

NAQC Connections

Connecting with quitlines around the world

February 4th

2008

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

Next Issue—February 18th

In this issue ... NAQC Conference Call Series begins this week—register now, Ontario doctors call for improved access to NRT, new U.S. and Canadian tobacco prevalence data.

News & Updates



Conference Call Series Begins This Week. Register Now!

The 2008 NAQC Conference Call Series begins this week with a call on Wednesday from 3:30PM ET to 5:00PM ET and one on Friday from 12:30PM ET to 2:00PM ET. This series will focus on NAQC's *Quality Initiative* with the first

call dedicated to gathering input from members on the measures most important to establishing quality for quitlines.

Members are required to [register online](#). Simply choose the date that works best for your schedule and register. You will also find all of the documents needed to participate in the call, including dial in instructions, call agenda and Powerpoint presentations, posted to the NAQC calendar! Click on the date of the call you are registered to attend and download the posted documents. Unlike in previous years these documents will not be sent to you via email! We look forward to this week's call.

Final Update on January Oprah Winfrey Cessation Show

While the *Oprah Winfrey Show* did not feature 1-800-QUIT-NOW on its January 22, 2008 show on smoking cessation, the show did help to raise national awareness about the health effects of tobacco use and provide a call to action to over 45 million U.S. smokers. The potential promotion of 1-800-QUIT-NOW outside of tobacco control also provided an opportunity for NAQC

to work proactively with states and national partners to share and coordinate information as well as test new communication strategies developed by the NAQC Promotion Task Force for sharing such information with NAQC members.

A feature entitled “Are You Addicted” continues to appear on the [Oprah Winfrey Show Web site home page](#) and this link takes you to several pages with additional cessation information, one of which features [1-800-QUIT-NOW and the NAQC World Quitline Profile Map](#). Additional resources featured include links to the Centers for Disease Control and Prevention, American Cancer Society, American Lung Association, American Heart Association & American Stroke Association, National Cancer Institute, Nicotine Anonymous and Smoking Cessation Leadership Center Web sites.

The Oprah Web site also links to [RealAge.com](#)—the Web site of Dr. Mehmet Oz, who Oprah promotes as “America’s Doctor” and regularly features on her show. The RealAge site will continue to feature its newly launched Stop Smoking Center, where 1-800-QUIT-NOW and the NAQC World Quitline Profile Map will be an ongoing feature.

Celebrating and Promoting One Million Calls to 1-800-QUIT-NOW

Thank you for helping us work to celebrate one million calls to 1-800-QUIT-NOW last month. States, including Iowa, Ohio (where the millionth call was routed), Missouri and Louisiana, issued press releases around the event and utilized the news of the one millionth call to

promote their state quitline and its services. The event was also covered in tobacco control news and an article that features psychologists' role in helping smokers quit via quitlines is also being done, in part, as a result of the release. Thank you again for your help in celebrating and promoting the one millionth call to 1-800-QUIT-NOW.

truth® Explores the Sunny Side of Tobacco Use

Late last month, the American Legacy Foundation launched the latest truth® campaign, Sunny Side of truth®, which will run through October 2008. The campaign features music, dancing and cartoons to reveal the “sunny side” of tobacco use and the tobacco industry. The campaign is designed to educate teens about tobacco by exposing Big Tobacco’s marketing practices, as well as highlighting the toll of tobacco use in relevant and innovative ways. The “Sunny Side of truth® ” television ads unfold in a way reminiscent of previous truth ads – with young people on the streets doing real truth® stunts like gathering in front of tobacco industry headquarters buildings. But then, when the young people consider a tobacco fact and the “sunny side” of Big Tobacco, a sarcastic live singin’-and-dancin’ musical number breaks out. In addition to the campaign’s online presence, different ads will air on television and in movie theaters throughout the year. To view the first ad and other online components of the campaign, please visit www.thetruth.com. Additionally, to learn more about evaluation of previous truth® campaigns, view the following press releases: <http://www.americanlegacy.org/878.htm>, <http://www.americanlegacy.org/826.htm>.

Ontario Doctors Call on Province to Improve Access to Medication to Help Smokers Quit

Last month, in the days leading up to National Non-Smoking Week, the Ontario Medical Association (OMA) released a report with new research about quitting smoking and the need to improve access to cessation medications to help people quit smoking. The OMA is calling on the provincial

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government to cut the GST on these products. The report also highlights the need for hospitals to implement cessation programs to improve patient health during their stay. “Many smokers need help quitting, either with medical advice or access to medicines that can improve their chances of success,” said Dr. Janice Willett, President of the OMA. “The health benefits associated with quitting are tremendous and doctors want to help their patients be as healthy as they can.” The OMA report, entitled [Rethinking Stop Smoking Medications: Treatment Myths and Medical Realities](#), debunks commonly held beliefs about tobacco and smoking cessation medications and makes recommendations for both the use of these products and their availability.

Montana Health Agency Encourages Quitline Use Through New Quit Smoking Blog

The Montana Tobacco Use Prevention Program (MTUPP) has tapped the Internet in a new effort to help Montanans give up tobacco for good, state health officials said recently. MTUPP is inviting Montanans who plan to quit tobacco for their 2008 New Year’s resolution to participate in an online blog called “I Quit! ‘08.” The user-friendly blog, found at www.IQuit08.com, encourages tobacco users to share their reasons for wanting to quit. A blog is an interactive Web site with regular entries, usually posted in reverse chronological order. “We hope the blog will engage Montanans of all ages and offer an online support network for those who are ready to go tobacco-free,” said Linda Lee, MTUPP section supervisor for the Montana Department of Public Health and Human Services. The site also encourages the use of the Montana Tobacco Quit Line.

Research



Feasibility, Cost and Cost-Effectiveness of a Telephone-Based Motivational Intervention for Underserved Pregnant Smokers

Parker DR, Windsor RA, Roberts MB, Hecht J, Hardy NV, Strolla LO, Lasater TM
Nicotine & Tobacco Research, Volume 9, Issue 10, October

2007, pages 1043 - 1051

In this study, low-income pregnant women enrolled in prenatal care received up to three motivational telephone counseling sessions conducted by trained counselors using a semi-structured protocol. An evaluation of the intervention determined that 86% of the women in the trial completed at least one counseling call and 46%

received all three calls. Those women who received all three calls had a bio-medically confirmed quit rate of 23%. A cost effectiveness analysis showed a net benefit for the motivational smoking cessation intervention of \$84 for three phone calls compared with women who did not receive the intervention. These results suggest that telephone-based motivational smoking cessation counseling may be a feasible and cost effective method for low income pregnant smokers enrolled in prenatal care.

Long-Term Engagement in Smoking Cessation Counseling among Rural Smokers

Cupertino AP, Mahnken J, Richter K, Cox L, Casey G, Resnicow K, Ellerbeck E

J Health Care Poor Underserved. 2007;18 (4A):39-51 18065851

In a randomized trial, 231 rural smokers received up to six telephone-based counseling sessions at six-month intervals over 24 months. Researchers measured engagement based on the number of counseling calls completed at each interval. During the last six-month interval, more than 60% of continuing smokers remained engaged in treatment. While call completion varied over time, levels of engagement remained high among participants who continued to smoke after the first six-month interval. Predictors of those who remained engaged in the program included education, age, motivation, income, diabetes and health insurance status. This study demonstrates that smokers will remain engaged in long-term counseling designed to address the chronic nature of nicotine dependence.

Preferences Among Five Nicotine Treatments Based on Information Versus Sampling

Schneider NG, Cortner C, Justice M, Gould JL, Amor C, Hartman N, Kleinman L, Olmstead RE. *Nicotine Tob Res.* 2008 Jan;10(1):179-86

In this study, researchers sought to understand how smokers' preferences and expectations differ when smokers are provided information about NRT products only versus when they are provided with an opportunity to sample different NRT treatments. NRT treatments included in the study were gum (2 and 4 mg), lozenges (2 and 4 mg) and inhalers. Participants in the study were provided with computer-based presentations on NRT and asked to rate and rank use variables (e.g., ease, sensory/ritual, perceived relief, embarrassment) and overall choice for "use to quit." Brief sampling (4 minutes) of the various NRT products followed and participants again rated the NRT products. Results showed that participants changed their perceptions of NRT based on

their experiences using the products. Authors conclude that self-tailoring via sampling may allow for more realistic choice of NRT and better compliance with use of the product.

Smoking Cessation Rates in the United States: A Comparison of Young Adult and Older Smokers

Messer K, Trinidad, DR, Al-Delaimy WK, Pierce, JP *American Journal of Public Health,* 10. 2105/AJPH 2007.112060

Data on smokers aged 18 to 64 from the 2003 Tobacco Use Supplement to the Current Population Survey was used to understand smoking cessation rates between young adult and older smokers. Young adults (18-24) were more likely to report making a serious quit attempt than older adults (35-64) and to report a quit attempt of six months or more. Among adults who seriously tried to quit, having a smoke-free home was associated with a quit of six months or longer. Young adults were more likely to have smoke-free homes, but less likely to use pharmaceutical aids to quit smoking. However, young adults also smoked fewer cigarettes per day than older smokers. Success of young adults in quitting may be explained by their greater interest in quitting, higher prevalence of smoke-free homes and lower levels of dependence. Changing social norms may also impact on stronger quit actions among young adults.

Resources & Information



New Data Available from Canadian Tobacco Use Monitoring Survey

New survey results collected between February and June 2007 from the Canadian Tobacco Use Monitoring Survey show that fewer Canadians are smoking than ever before. Just under five million Canadians, or 19%

of the Canadian population aged 15 and over, reported being current smokers. Of these, 15% reported smoking daily. Canadian males report smoking at a higher rate (21%) than females (16%). Rates of smoking among Canadian youth aged 15-19 continued their downward trend – 15% of youth reported smoking in 2007 with 9% reporting smoking daily and 6% smoking occasionally. This current rate for youth is nearly half of what it was in 1999 (28%) when CTUMS first started collecting smoking information from Canadians. There was no difference in the prevalence of smoking in 2007 among teenage boys (15%) and teenage girls (15%). [Learn more about CTUMS.](#)

Global Youth Tobacco Surveillance, 2000-2007

A new report published in CDC's *Morbidity and Mortality Weekly Report* on Friday, January 25 suggests that previous estimates of a doubling of deaths from smoking by the year 2020—from 5 million per year to approximately 10 million—may in fact underestimate the problem. The actual number of tobacco-related deaths over the next 12 years may be higher than this original estimate due to the high prevalence of smoking among young girls compared with adult females, the high susceptibility among “never-smokers” to begin smoking, the high levels of exposure to secondhand smoke and the impact of indirect pro-tobacco advertising.

The report summarizes findings from the Global Youth Tobacco Survey, in which an estimated two million students aged 13–15 years from 151 sites were surveyed about tobacco use, knowledge and attitudes regarding tobacco, exposure to secondhand smoke and indirect pro-tobacco advertising, desire for cessation, access to and availability of tobacco products and whether or not they have been taught in school about the harmful effects of tobacco use. The online version of the report is available on the [CDC Web](#) site and [additional information](#) on the findings is also available.

Source: CDC

Call for Request for Letters of Interest – Funding for Minnesota’s Web-assisted Tobacco Intervention

ClearWay Minnesota is requesting Letters of Interest from qualified vendors interested in submitting the full Request for Qualifications (RFQ). To be considered, vendors must have an existing Web-assisted tobacco intervention that is readily customizable. Letters of Interest are due no later than February 13. [Learn more.](#)

Visit the [NAQC Connections Archive](#). For more information about *NAQC Connections* or to submit information for consideration in its next issue, email bbryan@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.



*Promoting evidence based quitline services
across diverse communities in North America.*