Welcome to NAQC Connections ... Keeping members and partners connected to timely and upcoming events in the quitline community.

Next Issue—May 12th

In this issue ... Seeking NAQC 2008 Survey Work Group members, update on Ohio tobacco funding, some Alliance states to feature 1-800-QUIT-NOW in radio ads, NYTS data now available online.

News & Updates

2008 NAQC Survey Work Group – Members Needed
The NAQC Annual Survey is an important tool and data-gathering instrument for NAQC and our members. Data from the survey is used to inform NAQC activities, develop resources for members and inform members’ own research and practice.

NAQC is beginning preparations for the implementation of the NAQC 2008 Annual Survey, and we need your help. We are forming a time-limited (2-3 meetings between May and July) work group to revise the 2008 NAQC Annual Survey, which will be implemented in September 2008. Please contact Annamaria Feltracco, manager of research and evaluation activities, at afeltracco@naquitline.org for more information about participating on this work group.

Possible Promotion of 1-800-QUIT-NOW with Release of 2008 PHS Clinical Guideline
Several organizations are conducting communications efforts to help promote the release of the 2008 PHS Clinical Guideline on Tobacco Use and Dependence Treatment on May 7 during a briefing event at the American Medial Association headquarters in Chicago. NAQC is working to learn more about these activities and whether they will feature 1-800-QUIT-NOW. We plan to have more information to share with you in the coming days, including NAQC’s planned activities.

Yukon Final Province and Territory to Bring Anti-Smoking Legislation
Yukon legislators recently passed the Smoke-Free Places Act. The Act’s passage make Yukon the last Canadian province and territory to bring in anti-smoking legislation, but only the second to ban smoking in vehicles with minors inside. The act makes it illegal for Yukoners to light up in all public places, including restaurants, bars, correctional centres, schools, community centres and tents used for special events. Additionally, the Act outlaws smoking in company vehicles with two or more people inside as well as banning smoking in “a vehicle in which any occupant is under the age of 18 years.” The territory’s act also prohibits retailers from displaying tobacco products or advertising in their stores. Businesses that fail to comply with the act can be fined, the act says.

Radio Ads Featuring 1-800-QUIT NOW to Run by Some Alliance States
The American Legacy Foundation has shared with us that on April 21, 2008, some Alliance states will begin running EX radio ads tagged with their state quitline phone number. These ads will be on unwired radio. The following states are running the ads from 4/21/08 to 6/1/08:

- Washington
- Indiana
- North Dakota
- New Hampshire
- Rhode Island
- Oklahoma
- Missouri (beginning May)
• Louisiana
Please contact Bill Furmanski at Legacy with questions: wfurmanski@americanlegacy.org.

Update on Ohio’s Tobacco Funding
In an effort to keep NAQC members informed about Ohio’s tobacco funding, we wanted to share the following information with you. Both documents were released last week:

• **American Legacy Foundation media release:**
  In a concerted effort to preserve Ohio’s tobacco settlement dollars for their originally intended use, the American Legacy Foundation has asked the Franklin County Court of Common Pleas for permission to intervene in the ongoing litigation regarding whether these state funds, wisely dedicated by the State to tobacco prevention and control, can now be diverted for other purposes. The Foundation – the nation’s public health foundation devoted solely to tobacco control and prevention - has also asked the court to declare that the contract it signed with the Ohio Tobacco Prevention Foundation (OTPF) is valid. Read full release. (NAQC disseminated this release to members last week as well.)

• **A Win-Win Solution for Ohio’s Health and Economy:** A Robert Wood Johnson Foundation-supported report suggests that the state’s governor and Legislature should increase Ohio’s tobacco tax rates instead of raiding $230 million from the Tobacco Prevention Foundation. Read the full report.

Research

**Under 18-Year-Old Callers to New Zealand’s Quitline**
Poynter, M., Bullen, C., Whittaker, R., Grigg, M.
This study provides a description of demographic characteristics of under 18-year-old callers to New Zealand’s quitline between 2004-2005. During this 24-month period, 2,371 first time under 18-year-olds called the quitline for smoking cessation support. Most of these callers were female (58.9%) and the majority were older teens. While under 18-year-old callers were under-represented in the overall quitline caller population, higher proportions of Maori and Pacific under 18-year-olds used the quitline than European and “other” under 18-year-old callers. Under 18-year-olds reported similar levels of tobacco dependence as adult callers to the quitline, but were provided with NRT only half as often adult callers. Finally, under 18-years-old callers were more likely than adults to register mobile telephones for callback services. As a result of the demographic analysis, researchers recommended increased services for Maori and Pacific under 18-year-olds, improved awareness of the effectiveness of NRT for youth populations and the use of cell phone technology to increase access for youth.

**Consequences of Dramatic Reductions in State Tobacco Control Funds: Florida, 1998-2000**
Niederdeppe, J., Farrelly, M. C., Hersey, J. C., Davis, K. C.
*Tobacco Control.* April 7, 2008, [Epub ahead of print].
Researchers explored the impact of dramatic funding reductions to the Florida Tobacco Control Program. A repeated cross-sectional survey was used in an interrupted time series technique to test differences in the recall of the Florida “truth” campaign, anti industry attitudes and non-smoking intentions. Recall, attitudes and intentions were significantly impacted by the “truth” campaign. After the funding reductions, there was an immediate stall and the beginning of a decline in anti-smoking industry beliefs and non-smoking intentions, both of which are important aspects for preventing youth from initiating cigarette smoking. The authors concluded: “There is a critical need to maintain and enhance funding for state tobacco control programs to continue nationwide progress in preventing youth from initiating cigarette smoking.”

**Clinician Perceptions of Factors Influencing Referrals to a Smoking Cessation Program**
Holtrop JS, Malouin R, Weisman D, Wadland WC
This article reports the results of a qualitative study of successful practices used by clinicians who were the highest referrers to the Michigan state quitline service in a randomized control trial. The randomized control trial studied how the impact of benchmarked feedback to clinicians on their referrals to a quitline influenced their referral rate over a control (no feedback) condition. The qualitative sub-study included structured interviews with both high and non-referring clinicians to compare referring practices. Clinicians who referred patients to services most often used the quitline as a primary source of referral and reported an “appreciation” of the quitline as a resource. They reported reduced barriers to use
the quitline referral process and had a greater personal motivation to address tobacco cessation. Critical barriers for referring to cessation treatments were time and competing demands. To increase clinician use of tobacco cessation treatments, clinicians suggested that having a single referral source, a referral coordinator and offering reimbursement for tobacco counseling through a billable code would increase referrals.

**Web-Based Smoking Cessation Programs Results of a Randomized Trial**


A Web-based smoking cessation program with nicotine patch was made available to HMO enrollees with Group Health in Washington State and the Henry Ford Health System in Michigan. Researchers used a randomized fractional factorial design to understand five components of the study: high- versus low-depth tailored success story; outcome expectation and efficacy expectation messages; high- versus low-personalized source; and multiple versus single exposure to the intervention components. As a result of the Web-based intervention and NRT, participants receiving all three “high-depth” tailored components reported a seven day quit rate measured at six months of 38.6% per protocol analysis, 37.9% complete respondent analysis and a 27.9% intent to treat analysis. Analysis showed that the smokers who reported seven-day point prevalence at six months were most influenced by high-depth tailored success stories and a high-personalized message source and that these factors also increased rates of 6-month cessation.

**American Lung Association Report Shows More States Took Strong Action to Protect Citizens from Tobacco Use in 2007**

According to a report released last week by the American Lung Association (ALA), a growing number of states are protecting citizens from tobacco use and secondhand smoke by making public places and workplaces smokefree and by raising tobacco taxes. In its annual update of State Legislated Actions on Tobacco Issues (SLATI), now in its 20th year of publication, the ALA tracks the passage of legislation and other state policies related to tobacco control and prevention, including tobacco taxes, youth access and funding for tobacco control programs. SLATI is available online at [http://slati.lungusa.org](http://slati.lungusa.org). This Web site is updated regularly to reflect changes in tobacco control laws as they take effect. SLATI 2007 complements a report released in January 2008, the American Lung Association State of Tobacco Control 2007 report, which grades state tobacco control laws. For more information and to view that report, visit: [http://www.stateoftobaccocontrol.org](http://www.stateoftobaccocontrol.org).

Production of SLATI 2007 is supported by a grant from the Robert Wood Johnson Foundation.

**Resources & Information**

2006 National Youth Tobacco Survey and Key Prevalence Indicators Now Available Online

Information from the 2006 National Youth Tobacco Survey (NYTS) and estimates of key prevalence indicators are now available online. The following summary provides a full description of data from the 2006 NYTS and changes in current tobacco use since 2004 along with findings and programmatic implications:

*From 2004-2006, middle school students reported significant declines overall in current use of any tobacco product, cigarettes, cigars and bidis, but not in current use of smokeless tobacco, pipes or kreteks. No significant changes overall in either the use of specific tobacco products or in the use of any tobacco product were observed among high school students during this same period. While there is not a ready explanation at this time for the recent significant declines in tobacco use seen among middle school students, these younger students’ significantly lower level of exposure to pro-tobacco advertising and promotion may, at least in part, explain this decline. When taken together, these patterns suggest that enhanced and sustained comprehensive tobacco control efforts are needed to further reduce tobacco use prevalence. Likewise, ongoing and effective surveillance and evaluation of tobacco use among youth are essential for monitoring whether declines noted among middle school students continue as they age into high school.*

Visit the [NAQC Connections Archive](#) or to submit information for consideration in its next issue, email [bbryan@naquitline.org](mailto:bbryan@naquitline.org).

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