

# Treatment for nicotine addiction:

Medications and counseling double the rate of successful quitting.



[TalkToYourPatients.ny.gov](http://TalkToYourPatients.ny.gov)



A HIGHER LEVEL OF CARE

## Central New York (CNY) Regional Center for Tobacco Health Systems at St. Joseph's Health March 2022 Newsletter



# Health Systems for a Tobacco-Free New York



## Who We Are:

A network of grantees, covering 62 NYS counties, working with health care systems to improve the reach and delivery of evidence-based tobacco dependence treatment to all New Yorkers who use tobacco products.

**Our Center covers 10 counties: Broome, Chenango, Cortland, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, and Tioga.**

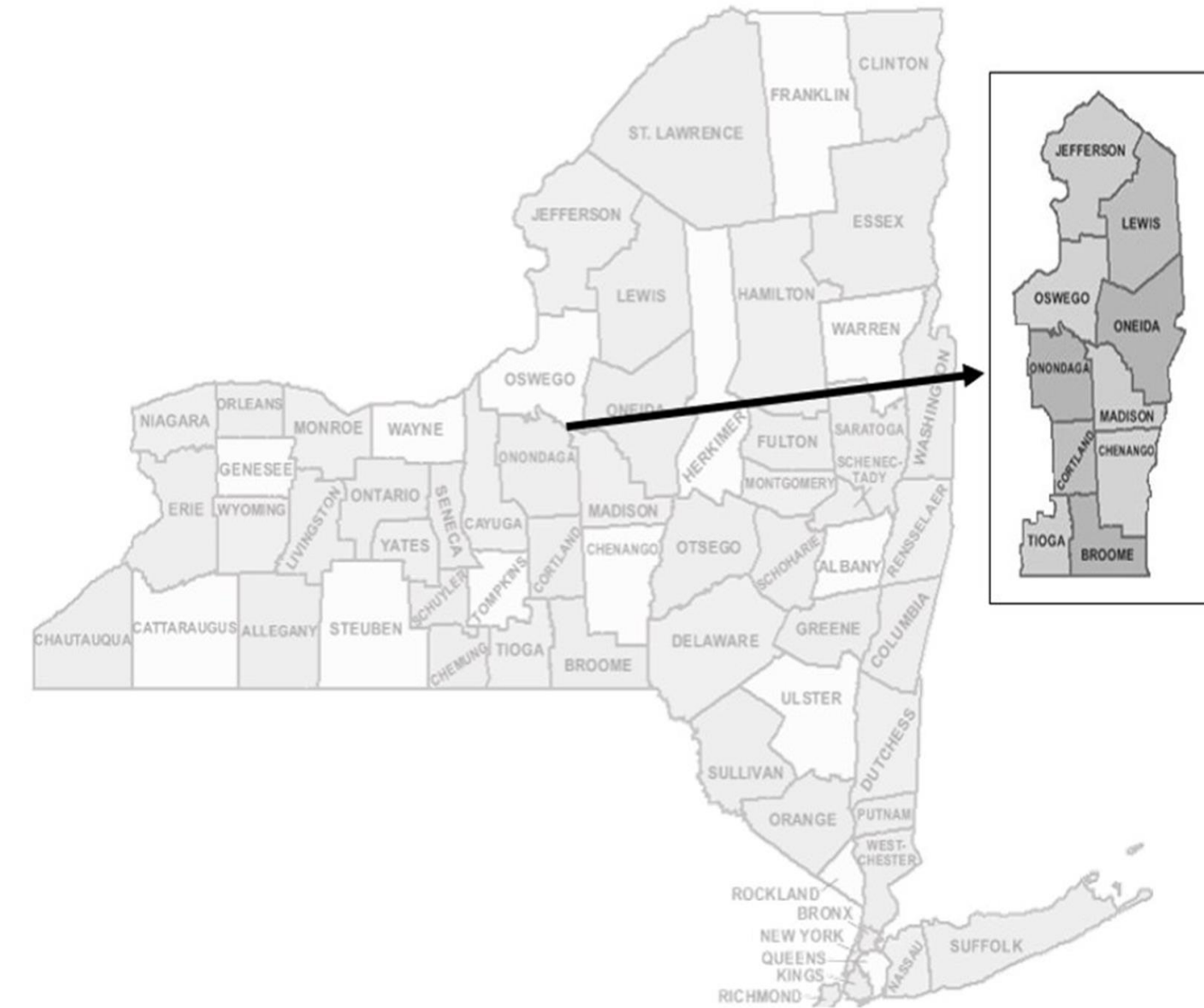
## What We Do:

Facilitate health care systems change with Community Health Centers, Federally Qualified Health Centers, Behavioral Health Care Organizations, and similar organizations that serve populations disproportionately affected by tobacco use and dependence:

- Individuals with frequent mental distress
- Enrolled in Medicaid
- Living with income less than \$25,000 annually

## Our Coverage Area:

Broome, Chenango, Cortland, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, Tioga,



**\*If you are outside of our region, we can connect you with other grantees**  
[www.tobaccofreeny.org](http://www.tobaccofreeny.org)  
[https://www.health.ny.gov/prevention/tobacco\\_control/program\\_components.htm](https://www.health.ny.gov/prevention/tobacco_control/program_components.htm)  
<https://talktoyourpatients.health.ny.gov/>  
<https://www.nysmokefree.com/>



Central New York (CNY) Regional Center for  
Tobacco Health Systems at St. Joseph's Health



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# Meet Our Team



ST. JOSEPH'S HEALTH

# Program Specialist

**C. Beth Gero**, Ph.D., CTTS, NCTTP is a Program Specialist for CNY Regional Center for Tobacco Health Systems at St. Joseph's Health. Dr. Gero has been involved with the NYS Bureau of Tobacco Control since early 2000 and has worked with healthcare organizations focusing on policy and environmental changes to prompt the support of treatment and documentation of evidence-based care.

Beth is an accomplished teacher and presenter as well as an effective counselor for groups and individuals. She teaches credentialed evidence-based tobacco treatment programs to healthcare providers. As a skilled and knowledgeable practitioner, Dr. Gero has received her education from the University of Massachusetts Medical School Center for Tobacco Research & Training and Rutgers University School of Medicine and Dentistry in the field of tobacco cessation and pharmacotherapy. She holds a National Certificate in Tobacco Treatment Practice (NCTTP) and credentialed as a Certified Tobacco Treatment Specialist (CTTS).

Dr. Gero served as a member on the NYS Education Task Force writing a curriculum for medical schools and a co-author of, "Improving Tobacco Dependence Treatment Delivery: Medical Student Training and Assessment" published in the American Journal of Preventative Medicine. Beth holds a Bachelor of Arts Degree in Pre-law from SUNY Potsdam. She earned a MA in Political Science with a concentration in Public Law from the University at Buffalo. Additionally, she holds a Doctor of Philosophy in Political Science and Public Law.

Beth's favorite pastime is shopping with her daughter "Danielle" and watching her grandkids play sports. She also loves vacationing with her husband and her little dog, "Rocky" .



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# Program Specialist

Joel Schuyler, is currently a Program Specialist for the Central New York Regional Center for Tobacco Health Systems at St. Joseph's Health. Joel has over 30 years experience in human services in NNY and CNY starting with the provision of direct alcohol counseling services in Carthage, NY. Next, he served as the director of the Social Services Department at Carthage Area Hospital for 15 years before beginning work in tobacco cessation related fields in 2005 Initially for the Tobacco Cessation Center of NNY and from 2014-Present for the CNY Regional Center, where he helps form partnerships with healthcare and behavioral healthcare organizations to enhance their tobacco screening and dependence policy. He has also consulted for healthcare agencies and grants since 2002.

Joel holds an Associate Degree in Business Administration from SUNY Canton and a Bachelor's Degree in Community and Human Services from SUNY Empire State as well as an NCTTP (National Certificate in Tobacco Treatment Practice). He is also a CASAC (Credentialed Alcoholism and Substance Abuse Counselor) and has become authorized by the University of Massachusetts Medical School's Center for Tobacco Research & Training to provide specialized Tobacco Treatment Specialist training required for NCTTP applicants.

Away from work Joel enjoys his role as a father and grandfather, especially spending time with his 4 grandchildren. He and his wife are die-hard NFL fans and often golf together where she keeps his golf ego in check. He has also enjoyed fishing and racket games with family and friends over the years.



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# Program Coordinator

Danielle O'Brien is the Coordinator for the CNY Regional Center for Tobacco Health Systems at St. Joseph's Health. Though Danielle has only recently stepped into this role, she previously worked in the Mental Health field for 15 years, starting her career as a Counselor on an inpatient psychiatric unit and moving into Health Home Care Management in 2015. Danielle was most recently the Manager of St. Joseph's Care Coordination Network for several years and brings along her knowledge of the mental health field and social determinants of health to the world of tobacco health.

Danielle has partnered with local community-based organizations throughout her career, in regard to closing the gaps around health equity for all. She served as a Board Member on the NYS Care Management Coalition and was a member of the NYS Health Home Coalition for many years. She received her Bachelor's of Arts degree from State University of New York at Oswego, majoring in Psychology and English. She is currently pursuing her Master's of Science Degree from Keuka College in Management.

In her free time, Danielle enjoys spending time with her husband and son (Gary and Gary), traveling, puzzles, watching baseball and being outdoors. Her favorite place to visit annually is Philadelphia, rooting on the Philadelphia Phillies at a home game and taking a drive to Amish country.



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# Program Director

Kristen Richardson is the Director Community Engagement and the Director CNY Regional Center for Tobacco Health Systems at St. Joseph's Health. Kristen began her nursing career at St. Joseph's in 2000 in the Surgical ICU. Since then, she has held a variety of clinical and non clinical roles, including work in research, education, community partnerships/community building, and advocacy with a focus on health disparities and the underserved. Most recently, from 2015-2021, Kristen served as the leader of the CIN/ACO clinical team, first as the Clinical Nurse Manager, Manager Population Health Management, and then as the Director of System Care Coordination, also overseeing the St. Joseph's Care Coordination Network. Kristen led her team to success in their Value Based Contracts, advancing the work of the Triple Aim (Better Health, Better Care and Improved Cost), with their work contributing to significant earned shared savings in each performance year.

Kristen holds a bachelor's degree in sociology and anthropology from Colgate University, associate degree in nursing from SUNY Morrisville, and completed requirements for BSN and graduate nursing work at SUNY Upstate Medical University.

A hardy Central New York native, Kristen and her family love spending time outdoors, biking local paths together, snowshoeing through the woods, and attempting to fish local waterways – oftentimes unsuccessfully but always a spirited adventure none the less. Kristen enjoys hiking in the Adirondacks, exploring waterfalls throughout the Finger Lakes region, and catching the extraordinary colors of sunrises and sunsets at every opportunity.

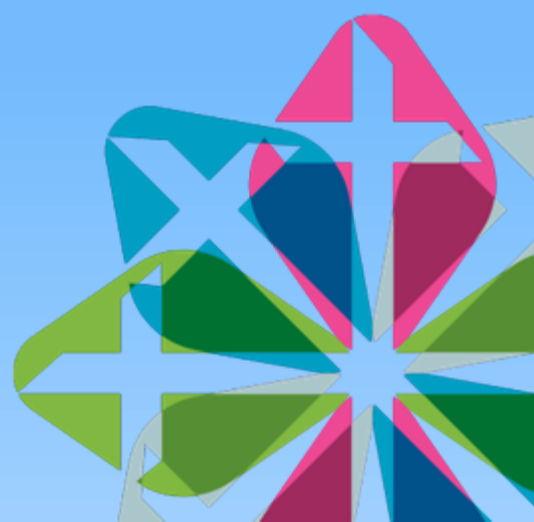


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March 2022 Focus

# Electronic Cigarette Use Rising





## E-cigarette Use/Vaping Plagues High School-Age Youth

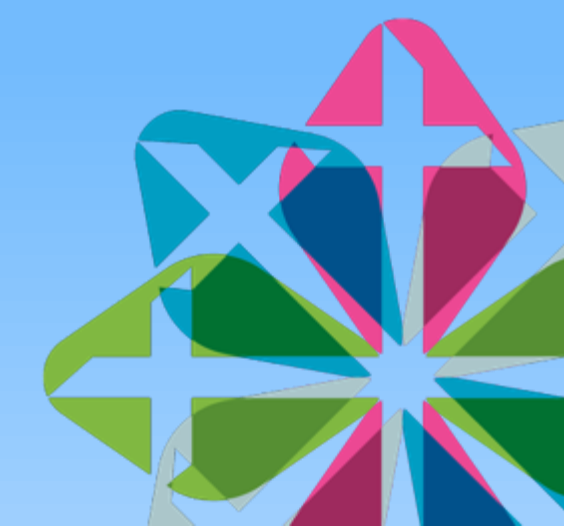
When New York State ended the sale of flavored e-cigarettes statewide in May 2020, it was a significant step toward reducing youth tobacco use.

However:

1. E-cigarette use remains the most used tobacco product among youth. More than half of teens falsely believe e-cigarettes are harmless.
2. Research shows that youth who use e-cigarettes are four times more likely to start smoking conventional cigarettes than their peers who do not vape.
3. And, nicotine exposure can cause addiction and prime the adolescent brain for other addictions, including opioid addiction.

New Survey Shows that Despite Continued Progress, 2.55 Million Kids Used Tobacco Products in 2021 and 79% Used Flavored Products

[https://www.tobaccofreekids.org/press-releases/2022\\_03\\_10\\_nyts](https://www.tobaccofreekids.org/press-releases/2022_03_10_nyts)



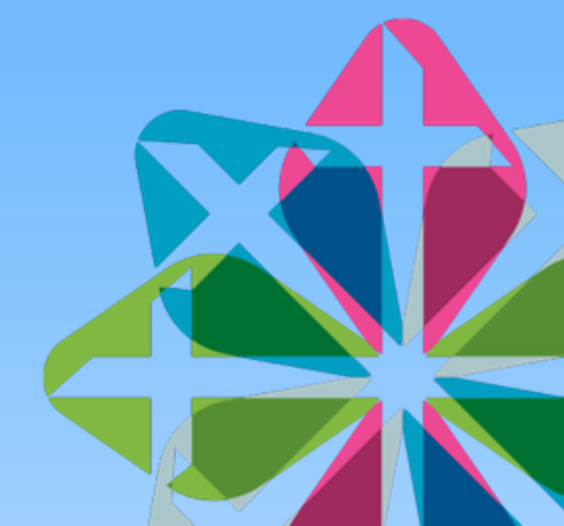
# This is Quitting

Most adults and teens who smoke or use e-cigarettes want to stop. We know that quitting smoking or vaping is hard but smokers can increase their chances of success with help.

To help young people quit vaping, in 2020, the Department of Health partnered with Truth Initiative, a nonprofit national public health organization, to create a NYS-specific version of their text-based intervention, "This is Quitting."

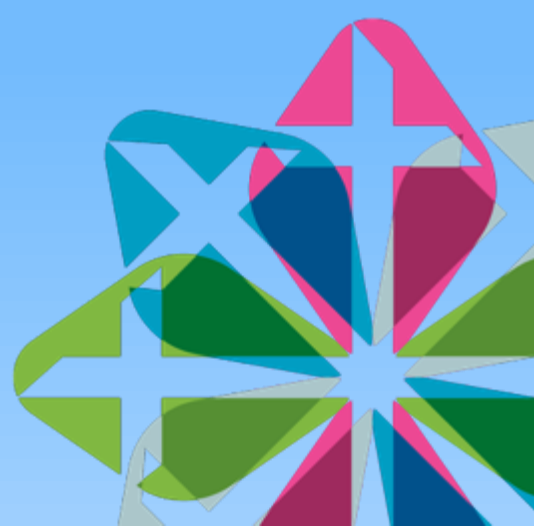
This innovative, free, and anonymous text message program was created with input from teenagers, college students, and young adults who have attempted to or successfully quit vaping. Tailored to specific age groups (13-17 and 18-24) to give age-appropriate quitting recommendations.

New Yorkers aged 13 to 24 who want to stop vaping can enroll in the free and anonymous text messaging program by texting "DropTheVape" to 88709.



# This is Quitting

- Enrollees in the program receive interactive daily text messages tailored to their sign-up date or their target quit date, should they choose to set one. Messages include encouragement, motivation, tips, skill, and self-efficacy building exercises, and coping strategies.
- The program also directs users to the New York State Quitline, which provides free and confidential quit coaching for people who vape or smoke, and free starter kits of nicotine replacement therapy (NRT) to eligible New Yorkers to help them break their dependence on smoking or vaping tobacco.
- New Yorkers of all ages can contact the New York State Smokers' Quitline at 1-866-NYQUITS (1-866-697-8487) or visit <http://www.nysmokefree.com> for free and confidential smoking and vaping quit services and to determine their eligibility to receive free starter kits of NRT.



## Contact Us

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## More To Come...

**New Tobacco Cessation/Training Resources**

**Updated Tobacco Use/Cessation Data**

**Disparate Populations and Tobacco Use**

**Impact of the COVID-19 Pandemic**

**The World of E-Cigarettes:**

<https://www.nysmokefree.com/FactsAndFAQs/Vaping>

**To learn more about our implementing tobacco dependence treatment in your medical or mental health system, please contact us.**

**Stay Updated Through Our Monthly Newsletter  
Email [Cheryl.gero@sjhsyr.org](mailto:Cheryl.gero@sjhsyr.org) to sign up!**



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