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

Next Issue — August 4 (please note: Connections will only be published once in August and will resume bi-weekly on September 1.)

In this issue ... Request for your feedback on NAQC Listserv, new research opportunities.

News & Updates

NAQC Launches Listserv
July 7
In our continued effort to strengthen member communications and build the quitline community, NAQC launched a networking Listserv exclusively for NAQC members on July 7. The goal of the Listserv is to foster a dynamic exchange of information among NAQC members and create an online environment where members can dialogue with colleagues about issues important to quitlines, including issues related to operations, services, research, policy and quality improvement. To post messages to the list, email NAQC@listserv.naquitline.org (you must be signed-up to the Listserv to post messages). If you are a NAQC member, but are not on the NAQC Listserv and would like to be, please email bbryan@naquitline.org. Additionally, if you have feedback regarding the Listserv, please email bbryan@naquitline.org. We welcome your comments!

Alberta Community First in Province to Ban Smoking in Vehicles with Minors
Okotoks, an Alberta municipality, became the first in Alberta to ban smoking in vehicles carrying children 16 years old and younger. The town council voted four to two for the ban last week, which will fine first offenders $200. Currently, in Canada, Ontario, Nova Scotia and British Columbia have laws banning smoking in a vehicle with a child present.

Youth-Rated DVDs of Movies with Smoking Scenes to Include Anti-Smoking PSAs
The Entertainment Industry Foundation (EIF) announced last week that six major studios will include anti-smoking public service announcements produced by the California Health and Human Services Agency on millions of youth-rated DVDs of motion pictures that include scenes with tobacco use. Through this campaign, Paramount Pictures, Sony Pictures Entertainment, Twentieth Century Fox, Universal Pictures, Walt Disney Company and Warner Bros. will place California’s anti-smoking public service announcements in the opening minutes of DVDs of all new movies with tobacco use that are rated G, PG and PG-13.

Research

The Establishment and Promotion of the First Youth Quitline in Hong Kong: Challenges and Opportunities
Chan SS, Wong DC, Fong DY, Leung AY, Lam DO, Mak YW, Lam TH
Eval Health Prof. 2008 Jun 19. [Epub ahead of print]
The Hong Kong Youth Quitline targeted Chinese youth smokers in Hong Kong using a peer-led smoking cessation intervention protocol translated from the California Smokers Helpline.
The quitline serves youth who were between 12 and 25 who smoked at least one cigarette in the past 30 days and were willing to leave telephone numbers for follow-up. The toll-free telephone counseling was based on motivational intervention with multiple follow-up sessions for smokers who called the service. The authors describe the establishment, promotion and preliminary findings of the youth quitline. Using an intent-to-treat analysis, the authors reported that 55% of callers reported at least one quit attempt, and the quit rate was 22.1% (self-reported 7-day point prevalence) or 17.5% (self-reported 30-day point prevalence).

New Zealand Guidelines Group. New Zealand Smoking Cessation Guidelines
McRobbie H, Bullen C, Glover M, Whittaker R, Wallace-Bell M, Fraser T
NZ Med J. 2008 Jun 20;121(1276):57-70
In 2007, the New Zealand Guidelines Group released new clinical guidelines for smoking cessation interventions. The Guidelines are structured around a new memory aid (ABC), which replaces the 5As. The new memory aid prompts healthcare professionals to ASK about smoking status, give BRIEF advice to stop smoking to all smokers and provide evidence based CESSATION support for clients interested in quitting. The Guidelines recommend that health care professionals offer smoking cessation support that includes both behavioral and pharmacological interventions. Additional recommendations were also created for priority populations of smokers (Māori, Pacific, pregnant women and people with mental illness and other addictions). The new guidelines were based on a comprehensive literature review of smoking cessation interventions conducted in November 2006 with the methods recommended by the New Zealand Guidelines Group.

The Influence of Message Framing, Intention to Quit Smoking and Nicotine Dependence on the Persuasiveness of Smoking Cessation Messages
Moorman M, van den Putte B
Addict Behav 2008 May 24. [Epub ahead of print]
Message framing is a critical aspect of how to encourage smokers to make a quit attempt. In the Netherlands, a study to explore the combined effect of message framing, intention to quit smoking and nicotine dependence on the persuasiveness of smoking cessation messages showed that smokers’ intentions to quit smoking and their level of nicotine dependence jointly influenced the persuasiveness of positive and negative message frames. Using pre- and post-message measures of quit intention, attitude toward smoking cessation and perceived behavioral control in two separate waves from smokers with varying levels of nicotine dependence, the researchers determined that when nicotine dependence and quitting intention are both high, a negative frame worked best. When nicotine dependence or quitting intention is a low, a positive frame was preferable. Careful analysis and understanding of the target population will help develop message frames that will increase quit smoking attempts.

Interest in Treatments to Stop Smoking
Hughes JR, Marcy TW, Naud S
Journal of Substance Abuse Treatment 2008 Jun 10. Article in Press, Corrected Proof
A Vermont study sought to understand the level and type of interest in smoking cessation treatments by tobacco smokers in the state. A random digit dialed survey of 884 tobacco smokers was used to determine past and future use of treatment. Among smokers who had recently quit, 61% had never used a treatment, 21% had never used a psychosocial treatment, and 57% had used a medication. Among those who planned to quit in the next month, 68% stated they planned to use a treatment, 35% planned to use a psychosocial treatment and 62% a medication. Smokers who used more cigarettes per day, were older, female or seeing a health professional were more likely to have used or planned to use smoking cessation treatment. While this survey suggested that many smokers have used or planned to use a smoking cessation treatment, program data indicate that less than 10% of VT smokers who try to quit use the state quitline, counseling or free medication provision. This study shows the need to continue to understand why smokers do not use smoking cessation treatments, despite their intent to use them.

Adult Tobacco Use Among Racial and Ethnic Groups Living in the United States, 2002-2005
Caraballo RS, Yee SL, Gfroerer J, Mirza SA
Traditionally tobacco use among racial and ethnic groups in the U.S. has varied widely. Using the National Survey on Drug Use and Health conducted four times between 2002-2005, researchers considered two outcome measures to understand tobacco use among racial and ethnic groups: 1) use of any tobacco product (cigarettes, chewing or snuff tobacco, cigars or pipes) during the 30 days before each survey; and 2) cigarette smoking during the 30 days before each survey. Results showed that the prevalence of tobacco use among adults aged 18 years or older continued to vary widely across racial or ethnic
groups or subgroups in the U.S. About 3 of 10 adults living in the United States were tobacco users during the 30 days before being surveyed. African Americans, American Indians and Alaska Natives, Native Hawaiians or other Pacific Islanders, Puerto Ricans and whites had smoking prevalence rates of 30% or higher. The authors conclude that adult tobacco use is still high among several U.S. population groups or subgroups and support the need to design and evaluate interventions to prevent or control tobacco use that would reach distinct U.S. adult population groups or subgroups.

Nicotine Patches and Uninsured Quitline Callers A Randomized Trial of Two Versus Eight Weeks
McAfee TA, Bush T, Deprey TM, Mahoney LD, Zbikowski SM, Fellows JL, McClure JB
American Journal of Preventive Medicine, Volume 35, Issue 2, August 2008, Pages 103-110
This study examined a free patch and quitline initiative in a randomized control trial to understand the relative benefit of two weeks versus eight weeks of NRT treatment combined with two phone counseling sessions. The trial took place between October 2004 and May 2005 with 1,154 participants who called the Oregon Quit Line, were uninsured, 18 years of age or older, smoked five or more cigarettes per day, did not have a medical contraindication to NRT use and were interested in quitting in 30 days. Results showed that, measured at six months using intent-to-treat analysis, participants in the two-week treatment group had a 30-day abstinence rate of 14.3% and those in the eight-week group had a 30-day abstinence rate of 19.6% (OR 1.45 [CI=1.01, 2.12]). Callers who received the eight weeks of NRT took more calls (2.0 vs. 1.6) and used more patches (6.3 weeks vs. 4.3 weeks), but were less likely to purchase patches (16.2% vs.39.3%). Satisfaction among callers also improved between the two-week intervention (90%) and 8 week intervention (97%). The two-week patch intervention had an average cost per quit of $1,156 and the eight-week patch intervention had an average cost per quit of $1,405, with an incremental cost effectiveness of $2,068. The authors concluded that eight weeks of patches improved quit rates compared with two weeks and was cost effective.

New Research Indicates Cigarette Makers Manipulate Menthol Levels To Attract Young Smokers
Research released today in the American Journal of Public Health found evidence that the tobacco industry has manipulated menthol levels and created new cigarette brands with the intention of gaining market share among young adults and adolescents. The article, “Tobacco Industry Control of Menthol Cigarettes and Targeting of Adolescents and Young Adults,” compiled data and tobacco industry documents that reveal the tobacco industry’s intention to vary strengths of menthol flavors in cigarettes, appealing to young people. The research was conducted by the Division of Public Health Practice at the Harvard School of Public Health and funded in part by the American Legacy Foundation.

According to the report, tobacco companies discovered that long-term smokers preferred products with higher menthol levels and stronger perceived menthol sensations, while younger smokers preferred milder menthol products. The report went on to describe that menthol products tend to mask the harshness of smoke inhalation, allowing for nicotine to enter the systems of these new smokers who subsequently become addicted. In response to this information, tobacco companies introduced new menthol brands with lower menthol levels to appeal to younger smokers and to gain a larger market share. While cigarette sales in the U.S. declined by 22% between 2000 and 2005, the sales of menthol cigarettes remained constant.

Resources & Information
1-800 QUIT NOW Monthly Volume Report: Now Posted
The 1-800 QUIT NOW monthly volume report for the period November 9, 2004 through June 30, 2008 is now posted to the US Network of Quitlines bulletin board on the NAQC member Web site.

NAQC Policy Playbook
View NAQC’s Policy Playbook to help quitlines and advocates promote quitline services during the implementation phase of new smokefree policies and the period leading up to and following a tobacco tax increase at http://www.naquitline.org/welcome.asp.

Quitlines and Chronic Disease Programs Fact Sheet
“The Growing Link between Quitlines and Chronic Disease,” a new Fact Sheet from NAQC developed in partnership with the National Association of Chronic Disease Directors, features linkages between quitlines and chronic disease programs, rationale for developing linkages, challenges to working together and measured impacts and lessons learned so far. View the fact sheet at
the population and marked disparities exist with smoking prevalence continuing to remain high among low-income adults. The long-term goal is to facilitate a significant reduction in smoking prevalence among low-income adults, thereby reducing the excess disease burden of tobacco use within these groups and decreasing the prevalence of smoking in the U.S. as a whole. Letters of Intent for this funding opportunity are due by October 24, 2008 and full application date is November 24, 2008. For more information, please go to http://grants.nih.gov/grants/guide/rfa-files/RFA-CA-08-022.html or http://grants.nih.gov/grants/guide/rfa-files/RFA-CA-08-023.html.

Request for Applications for Measures and Determinants of Smokeless Tobacco Use, Prevention and Cessation
The National Cancer Institute (NCI) and the National Institute of Dental and Craniofacial Research (NIDCR) have announced a funding opportunity to encourage the submission of research grant applications from scientists who propose to study the factors that mediate initiation, use and cessation of smokeless tobacco; to understand the relationship of smokeless tobacco with other tobacco products; and to develop methods for studying smokeless tobacco products and related behaviors in humans. The NCI has set aside $2.5 million in Fiscal Year 2009 to fund eight to ten R01 and R21 grants. A total of approximately $10.0 million will be available over five years. Letters of Intent for this funding opportunity are due by October 24, 2008 and full application date is November 24, 2008. For more information about this announcement, see http://grants.nih.gov/grants/guide/rfa-files/RFA-CA-08-025.html.

Please note: NAQC is interested in working with the European Network of Quitlines to develop some collaborative projects in this area. If you are interested in collaborating on this initiative, please contact Annamaria Feltracco, Manager of Research and Evaluation Activities, at afeltracco@naquitline.org.

Request for Applications for Improving Effectiveness of Smoking Cessation Interventions and Programs in Low Income Adult Populations
The National Cancer Institute (NCI) has announced a funding opportunity to encourage research grant applications for projects designed to improve outcomes of smoking cessation in low income adult populations within the U.S. Despite significant progress in reducing the prevalence of smoking in the U.S., smoking continues to represent a major threat to public health. In addition, decreases in smoking have not been consistent across the population.