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## March 2020 Newsletter

Center for a Tobacco-Free Finger Lakes (CTFFL)  
(Funded by NYSDOH, Bureau of Tobacco Control)

Serving: Chemung, Livingston, Monroe, Ontario,  
Seneca, Schuyler, Steuben, Wayne & Yates counties

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### *Fact or Fiction?*

If you've tried nicotine replacement therapy in the past and it didn't work, there is still reason to try it again.

***This is a "FACT"!***

Research shows most smokers have to make multiple attempts to quit for good, even when using an FDA approved cessation medication (*patch, gum, lozenge, inhaler, nasal spray, Chantix or Zyban/bupropion*).

### **The best thing to do is to keep trying.**

The FDA's public education campaign, "Every Try Counts", was designed to encourage adult cigarette smokers to quit through messages of support that highlight the health benefits of quitting and to keep trying. <https://www.fda.gov/tobacco-products/every-try-counts-campaign>

### **Medicaid Coverage Update**

Medicaid coverage includes all 7 FDA approved medications to treat smoking cessation listed on Medicaid's List of Reimbursable Drugs found at:

<https://www.emedny.org/info/formfile.aspx>.

### **Reasons that can prevent smokers from quitting include:**

- **Smoking relaxes me.** It could be nicotine withdrawal you're feeling.
- **I've tried before & failed.** It takes numerous attempts before quitting for good. Think about previous attempts as "practice". Use what you've learned on your next try.
- **I'll gain a lot of weight.** The benefits of quitting tobacco far outweigh the effects of gaining a few pounds. Practice ways to deal with cravings other than food. For example, exercise & eat healthy foods instead of sugary snacks.

### **Practice using the 5 Ds to fight urge to smoke.**

1. Distract yourself (find something else to do until the urge passes)
2. Drink water (drinking water & eating healthy foods can help fight the urges)
3. Delay (delay smoking until the urge passes)
4. Deep breath (breathing deeply calms anxiety)
5. Discuss (call someone who is supportive until urge passes)

For more information or to schedule a CTFFL tobacco intervention training, contact:

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Tobacco Users and Providers can contact the NY State Smokers' Quitline or visit their website for support and resources at: 1-866-697-8487 or their website [www.nysmokefree.com](http://www.nysmokefree.com).