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

Next Issue—September 1 (please note: Connections will only be published once in August and will resume bi-weekly on September 1.)

In this issue ... Time for NAQC 2008 Survey, updated NAQC conference call schedule, Bloomberg and Gates join to fight global tobacco use, NAQC announces two new positions

“Special Feature”
Time for the NAQC 2008 Annual Survey, Preview of Events
The NAQC Survey Work Group has been working hard with its research partners, the Evaluation, Research and Development Unit (ERDU) at the University of Arizona, to revise the survey and improve the survey implementation process to make it easier for quitline funders and their vendors to complete. The survey will be fielded on October 1.

Improvements to the survey include a new Web-based format, increased definition of terms in the survey and efforts to streamline data collection, as described below:

• The survey will be Web-based and hosted by the ERDU at University of Arizona.
• Quitline funders can designate one or more “quitline survey respondents” from their organizations and the service provider organizations. Funders will be asked to identify survey respondents in early August.
• Conference calls to discuss the survey will be convened on October 1 and 3.

Brief Overview of Important Survey Dates
August 6 – Quitline funders receive a request for the names and email addresses of all individuals who should be designated “quitline survey respondents.”
August 22 – Due date for funders to provide list of all “survey respondents” and their email addresses to NAQC.

September 17 – 2008 NAQC Annual Survey materials posted on NAQC Web site and conference call registration opened.
October 1 and 3 – 2008 NAQC Annual Survey Conference Calls.
October 6 – Links for 2008 NAQC Annual Survey emailed to identified “survey respondents.”
October 24 – NAQC Annual Survey closes.
*NAQC will be in communication with vendors about selected “survey respondents.”

Survey Work Group Members
Cindy Connell, Capital Health
Todd Hill, Vermont Department of Health
Paula Keller, Centre for Tobacco Research and Intervention, University of Wisconsin School of Medicine and Public Health
Angie Larson, South Dakota State University
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Patricia MacNevin, New Brunswick Smoker’s Helpline
Christine Noll, Free and Clear
Laura Saddler, Oregon Public Health Division
Jessie Saul, Clearway Minnesota
Jennifer Singleterry, American Lung Association

Many thanks to NAQC’s Survey Work Group for their hard work on this initiative!

Evaluation, Research and Development Unit at University of Arizona
Dee Dee Avery
Sue Voelker
Michele Walsh
News & Updates

NAQC 2008 Updated Conference Call Schedule

Last week, a NAQC Information e-Bulletin was sent to all members with an updated [NAQC 2008 Conference Call Calendar](#). We are excited about the conference calls schedule for the remainder of 2008, which reflect new and innovative work happening in our quitline community. We hope you are able to join us for the calls. [View the Updated Conference Call Calendar](#).

Bloomberg and Gates Join to Combat Global Tobacco Epidemic

Michael Bloomberg and Bill Gates announced late last month a joint effort to combat the global tobacco epidemic. A combined investment of $500 million will help governments in developing countries implement proven policies and increase funding for tobacco control. Bloomberg’s Initiative to Reduce Tobacco Use, which was established in 2005 and includes a $125 million commitment, will be extended with a new $250 million, four-year commitment. This brings Bloomberg’s total commitment to date to more than $375 million.

The Bill & Melinda Gates Foundation announced it will invest $125 million over five years to fight the tobacco epidemic, including a $24 million grant to the Bloomberg Initiative. In addition to the grant to Bloomberg, the Gates Foundation will support complementary efforts to reduce high rates of tobacco use in countries such as China and India, as well as to help prevent the tobacco epidemic from taking root in Africa.

The Bloomberg Initiative supports projects that increase tobacco tax, change the image of tobacco, protect nonsmokers from exposure to other people’s smoke and help people quit. The Initiative supports the public sector’s efforts to educate and advocate for change and a rigorous tobacco use and policy monitoring system. The Gates Foundation funding to Bloomberg will accelerate implementation of the MPOWER package of proven tobacco control strategies and build economic evidence to support tobacco control over the next two years.

[Read the full announcement](#).

USA Today Article on Pregnant Smokers Features 1-800-QUIT-NOW

On Monday, July 28, *USA Today* published an article on pregnancy as a motivator for women to quit smoking. The print and online article featured 1-800-QUIT-B Bloom. NAQC has been in touch with some of the larger quitlines, and there did not seem to be an impact on call volume from the feature article. [View the online article](#).

Research

Milestones in the Process of Cessation Among Novice Adolescent Smokers

O’Loughlin J, Gervais A, Dugas E, Meshefedjian G


Researchers conducted surveys with new adolescent smokers every three months over a five-year period to understand the sequence and timing of milestones in the process of smoking cessation. They identified five cessation milestones among the 319 participants who initiated smoking during the five-year follow-up period:

- 25% of youth reported serious desire to quit and perceived permanent cessation 1.5 months after the first puff.
- First serious quit attempt occurred at 2.5 months after first puff.
- Lack of self-confidence about quitting occurred at 18.4 months.
- Awareness about the difficulty of quitting occurred at 32.2 months.

Understanding these steps, and progression of new smokers to cessation efforts, may be useful in understanding effective tobacco control interventions for new adolescent smokers.

Intenons of Smokers to Use Free Nicotine Replacement Therapy

Cunningham JA, Selby PL

*CMAJ*, July 15, 2008; 179 (2)

A Canadian survey of smokers shows that smokers are interested in free NRT to help them quit smoking permanently. A random telephone survey of 825 daily...
smokers aged 18 years and older who smoked at least 10 cigarettes a day showed that almost six out of 10 (58.9%) would be interested in free nicotine replacement therapy. Smokers who intended to quit were more interested in using the NRT than those who planned to reduce or maintain their smoking.

**Competition and Incentives for Smoking Cessation**

Cahill K, Perera R  
*Cochrane Database of Systematic Reviews* 2008, Issue 3.  
Art. No.: CD004307. DOI: 10.1002/
A new review of the literature on competitions and incentives for smoking cessation was conducted by the Cochrane Review. The effort of the review was to understand whether competitions and incentives had lead to higher long-term quit rates and the relationship between incentives and participation rates. Seventeen studies met the inclusion criteria (randomized controlled trials and controlled studies with baseline and post-intervention measures) and none demonstrated significantly higher quit rates for the incentives group than for the control group beyond six months. Moreover, there was no clear evidence regarding the relative benefit of various incentives to participation rates.

**Resources & Information**

**NAQC Announces Job Postings for Director of Member Services and Director of Research**

NAQC is currently seeking applications for two new positions, which we are excited to share with our members. The addition of a Director of Member Services and a Director of Research will help us continue to strengthen the services, support and resources provided to NAQC members as well as the overall contributions of NAQC to the quitline community. Full descriptions of these new positions can be accessed via the links below. Please feel free to share these announcements with others who may be interested.  

**Director of Member Services** (full position description)  
**Director of Research** (full position description)

**Oregon Issues RFP for Quitline Vendor Services**

The Oregon Department of Human Services has published a Request for Proposals for Tobacco Quitline Vendor Services for the Oregon Tobacco Prevention & Education Program. Proposals are due on August 26, 2008.

The complete solicitation may be accessed via the Oregon Procurement Information Network (ORPIN), found on the Web at [http://orpin.oregon.gov/open.dll/welcome](http://orpin.oregon.gov/open.dll/welcome). You may also view the Summary Page for the solicitation and the Request for Proposals. All notifications, including questions and answers, will be processed via ORPIN. Register with ORPIN to receive or view any official notices issued under this solicitation. The opportunity number is DHS-02676-08. All communications with DHS concerning this RFP must be directed only to the Sole Point of Contact (SPC):

Ellen Price, Contracts Specialist (or alternate)  
Department of Human Services  
Office of Contracts and Procurement  
800 NE Oregon, Suite 550  
Portland, OR 97232  
Phone: (971) 673-1344  
Fax: (971) 673-0583  
E-Mail:  ellen.d.price@state.or.us  
TTY: 503-947-5330

**Interagency Committee on Smoking and Health (ICSH) Announces September 16 Meeting**

The Interagency Committee on Smoking and Health (ICSH) will meet on September 16, 2008, from 9:00 a.m. to 4:30 p.m. at the Hilton Washington Embassy Row, Ambassador Room, located at 2015 Massachusetts Avenue, NW, Washington, DC. 20036. The ICSH is a Congressionally-mandated federal advisory committee that is charged with helping to coordinate the federal efforts related to smoking and health and to serve as a liaison with appropriate private organizations as well as state and local public health agencies regarding smoking and health. The ICSH reports to the Secretary of the U.S. Department of Health and Human Services (DHHS). It is chaired by the U.S. Surgeon General and is staffed by the Centers for Disease Control and Prevention’s Office on Smoking and Health (CDC OSH).

The topic of the meeting will be “Nicotine Addiction.” The meeting will include presentations and discussions on the current research on nicotine addiction and its implications to determine appropriate actions to improve prevention and treatment of tobacco addiction. As is customary, there will be time for input and discussion from the Committee and public comment. CDC/OSH will provide more information about this meeting as the date approaches. If you have any questions, please contact Ms. Monica Swann, at mswann@cdc.gov or (770) 488-5278.
6th Annual LGBTQ Tobacco Summit Call for Abstracts
The Call for Abstracts and Posters for this year’s National LGBTQ Tobacco Summit and the Summit Registration Form are now available. The Summit will be held on September 22-23, 2008 in Kansas City, MO. For more information, visit http://lgbttobacco.googlepages.com/2008.

Visit the NAQC Connections Archive. For more information about NAQC Connections or to submit information for consideration in its next issue, email bbwyan@naquitline.org.

Information and links are provided solely as a service to NAQC members and partners and do not constitute an endorsement of any organization by NAQC, nor should any be inferred.

The North American Quitline Consortium is a 501(c)(3) organization.