

WE CAN HELP YOU

# QUIT SMOKING



**PERSONALIZED TREATMENT IS NOW OFFERED**

In collaboration with the University of Rochester Medical Center, anyone living in the Bassett area is eligible to participate in a **FREE** smoking cessation program.

**All services are FREE of charge!**

- Text message support
- Nicotine Replacement Therapy
- Available in English and Spanish

**4 WAYS  
TO GET  
IN TOUCH!**

1. Scan the QR Code



2. Text "BASSETT" to 63141

3. Call 585-504-9461

4. Email Bassett's Liaison:  
[melinda.robinson@bassett.org](mailto:melinda.robinson@bassett.org)



Bassett Healthcare Network



UR  
MEDICINE

WILMOT  
CANCER INSTITUTE

# YOU KNOW IT'S TIME TO QUIT

The Quit Center at Wilmot Cancer Institute is a free, six-month, **Text Message-Based Smoking Cessation Program** for **cigarette smokers** (not vape, e-cigarettes or marijuana), age 21 years and older.

- Initial enrollment begins with a **one-time** phone call from a Tobacco Treatment Specialist to create a quit plan: set a quit date, discuss previous quit attempts, smoking patterns and triggers, and arrange nicotine replacement.
- Participants will receive **up to 10 weeks** of Nicotine Replacement Therapy such as patches, gum or lozenges (participant's choice) shipped to their home.
- Participants will then receive **up to 3 text messages daily**, of support and encouragement, that you can respond to if extra help is needed.
- Further phone calls may follow to check the receipt of the nicotine replacement order, make sure you're ready for a quit date, and to see how you're doing.

**NOTE: You can always call for support at any time.**



**The entire program is FREE of charge! Don't wait – act today!**



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