

10:46 57°

Find your new home on **njmls.com** [Go](#)

AD INFO NATIONAL NEWS **CNN.com**

NY 1 **NY1 News** TIME WARNER CABLE **LIVING**

NYC's 24-Hour Newschannel On The Web

Search NY1 [GO](#) [Video/Audio](#) [Contact Us](#) Choose Video [PLAY 33.6 DIALUP](#) [PLAY BROADBAND](#)

- TOP STORIES
- WEATHER
- FULL SEARCH
- NEWS BEATS
 - Politics / NY1 ItCH
 - Decision 2008
 - Papal Visit 2008
 - Education
 - Transit
 - Law Enforcement
 - Fortune Business
- BOROUGHES
 - Manhattan
 - Brooklyn
 - Queens
 - The Bronx
 - Staten Island
- Your S.I. News Now
- Your N.J. News Now
- THE CALL
 - "Last Call" Blog
- SNAP POLLS
- NY1 FOR YOU
- WTC SECTION
- NY1 LIVING
 - Arts
 - Entertainment
 - Health
 - Home
 - Money Matters
 - Movie Reviews
 - On Stage
 - Parenting
 - Technology
 - Theater Reviews
 - Travel
 - TV Reviews
 - Video/DVD Reviews
 - Video Game Guide
 - Whipple's World
 - Zaqat Reviews
- FEATURES
 - In The Papers
 - One on 1
 - NYer of the Week
 - This Day in History
- SPORTS
 - Scholar/Athlete
- SPECIAL REPORTS
- WEEKEND

Apr 16, 2008 [On NY1 Now: News All Morn](#) [Weather: Sunny/Milder. High: 64](#)

NYU Cancer Institute

Understanding cancer. And you.

Health

TOP STORY



Former Smoker's Story Is Latest Weapon In City's Anti-Smoking Campaign

DIAL UP BROAD BAND

April 15, 2008

After smoking for more than 25 years and finally kicking the habit, 58-year-old "Marie" from the Bronx is the latest face of the city's anti-smoking campaign.

The TV ad follows a series of attention-grabbing and often graphic anti-smoking commercials sponsored by the health department including one featuring a surgeon about to amputate a smoker's foot due to gangrene.

If that seems unbelievable, you should talk to "Marie," because it happened to her.

"I'm telling you, that's basically what my foot looked like before they amputated my leg," says Marie. "So if anybody thinks that it can't happen to you, I've had a finger that looked like that, before they had to amputate my whole finger."

Marie, using just her first name to protect her privacy, has undergone nearly 20 amputations of multiple fingers, toes, and her left leg up to her knee, all do to a serious condition she developed from smoking called Buerger's Disease.

As a testament to just how strong Marie's

OTHER STORIES

- April 15, 2008 [Former Smoker's Story Is Latest Weapon In City's Anti-Smoking Campaign](#)
- April 14, 2008 [Papal Visit 2008: Pope's Health Remains Good, Despite Being Oldest In Years](#)
- April 13, 2008 [Bust Tax Time Stress With Yoga](#)
- April 08, 2008 [Bill Aims To Standardize Field Of Acupuncture](#)
- April 07, 2008 [Best Friends Donate Hair To Locks Of Love As They Pay It Forward](#)
- April 05, 2008 [Safe Kids USA Teams Up With Local Hospital To Promote Sport Safety](#)
- April 01, 2008 [Boxing Class Lands A Solid Punch With Fitness](#)
- March 31, 2008 [Heart Association Promotes New Approach To CPR](#)
- March 31, 2008 [New Blood Test Looks For Food Sensitivity](#)
- March 26, 2008 [Re-Energize Spring With Exercise, Healthy Food](#)

Kafi Drexel
[Kafi Drexel](#)
 covers Health & Fitness for NY1



Key Possibilities

Get details >>

KeyBank

©2008 KeyCorp. KeyBank is Member FDIC.

WEEKEND FEATURES

COMMUNITY CALENDAR

ABOUT NY1

- Program Guide
- NY1 Shows
- Staff Profiles
- NY1 Store
- NY1 Info & History
- 15th Anniversary
- Advertise on NY1
- NY1 Employment

NY1 NOTICIAS

NY1 TO GO
NYC CITY INFO



addiction was: despite losing parts of her body, she continued to smoke.

“I mean, who was I fooling? I was fooling myself. You know my doctors kept telling me, 'This comes from smoking.' And I'm like, sure. But then I'm saying to myself, 'The damage is done,' not realizing that's why I keep getting amputations – because I keep smoking,” says Marie.

Marie says what finally motivated her to quit was wanting to be around for her children and grandkids. She says it was the city's 311 information line, along with it's free patch giveaway that finally helped her.

Instead of simply telling smokers to quite, health officials are hoping Marie's story will motivate them to actually doing something about it.

“We've seen it time and time again when we've put this kind of hard-hitting ad on the air,” says Department of Health Assistant Commissioner Sara Perl. “We've seen calls to 311 double, triple, quadruple. That's huge.

Marie's ads will also be featured on radio, the internet, taxi cabs, and subways. Smoke-free for about two years now, she says she doesn't want to think about the last time she smoked, only the message she's putting out now.

- Kafi Drexel

PRINT-FRIENDLY VERSION

The Young Professionals Committee Invites You To



Click here to buy tickets

RED HOT
Wednesday, April 16th
7-10 pm

All proceeds support the Red Cross activities in Greater New York

Pop Lounge - 14 E. 58th St

News.



Buy NY1 Gear!

The NY1 Gear Shop is back and better than ever. Visit our online store to purchase our customized [caps, mugs, shirts, and more.](#)



NY1 On Demand

Time Warner Cable Digital subscribers can now watch NY1 Living stories and other NY1 features on channel 1110, with our [new NY1 on Demand service.](#)



Now Hiring.



Click for NYPD test application. EOE

Reproduction in whole or in part without permission is prohibited.
Copyright © 2008 NY1 News. All rights reserved.