

NRT Gum Promotion

Media Talking Points

Talking Point #1

The New York State Smokers' Quitline has a new, time-limited offer to provide up to **three months of nicotine gum free** for traditional tobacco and vape-product users; most will qualify. The offer is available while supplies last by **calling 1-866-NY-QUITS or visiting nysmokefree.com**. **Please spread the word to family and friends!**

Talking Point #2

Nicotine gum helps eliminate short-term nicotine cravings. It is one of seven products approved by the FDA to treat nicotine dependence and **proven to increase the odds of successfully quitting.**

Talking Point #3

The Quitline received a supply of nicotine gum through a donation from Ro, a U.S. telehealth company headquartered in Manhattan. The Quitline hopes **as many New York tobacco and vape-product users as possible take advantage of this offer while supplies last.**

Talking Point #4

Quit Coaches are standing by to help those who apply to receive the proper gum dosage and quit-support. Quit Coaches will provide instructions on how to properly use the nicotine gum and also discuss combining the nicotine patch with the nicotine gum for heavier tobacco and vape-product users. All of this information is available on the Quitline's website. **The free nicotine gum will be delivered by mail and there's no cost for shipping.**