



***NOTE TO MEDIA:** Additional "Success Stories" and corresponding photos for regions of New York State (including Manhattan, The Bronx and more) are available to read or download at the New York State Smokers' Quitline's Online News Room: <https://nysmokefree.com/newsroom>. Please reach out to us any time for interviews to enhance your coverage of New Year's resolutions and wellness stories. Tobacco cessation experts are available locally and online; clients may be available upon request.*

FOR IMMEDIATE RELEASE

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BROOKLYNITES ACHIEVE FREEDOM FROM SMOKING AND VAPING WITH SUPPORT FROM THE NYS SMOKERS' QUITLINE

Betty and Matan overcome long-term smoking and vaping, respectively



BROOKLYN, N.Y. – Jan. 2, 2023 – Quitting smoking or vaping is challenging; however, people across New York State achieve lasting success every day with proper support. The **New York State Smokers' Quitline** (Quitline) celebrates those who pursue and maintain tobacco-free living and encourages those who smoke or vape to make a quit-attempt in 2023 – whether it's a first time or trying again. The Quitline reminds all New York State residents

personalized support from trained tobacco treatment specialists and free resources are available seven days a week by calling 1-866-NY-QUITS (1-866-697-8487), texting QUITNOW to 333888 and visiting nysmokefree.com.

Betty E. and Matan G. are both from Brooklyn and achieved better health through the Quitline; however, their journeys offer an illustration in contrast. Betty, age 61, started smoking at age 18 and regularly smoked for more than 36 years, with only periodic breaks for delivering children. She thought cigarettes soothed her and continued smoking despite health scares. Her mother was a frequent smoker and passed away from breast cancer; and Betty herself suffered multiple heart attacks.

“Back in February, my daughter confronted me and was crying, begging me to live longer for her and other loved ones. I thought if I don’t finally quit, I am going to die soon,” Betty said. “I picked a date to have my last cigarette, got support from the Quitline, and now I’ve become a non-smoker for 10 months and counting.”

Betty credits the Quitline’s free shipment of nicotine patches and nicotine lozenges to help her overcome cravings and appreciated follow-up calls to monitor her progress. She painted her house, cleaned it and forbade everyone from ever smoking again inside her home and car. Through the help of an app, Betty tracked a savings of more than \$4,000 and growing.

“Having a specialist really listen to me – that provided me encouragement to quit,” she said. “I can breathe, I can taste my food, my house smells clean. There are no more chest pains and coughing. Becoming a non-smoker is the best thing I could have ever done for myself. I’m able to cope with life without depending on a cigarette. I’m proud of myself for that.”



Matan (*pictured*), age 25, was a self-proclaimed “early adopter” of e-cigarettes and vaped regularly for 10 years. Like Betty, an intervention from a relative started Matan on a journey to better health.

“In early June, my mom sat me down and was crying,” Matan said. “She told me my constant bad cough made me sound like a 60-year-old smoker and played a recording of what I sounded like during sleep. I sought help online, found the Quitline’s website and thought I’d give it a shot.”

After connecting with a trained tobacco treatment specialist and receiving a free starter supply of nicotine patches and nicotine lozenges in the mail, Matan followed the Quitline’s guidance and gradually weaned the amount of medication he used from week to week.

“Vaping is expensive and so is the medication needed to overcome it, so it was a blessing to receive the starter supply,” he said. “During the early part of this journey, I felt irritated, agitated and anxious. But with support from the Quitline and co-workers – and immense willpower to overcome this addiction – I’m now in charge of my life.”

Matan enjoys playing recreational sports and no longer feels chest pains, trouble breathing and fluid buildup in his lungs. His blood pressure dropped to a healthy level of 120/80 and he no longer fidgets with his nails. “I wish I never started vaping but I’m happy I’ve stopped,” Matan said. “This is the best decision I’ve ever made – by far.”

Most New York State adults are eligible to receive a free starter supply of nicotine replacement therapy (NRT) medications via mail, typically in the form of nicotine patches and often with supplemental nicotine gum or nicotine lozenges. When used appropriately and in combination, NRT medications can double or triple the odds of becoming and staying tobacco-free.

For those who prefer support via text, the Quitline reminds all New York State residents to try the new Learn2QuitNY six-week comprehensive program by enrolling at nysmokefree.com or texting QUITNOW to 333888. The Quitline also recommends all tobacco and vape product users to visit the CDC's "[Resolve to Be Smokefree in '23](http://www.resolve-to-be-smokefree.com)" website, complete with tips, resources, links and app recommendations.

The Quitline wishes everyone a happy, healthy and tobacco-free 2023.

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 tobacco and vape product users 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

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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