



Promotion Communiqué

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Identifying and providing information to NAQC members about upcoming promotion activities that may impact quitline operations and services.

CDC Healthy Aging Program Issues Health Brief Featuring Quitlines and 1-800-QUIT-NOW

The CDC Healthy Aging Program, in cooperation with the CDC Office on Smoking and Health and the National Association of Chronic Disease Directors (NACDD), will be releasing a smoking and older adult health critical issue brief on Saturday, March 29 at 12:45 pm at the Marriott Wardman Park hotel in Washington, D.C. *The brief features 1-800-QUIT-NOW in a section on telephone quitlines.* The brief will be presented in the pressroom during the American Society on Aging (ASA)/National Council on Aging (NCOA) annual joint conference. Dr. Matthew McKenna, director of CDC's Office on Smoking and Health, will present the brief. In his remarks, he plans to mention 1-800-QUIT-NOW.

The primary audience for the brief presentation will be the Journalist Exchange on Aging (JEOA). JEOA is a professional organization of journalists working the "age beat". JEOA will be conducting its annual meeting to coincide with the American Society on Aging (ASA)/National Council on Aging (NCOA) annual joint conference.

The presentation of the health brief in the pressroom is not a formal media event. The pressroom is open throughout the conference and provides a venue for presentation of information by various experts and speakers. *NAQC does not anticipate a large impact on call volume to the quitlines from this promotion of 1-800-QUIT-NOW.*

Healthy Aging—in association with ASA and others—produce "critical issue briefs" to provide current information on subjects related to older adult health for journalists covering this population. These documents are also used as backgrounders for public health and aging professionals and are intended to highlight work that CDC is doing in a particular area.

Below is the text from the brief for the section on Telephone Quitlines, which features 1-800-QUIT-NOW in its opening paragraph.

Telephone Quitlines. Research has shown that tobacco use cessation counseling is both clinically effective and cost-effective. Telephone counseling adds another dimension to that equation by offering services that older adults can receive in their homes and on demand. Developed by the National Network of Tobacco Cessation Quitlines, the 1-800-QUIT-NOW toll-free access number is a collaboration among the states, CDC, NCI and the North American Quitline Consortium (NAQC) to help tobacco users quit by routing callers to their respective state quitlines — telephone-based services offer counseling, information, self-help materials and, in some instances, nicotine replacement therapy.

"The benefit of this national network is that it provides a single point of access for every American smoker so that they can get the tools that they need to quit tobacco," said Cathy Backinger, PhD, MPH, chief of NCI's Tobacco Control Research Branch.



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Linda Bailey, president and CEO of NAQC, added, “We know that quitlines work for many smokers and other tobacco users. The scientific evidence supporting their effectiveness continues to grow and is one of the reasons all 50 states and all five U.S. territories now have quitlines as part of their tobacco control programs.” By bringing quitline partners together — including state and provincial quitline administrators, quitline service providers, researchers and national organizations in the United States, Canada and Mexico — NAQC helps facilitate shared learning and encourages a better understanding of quitline operations, promotions and effectiveness to improve quitline services.

The effectiveness of these various approaches to cessation was examined by the MSSP study, conducted by RAND under contract to CMS in 2002-2004, involving 7,350 older (age 65+) tobacco users in seven states (Alabama, Florida, Missouri, Ohio, Oklahoma, Nebraska and Wyoming). The success rates of the various interventions tested were:

- 19.3% for telephone quitline service with pharmacotherapy coverage (nicotine patch).
- 15.8% for physician counseling and medication (nicotine patch or Zyban with a \$5 copay).
- 14.1% for brief physician counseling (up to four visits) using the PHS quit guidelines.
- 10.2% for self-help.

The MSSP demonstration found that the quitlines had the overall highest success rate. The study found physician counseling — alone or in conjunction with pharmacotherapy — was the most cost-effective intervention.

For more information or with questions, please contact Brenda Bryan at bbryan@naquitline.org.



About the North American Quitline Consortium:

NAQC is a Phoenix, Arizona-based 501(3)(c) organization that seeks to promote evidence based quitline services across diverse communities in North America.