQC) and currently serves on the NAQC Board of Director and the Advisory Board for the National Asian Smokers' Quitline.



The New York State Smokers' Quitline is funded and supported by the New York State Tobacco Control Program. This literature was developed by Roswell Park Cessation Services at Roswell Park Comprehensive Cancer Center. | This file was last updated 8/9/2018

