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

Next Issue — January 21st

In this issue ... Dawn Hachey Retires from Health Canada, NAQC Conference Call Series Begins Soon, Newfoundland and Labrador Smokers' Helpline Receives Funding to Raise Quitline Awareness Among Health Professionals.

Feature Story

Dawn Hachey Retires from Health Canada’s Tobacco Control Programme

Last month, Dawn Hachey retired after ten years of service in Health Canada’s Tobacco Control Programme. Most recently, Hachey served as the Director of the Office of Programs and Knowledge Control. During that time overall smoking rates in Canada dropped to 18 percent as a result of the research and development undertaken by various levels of government, health professionals, researchers, educators and other key stakeholders.

Dawn was also an early and enthusiastic supporter of NAQC and believed membership in NAQC enabled Canada to benefit from the experience of many of the American quitline service providers. At the same time, she felt Canada has been able to contribute to the development of the Minimal Data Set and in research projects to benefit both countries.

“Dawn Hachey provided important leadership to NAQC as a member of its Advisory Committee from 2004 to 2006, where she supported a North American approach for the Consortium, while also helping to provide a Canadian perspective for NAQC’s program agenda,” said Linda Bailey, president & CEO of the North American Quitline Consortium. “During her tenure at Health Canada, Dawn helped create a complete network of provincial quitlines. We are grateful for Dawn’s many contributions to NAQC, the quitline community and tobacco control and wish her all the best.”

Hachey’s Canadian colleague, Donna Czukar, director, Cancer Information & Support, Canadian Cancer Society, Ontario Division, said, “Dawn supported quitline development in Canada right from the very start. Her forward thinking vision is a key reason that we have quitlines in each of Canada’s ten provinces that have been fully and effectively evaluated.”

Czukar added “Dawn has a wonderful style of communicating and understanding that facilitates people working collaboratively to achieve goals. As Health Canada moves towards the placement of a toll free number for quitlines on cigarette packages, we know that Dawn’s vision for reducing barriers to smoking cessation treatment in Canada will continue to be felt for years to come,” added Czukar.

Hachey adds her own thoughts and hope for the future of tobacco control saying, “It has been a pleasure to work with everyone at NAQC, and I know you will all continue on to do important work in tobacco control and other health areas.”
News & Updates

NAQC’s 2008 Conference Call Series Begins in Feb.
A Focus on Quality: Using Member Voices to Drive Us Forward
For the past three years the NAQC Conference Call Series has highlighted best- and innovative- practices throughout the quitline community and offered members the opportunity to dialogue with colleagues and experts on issues of importance to us all. The 2008 series, while still committed to raising important questions and offering a forum for sharing, will take a slightly different approach and will require members to take a much more active role.

The 2008 Conference Call Series promises to encourage our “Community of Practice” to move toward a “Community of Improved Practice” with a focus on NAQC’s 2008 Quality Initiative. Our goal is to develop quality standards on measures that are critical to maintaining high quality outcomes for quitlines and it goes without saying that in order to set and implement our quality agenda, the voices of our diverse membership must be heard … the conference call series will be the vehicle by which your input and feedback are gathered and received.

Below you will find the dates, times and topics for each call. By mid-January you will receive a NAQC Information e-Bulletin with instructions for registering for the call series and accessing call-related materials and dial-in information. In the meantime should you have questions related to the series or NAQC’s 2008 Quality Initiative please feel free to contact Tamatha Thomas-Haase at tthomas-haase@naquitline.org.

February 6: 3:30 - 5PM ET and February 8: 12:30 – 2PM ET
Quality Measures Most Important to Quitlines: A Discussion with Our Members
In a facilitated discussion, call participants will provide NAQC with input on the top measures or standards most relevant to quality for quitlines. This discussion will inform NAQC’s advisory council’s decision on the four quality measures the Consortium will focus on in 2008.

March 5: 3:30 - 5PM ET and March 7: 12:30 - 2PM ET
2006 Annual Survey of Quitlines
Yearly since 2004, NAQC has conducted an Annual Survey of Quitlines in North America. During this conference call, learn about the process used to conduct the 2006 NAQC Annual Survey, hear the results of the survey and understand how the data is being used to help inform quitline research and practice. We will conclude the conference call with a look ahead to the planning and preliminary timing for the NAQC 2008 Survey.

April 9: 3:30 - 5PM ET and April 11: 12:30 - 2PM ET
Outlining our Quality Initiative Process: Who, What and How
NAQC’s Quality Initiative will be described in detail, including the final slate of 2008 quality measures approved by the Advisory Council, introduction of experts authoring the Consortium’s quality-related White Papers and how members will be responsible for providing formal feedback to authors.

May 7: 3:30 - 5PM ET and May 9: 12:30 - 2PM ET
Quitlines and Chronic Disease Programs: Partnership and Practices
In a partnership project to build relationship between quitlines and chronic disease programs, NAQC will join with the National Association of Chronic Disease Directors to share results from a Consortium-wide survey, highlight successful linkages between quitlines and chronic disease programs and offer guidance on working better together.

June 4: 3:30 - 5PM ET and June 6: 12:30 - 2PM ET
The First Round of Quality Standards White Papers: Feedback from our Members
Drafts of two of the four White Papers on NAQC’s 2008 quality standards agenda will be discussed during this call. Members will be asked to provide constructive feedback that will be presented by NAQC staff to the author and the Advisory Council during their formal draft review in late August.

July 9: 3:30 - 5PM ET and July 11: 12:30 - 2PM ET
TO BE DETERMINED

August 6: 3:30 - 5PM ET and August 8: 12:30 - 2PM ET
The Second Round of Quality Standards White Papers: Feedback from Our Members
Drafts of the remaining two White Papers on NAQC’s 2008 quality standards agenda will be discussed during this call. Members will be asked to provide constructive feedback that will be presented by NAQC staff to the author and the Advisory Council during their formal draft review in late August.
Watch for Promotion Communiqués and Detailed Briefs on EX

Based on the work of the NAQC Promotion Task Force and NAQC members’ desire to learn more about national promotions of 1-800-QUIT-NOW before they launch, NAQC is working with the American Legacy Foundation to begin communicating details about the launch of the EX Campaign. Following Legacy’s EX® Launch Briefing & Alliance Interest Meeting on January 10 and 11, NAQC will send a Promotion Communiqué to members providing information about the launch of the EX campaign set for mid- to late-March 2008. We will then continue to send details about the EX campaign as they become available and will post them on the NAQC Web site.

Government of Canada Commits Funding to Newfoundland and Labrador Smokers’ Helpline

The Honorable Loyola Hearn, Minister of Fisheries and Oceans and Member of Parliament for St John’s South-Mount Pearl, announced last week that the Government of Canada will contribute $100,000 to the Lung Association of Newfoundland and Labrador to raise awareness of the Smokers’ Helpline among doctors, dentists and other health professionals. The announcement was made on behalf of the Honorable Tony Clement, Minister of Health.

Research

Increasing the demand for and use of effective smoking-cessation treatments reaping the full health benefits of tobacco-control science and policy gains in our lifetime

Orleans CT


This paper provides a framework for illustrating strategies to achieve the goal of extending lives and reducing health care costs and burdens by increasing the number of adult smokers in the U.S. (45 million) who want to quit (70% of current adult smokers) and who use an effective behavioral counseling or pharmacologic treatment (currently 20-30% of quitters). The model recommends: (1) improving and communicating effective treatments for wide population use; (2) building the capacity of health care and other systems to deliver effective treatments; and (3) boosting consumer, health plan and insurer demand for them through policy interventions shown to motivate and support quitting (e.g., clean indoor-air laws, tobacco tax increases, expanded insurance coverage/reimbursement) and efforts to improve treatment access and appeal, especially for smokers who use them least. In addition, the paper describes innovations recommended by the National Consumer Demand Roundtable for achieving “breakthrough” improvements in cessation treatment demand and use.

High Quit Ratio Among Asian Immigrants in California: Implications for Population Tobacco Cessation.


By comparing quit rates of adult Chinese and Korean smokers in their respective countries of birth with those of Chinese and Korean immigrants to California, the authors examine the impact of a radically different social norm on smoking in these countries and the state of California. Chinese in California quit at roughly seven times the rate of Chinese in China, and Koreans in California three times that of Koreans in Korea. Analyses further show that the Chinese and Korean immigrants to California made quit attempts at a much higher rate than their counterparts in their home countries. The authors suggest that creating an impetus to drive up quit attempts, which often results from a significant change in social norms toward smoking, is the most important strategy to improve cessation on the population level.

The demand for health insurance coverage for tobacco dependence treatments: support for a benefit mandate and willingness to pay


Expanded health insurance for tobacco dependence treatments is one solution for reducing tobacco use but public demand for this coverage is unknown. In California, a random sample of adults with employer sponsored health insurance showed that 62% support a requirement that health insurance provide tobacco dependence treatment coverage while 56% reported a willingness to pay $3 more for their annual health insurance premium to pay for cessation coverage. Current and former smokers were three times more willing to pay $3 more toward their annual premium to finance cessation coverage than never smokers. Other demographic characteristics related to willingness to pay a higher premium were being liberal and non-white. There were no differences in preferences for a benefit mandate or willingness to pay a higher premium as a
function of age, gender or income. Policy makers should consider these findings when considering coverage for state health insurance mandate to cover tobacco dependence treatments.

**Resources & Information**

**Call for Abstracts - 2008 Carribean Tobacco Control Summit**
The 2008 Caribbean Tobacco Control Summit Planning Committee invites proposals for presentation in San Juan, Puerto Rico, March 5 – 6, 2008 at the 2008 Carribean Tobacco Control Summit. Health professionals from the 50 states and territories and from countries in the Caribbean, Central and South America. The Summit will highlight best practices; innovative programs and policies; and current research focused on reducing tobacco use prevalence among adults, youth and/or low SES populations. Please visit [http://www.md.rcm.upr.edu/ccpr/cumbretabaco2008/](http://www.md.rcm.upr.edu/ccpr/cumbretabaco2008/) for further information on how to register and submit an abstract.

**2008 Kick Butts Day Web Site Now Live**
The 2008 Kick Butts Day Web site is live and an activity guide has also been printed. Visit [KickButtsDay.org](http://KickButtsDay.org) to log in and request your free Kick Butts Day activity guide.

**Treattobacco.com Has New Address**
Treattobacco.com has a new home at [http://www.treatobacco.net/English/home/home.cfm.html](http://www.treatobacco.net/English/home/home.cfm.html). The site serves as a resource for those working on the treatment of tobacco dependence throughout the world, presenting evidence-based information about the treatment of tobacco dependence. Key findings, commentaries and supporting references have been collected and reviewed by experts and the evidence is periodically updated to incorporate new research. Treattobacco.net is run by the [Society for Research on Nicotine and Tobacco (SRNT)](http://www.srnt.org) and is a collaborative initiative between public and private organizations. Treattobacco.net is currently available in 11 languages.

**14th Annual Meeting of SRNT**
Mark your calendars now and save February 27 through March 1, 2008 for the 14th Annual Meeting of SRNT, which will be held in Portland, Oregon. The deadline for abstract submissions is September 14, 2007 and the rapid response submission deadline is January 11, 2008. In addition to scientific presentation, conversations with colleagues and new collaborations, the 2008 meeting will mark the addition of an emerging policy track that will complement the pre-clinical, clinical and public health/epidemiology tracks that currently comprise SRNT. The following speakers have been confirmed for the meeting: Keynote Speaker: Neal Benowitz; Pre-Clinical Theme Lecture: Marina Picciotto; Clinical Theme Lecture: Timothy Baker; Epidemiology/Public Health Theme Lecture: Martin Jarvis; and Emerging Policy Theme Lecture: Stanton Glantz. For more information, visit [http://www.srnt.org/pubs/nl_12_07/index.html](http://www.srnt.org/pubs/nl_12_07/index.html).

Visit the [NAQC Connections Archive](http://www.srnt.org/pubs/nl_12_07/index.html). For more information about NAQC Connections or to submit information for consideration in its next issue, email [bbryan@naquitline.org](mailto: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.