

Smoking is the leading preventable cause of illness and death in the Bronx and the United States. **Bronx BREATHEs** works with the health care community to help Bronx residents quit smoking. As one of 19 statewide Tobacco Cessation Centers, **Bronx BREATHEs** aims to:

1. Provide tobacco control training to health care institutions and providers in the Bronx.
2. Assist health care institutions with the design and implementation of tobacco control policy and treatment practices.
3. Identify and promote direct cessation services located in the Bronx.
4. Increase the number of Bronx residents who use the services of the NYS Smokers' Quitline.

**Our Partners:**

Affinity Health Plan  
Albert Einstein College of Medicine of Yeshiva University  
American Cancer Society  
American Heart Association  
American Lung Association  
Amerigroup Health Plan  
Bronx Community Health Network  
Bronx County Medical Society  
Bronx CREED  
Bronx Lebanon Hospital Center  
Bronx Smoke-Free Partnership  
Health and Hospitals Corporation  
Health First Health Plan  
Jacobi Medical Center  
Lehman College  
Lincoln Medical and Mental Health Center  
Montefiore Medical Center  
Morris Heights Health Center  
New York City Department of Health and Mental Hygiene  
North Central Bronx Hospital  
NYC Coalition for a Smoke-Free City  
Office of the Bronx Borough President  
Project Samaritan AIDS Services  
South Bronx Asthma Partnership  
St. Barnabas Hospital  
The Bronx Health Link  
Urban Health Plan

# **BRONX** **BREATHEs**

Your Bronx Tobacco Cessation Center

Visit us at [www.bronxbreathes.org](http://www.bronxbreathes.org)

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of Yeshiva University  
1300 Morris Park Avenue  
Harold & Murial Block Bldg-- Room 437  
Bronx, NY 10461

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The New York State Smokers' Quitline

**1-866-NY-QUITS**  
**(1-866-697-8487)**

Sponsored by a grant from the New York State Department of Health Tobacco Control Program.

Some of the information in this brochure was taken from the following source:

You Can Quit Smoking. Consumer Guide, June 2000.  
U.S. Public Health Service. Agency for Healthcare Research and Quality.  
<http://www.ahrq.gov/consumer/tobacco/quits.htm>

It's Not Easy  
**But Millions of People  
Have Quit Smoking!**

You can too.  
**We can help!**

**Bronx BREATHEs**  
The Bronx Einstein Alliance for Tobacco-free  
Health & Environmental Services

For free individualized telephone counseling, brochures, and other materials, call:

The New York State Smokers' Quitline

**1-866-NY-QUITS**  
**(1-866-697-8487)**



**BRONX**  
**BREATHEs**  
[www.bronxbreathes.org](http://www.bronxbreathes.org)

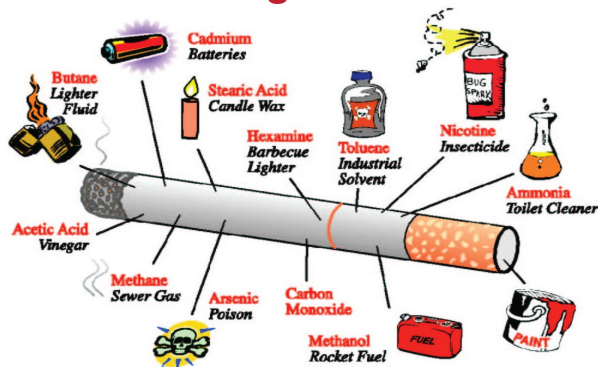
# Good Reasons to to Quit

More than 430,000 Americans die each year from smoking. Smoking causes illnesses such as cancer, heart disease, stroke, and lung disease.

Quitting smoking is one of the most important things you will ever do:

- You will live longer and live better.
- Quitting will lower your chance of having a heart attack, stroke, or cancer.
- If you are pregnant, quitting smoking will improve your chances of having a healthy baby.
- The people you live with, especially your children, will be healthier with less asthma, fewer breathing problems and fewer ear infections.
- You will have extra money to spend on things other than cigarettes.

## What's in Cigarette smoke?



**Over 7,000 chemicals,  
69 are linked causing cancer.**

# Five Keys for Quitting

Studies have shown that these five steps will help you quit and quit for good. You have the best chances of quitting if you use them together:

1. Get ready
2. Get support
3. Learn new skills and behaviors
4. Get medication (such as the nicotine patch or gum) and use it correctly
5. Be prepared for relapse or difficult situations.

**Please call the New York State  
Smokers' Quitline at:**

**1-866-NY-QUITS (1-866-697-8487)**

Free Quitline services:

- Counseling with a trained quitline specialist
- NRT starter kit, if eligible
- A Quit Kit for quitting smoking
- Referrals to your local stop smoking programs

## Call a Bronx Stop Smoking Program

Here's what you'll get:

- Personalized counseling, individual or group
- Medications, including nicotine patches (at most site)
- Information in English or Spanish (additional languages at some sites)

# Stop Smoking Programs in the Bronx

## Albert Einstein College of Medicine of Yeshiva University

Jack D. Weiler Hospital (718) 430-2200  
1825 Eastchester Road  
Bronx, NY 10461

## Jacobi Medical Center

South Building (718) 918-3784  
1400 Pelham Pkwy. South English/Spanish  
Bronx, NY 10461

## Lincoln Medical and Mental Health Center

234 E. 149th Street (718) 579-4934  
Bronx, NY 10451 or (718) 579-4912  
English/Spanish

## Morrisania Diagnostic & Treatment Center

1225 Gerard Avenue (718) 579-4934  
Bronx, NY 10452 or (718) 579-4912  
English/Spanish

## North Central Bronx Hospital

3424 Kossuth Avenue (718) 519-2425  
Bronx, NY 10467 English/Spanish

## Segundo Ruiz Belvis Diagnostic & Treatment Center

545 E. 142nd Street (718) 579-4934  
Bronx, NY 10454 or (718) 519-2490  
English/Spanish

**BRONX  
BREATHES**