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

Next Issue — February 4th
In this issue … NAQC Conference Call Series information coming soon, National Non-Smoking Week in Canada starts today, National promotion of 1-800-QUIT-NOW information, new cessation research, reports and resources.

News & Updates

National Promotion of 1-800-QUIT-NOW
In recent days, NAQC has sent out several communications around national promotion of 1-800-QUIT-NOW, which also appear below:

Oprah Promotion
Currently, on the Oprah Show Web site, there is a promotion for tomorrow’s show.

• NAQC Promotion Communiqué: The Oprah Winfrey Show Promotes Cessation – Potential promotion of 1-800-QUIT-NOW on January 22 Show
• NAQC Promotion Communiqué: Oprah Promotion Update

EX Campaign
• NAQC Promotion Alert: EX Campaign to Begin Late March – NAQC’s plans to keep members informed

NAQC Conference Call Series Information Coming Soon
On Wednesday, NAQC will be sending out details and registration information for its upcoming Conference Call Series – A Focus on Quality: Using Member Voices to Drive Us Forward, which begins in Feb. We hope you are able to join us for this exciting call series, which will require an active role by NAQC members. Please be on the lookout for this information.

Canadian National Non-Smoking Week (NNSW) Starts Today
Observed for more than 30 years, the Canadian National Non-Smoking Week begins this week. From its inception in 1977, the Canadian Council for Tobacco Control has coordinated NNSW activities. With a wide variety of activities and participants across the country, National Non-Smoking Week is one of the most important events in Canada’s ongoing public education efforts on controlling tobacco-use. The theme for this year’s NNSW is Taking my life back from tobacco.

National Non-Smoking Week is a national endeavor, involving agencies and individuals working at the federal, provincial/territorial, regional and local levels. Every year, thousands of people across Canada take part in various NNSW activities sponsored by local health units; local and provincial/territorial councils on smoking and health; health organizations such as the Canadian Cancer Society, the Heart and Stroke Foundation of Canada and the Canadian Lung Association; and provincial, territorial and federal Ministries of Health. Learn more about this year’s events and activities.

$1 Million Recommended for Missouri Tobacco Quitline
Missouri Gov. Matt Blunt announced earlier this month plans to recommend $11.6 million to help Missourians quit smoking and prevent young people from getting hooked on tobacco. Gov. Blunt is recommending a 50 fold increase to create the state’s first comprehensive smoking cessation initiative as part of a plan to improve Missourians’ health, enhance health care services for low-income Missourians and support ongoing access...
to care for the nearly 830,000 Missourians served by Mo HealthNet. The funding includes $1 million for the Missouri Tobacco Quitline.

The Lung Association of Newfoundland and Labrador Announces NNSW Activities
The Newfoundland and Labrador Smokers’ Helpline has a number of activities planned for the NNSW, including open house for anyone who would like to drop by and pick up a Quit Kit, speak to a counselor or get their carbon monoxide levels checked.

Poll Shows Canadians Ready to Support Laws Banning Smoking in Cars with Minors
According to a recent poll by the Canadian Cancer Society, Canadians are ready to support laws banning smoking in cars carrying young people. The poll suggests the vast majority of Canadians – and even a solid majority of Canadians who smoke – would support the idea. Recently, the town of Wolfville, Nova Scotia became the first province to legislate a ban on smoking in cars carrying children, with the passage of a municipal bylaw banning the practice in November. The poll for the Cancer Society, conducted Dec. 12 to Jan. 3 by Environics, suggests that 82 percent of Canadians agreed that smoking should be prohibited in cars transporting children and teenagers under the age of 18. Among smokers who responded to the telephone survey, 69 percent supported the idea. A total of 2,032 Canadians took part in the poll.

Similar laws banning smoking in cars with children have been passed in California, Arkansas, Louisiana, Puerto Rico, Bangor (Maine), Keyport (New Jersey), Rockland County (New York) and the Australian state of South Australia. A number of other states are in the process of enacting this type of legislation. Several surveys have shown strong public support for such legislation, even among adults who smoke.

Source: Canadian Cancer Society, The Canadian Press

The Impact of Smoking-Cessation Intervention by Multiple Health Professionals
An, LC. Foldes SS, Alesci, NL, Bluhm, JH, Bland PC, Davern, ME, Schillo BA, Ahluwalia, JS, Manley, MW American Journal of Preventive Medicine, Volume 34, Issue 1, January 2008, Pages 54-60
Researchers in Minnesota analyzed the 2003 Minnesota Adult Tobacco Survey to examine tobacco treatment by medical doctors, nurses, dentists, pharmacists or other health professionals as reported by Minnesotan adult smokers. In particular, researchers were interested in understanding the relationship between smokers’ report of intervention by multiple provider types and readiness to quit, quit attempts and recent quitting. Among adults who reported smoking in the past year, 65% reported visiting two or more types of health professionals. Only 34% of smokers who visited health professionals reported being asked about smoking by two or more types of health professionals. Current smokers reported that more than one type of professional provided advice (26%) or assistance (7%) rarely. However, simply being asked about smoking by two or more types of professionals substantially increased the odds of recent quitting (OR=2.37, 95% CI=1.15-4.88) and among current smokers, being advised to quit by two or more types of professionals increased the odds of having made a quit attempt in the past year (OR=2.92; 95% CI=1.56–5.45) or intending to quit in the next six months (OR=2.17; 95% CI=1.10–4.29). These results indicate that smoking cessation interventions by more than one type of health professional have the potential to substantially increase quitting and readiness to quit in the

Research

Differences Among Black and White Young Adults on Prior Attempts and Motivation to Help a Smoker Quit
Researchers at the Department of Psychiatry and Psychology and Behavioral Health Research Program, Mayo Clinic Rochester, Rochester, MN, studied black and white undergraduates to understand their interest in and motivation to help a smoker quit. Over half of the respondents reported trying to help someone else stop smoking. Among nonsmokers who reported being “close” to a person who they thought should quit smoking, blacks were most often concerned about a family member, while whites reported being most often concerned about friends. While blacks were more likely to report an interest in learning how to help this smoker quit, there were no significant differences on motivational level. This effort indicates that young adult nonsmokers are an interested and motivated audience to help others to quit. A strategy for tobacco control efforts could be to optimize these supportive behaviors for helping others to quit.
population.

**Resources & Information**

1-800 QUIT NOW Volume Report Now Posted!
The 1-800 QUIT NOW volume report for the period November 9, 2004 through December 31, 2007 is now posted to the US Network of Quitlines Bulletin Board. This month’s report marks QUIT-NOW’s one millionth call!

“Black Folks Don’t Use Quitlines” - Exploring the True Story: A National Assessment Project, Executive Summary and Comprehensive Report Now Available
During 2007, NAQC and the National African American Tobacco Education Network (NAATEN) collaborated to conduct an assessment on the rather nuanced and complex reality of African American smokers and their use of quitlines. The recently published comprehensive report includes the results of the yearlong assessment, first hand reactions from stakeholders involved in the process and offers specific programmatic, training and policy recommendations. The report also includes detailed information about the steps and processes implemented to gather information, inform NAATEN Stakeholders and develop recommendations. To view the full report, please visit [http://www.healthedcouncil.org/naaten/](http://www.healthedcouncil.org/naaten/).

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.](#)

Promising Practices From the Field: Tobacco Control Strategies For Priority Populations Conference
The Health Education Council in partnership with the National African American Tobacco Education Network and the National Network on Tobacco Prevention and Poverty invite you to attend Promising Practices From the Field: Tobacco Control Strategies For Priority Populations in Detroit Michigan, April 23 – 24, 2008. This first-of-its-kind conference will take place on April 23rd and 24th in Detroit, Michigan and aims to provide those working to address tobacco-related health disparities in a variety of settings the opportunity to exchange and disseminate the latest research, information and practices in the delivery of tobacco prevention and control to priority populations. More information can be found at [www.healthedcouncil.org](http://www.healthedcouncil.org).

**Health Literacy Initiative Page Now on NTCC Web Site**
New online resource from the National Tobacco Cessation Collaborative contains an overview of the initiative and various resources, including the Health Literacy Video AED created for IOM following their report on health literacy; links to other health literacy research, some of which is specific to cessation materials; and the Health Literacy Checklist tool. The checklist tool was developed by NTCC as a guide for assessing print tobacco cessation materials for health literacy.

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