



TIP SHEET

Tobacco Control

Community Engagement Programs

Tobacco use is the single most preventable cause of disease and death in the United States. Roswell Park Cancer Institute offers a wide range of tobacco control programs to support individuals and communities and to reduce the toll of tobacco use. Most programs are funded by the Tobacco Control Program, New York State Department of Health.

Roswell Park Cessation Services (NYS Smokers' Quitline Headquarters)

Roswell Park Cessation Services is the headquarters for the NYS Smokers' Quitline for the NYS Department of Health. RPCI recently expanded its operations to include the New Jersey Quitline, local health plans including BCBS of WNY and Independent Health and Wegmans Food Markets. The RPCI service provides a suite of cessation services including evidence-based and innovative tobacco cessation interventions that help tobacco users break their addiction to nicotine. Phone and technology-based services are offered and include quit coaching, stop-smoking medications, and information or referrals to additional resources.

(716) 845-8817

Just Breathe **(716) 845-8803**

Just Breathe is a program provided by the Departments of Nursing and Health Behavior and operates in partnership with Roswell Park Cessation Services. Just Breathe assists high risk Roswell Park patients and their family members to become tobacco free. Emerging evidence suggests that tobacco use interferes with all cancer treatments. Just Breathe participants are provided cessation coaching and other support services.

The WNY-North Tobacco Cessation Center works with healthcare organizations, medical offices and clinicians in Erie, Niagara, Genesee and Orleans Counties



to implement system changes to screen all patients for tobacco use and to offer advice and assistance for quitting.

**www.facebook.com/THSCofWNY
(716) 845-8981**



Erie-Niagara Tobacco-Free Coalition

The Coalition is dedicated to educating community leaders and the public about the dangers and costs of tobacco use. It provides information to local stakeholders about tobacco policies, strives to de-normalize tobacco use, and works to eliminate secondhand smoke exposure.

**www.tobaccofreewny.com
(716) 845-3407**

NOW U KNOW

RPCI's Office of Cancer Health Disparities Research is dedicated to understanding cancer disparities in underserved communities. It provides integrated services and evidence-based education programs tailored to meet the needs of these populations by working in partnership with work sites, faith based groups and community organizations.

(716) 845-4557

Research, Prevention & Policy

The Department of Health Behavior at Roswell Park Cancer Institute emphasizes the rapid translation of science into practice, with the goal of reducing the health burden caused by tobacco use. Tobacco control scientists along with community and cessation programs strive to inform and support evidence-based policies that help smokers quit, prevent the initiation of tobacco use and change the social environment to de-normalize tobacco use.



Meet the Scientists



Andrew Hyland, PhD
Chair of the Department of Health Behavior
Impact of tobacco control policies on tobacco use and health outcomes



Martin Mahoney, MD, PhD, FAFFP
Professor of Oncology
Promoting the use of evidenced-based treatments for nicotine dependence among tobacco users



Richard J. O'Connor, PhD
Associate Member
Tobacco product regulation



Maansi Bansal-Travers, PhD
Assistant Member
Risk perceptions of nicotine and tobacco products



Mark J. Travers, PhD
Assistant Member
Evaluation of tobacco smoke pollution



Maciej L. Goniewicz, PhD, PharmD
Assistant Member
Pharmacology of nicotine

Tobacco use remains the leading preventable cause of death in NY State

25,400

lives were prematurely lost due to tobacco use last year.



ADULT SMOKING RATES

- Erie County: **26.7%**
- Niagara County: **27.1%**
- Genesee County: **18.7%**
- Orleans County: **29.9%**

Source:
New York State Department of Health – based on the most recent data (July 2008 – June 2009)
<http://bit.ly/13A3VEw>