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NYS SMOKERS' QUITLINE HOSTS COMBINATION THERAPY WEBINAR ON JUNE 11

Hour-long webinar discusses benefits and possible side effects of using a nicotine patch with a nicotine gum or lozenge to become tobacco-free

BUFFALO, N.Y. – Jun. 4, 2019 – The New York State Smokers' Quitline (Quitline) invites all healthcare professionals to attend a free one-hour webinar on Tuesday, June 11 at 11 a.m. EST, titled "Exploring Combination Therapy for Smoking Cessation: A Provider and Quitline Intervention." Registration is available at www.nysmokefree.com/NewsRoom.

Members of the Quitline's Marketing and Outreach Team, together with Dr. Daniel Croft of the Quitline's Physician Task Force and the University of Rochester Medical Center's Pulmonary and Critical Care Department, will discuss the benefits and possible side effects of using a nicotine patch with a nicotine gum or lozenge to become tobacco-free. The webinar will include a mock call to the Quitline and time for questions at the end. One continuing medical education (CME) credit will be available for attendees upon successful completion of a short quiz and evaluation. The webinar will be recorded and hosted online for future listening and CME credit-earning.

The Quitline regularly provides combination therapy in its starter kits for tobacco users. Numerous research studies show that combination therapy can be two to three times as effective in the quest to become tobacco-free, compared to using just one form of nicotine replacement therapy (NRT). During the webinar, Dr. Croft also will briefly review all seven types of FDA-approved NRT products.

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. It is one of the first and busiest state quitlines in the nation, and has responded to more than 2.5 million calls since its inception in 1999. The Quitline encourages tobacco users to talk with their healthcare providers and access available Medicaid or health insurance benefits for stop-smoking medications. 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. 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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NOTE TO MEDIA: Please visit and bookmark the Quitline's Online News Room website at <https://www.nysmokefree.com/NewsRoom> for the latest smoking cessation updates and experts for stories.