

# NAQC Connections

Connecting with quitlines around the world

March 31st

2008

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

## *Next Issue—April 14th*

In this issue ... National Kick Butts Day April 2, Florida Provides Free NRT Via the Quitline, British Columbia works to combat youth tobacco use through new funding, transgender tobacco control network seeks project coordinator

## News & Updates



### **National Kick Butts Day Initiative April 2, 2008**

On April 2, young people nationwide in the U.S. will take part in Kick Butts Day (KBD), a national initiative coordinated by the Campaign for Tobacco Free Kids that makes kids leaders in the effort to stop youth tobacco use. Young people

will participate in a variety of KBD activities such as surveying tobacco advertising in their communities; urging local officials to support anti-tobacco ordinances; and tossing caps, hats, jackets and other items carrying tobacco brand names into giant dumpsters. Throughout the year, young advocates take part in a variety of activities to protect kids from tobacco, including working with elected officials to develop policies that reduce youth tobacco use and exposure to secondhand smoke and educating their peers about tobacco companies' deceptive marketing practices. Last year, thousands of kids carried out nearly 2,000 events. [Learn more about KBD activities.](#)

### **It's Quittin' Time in Florida – Department of Health Provides Free Nicotine Replacement Therapy to Floridians**

The state of Florida is investing in the health of its citizens by offering free nicotine replacement therapies (NRTs) to smokers. Funded as part of the Tobacco Free Florida Campaign, NRTs such as nicotine patches,

gum, and lozenges are available by calling the toll-free, statewide smoking cessation telephone counseling hotline -- Quitline (1-877-U-CAN NOW). In addition, free confidential telephone counseling to cigarette or smokeless tobacco users is available 24 hours a day, seven days a week to provide the support and resources needed to kick the habit.

“This level of service illustrates the high level of dedication to reducing tobacco use and, consequently, decreasing second-hand smoke exposure,” said Cameron Smith, American Cancer Society Quitline Account Manager.

### **British Columbia Schools Receive Funding to Help College Students Butt Out**

Ron Cannan, Member of Parliament for Kelowna-Lake Country, announced recently an investment of \$121,342 for the University of British Columbia Okanagan's and their partner Okanagan College's Health and Wellness Smoke Free program on behalf of Health Minister Tony Clement. The funding will allow the university to expand a tobacco cessation program that helps students quit smoking. “Young adults between the ages of 20 and 24 have the highest smoking rate in the country, at 27%,” said Minister Clement. “The Government of Canada is committed to helping Canadians quit smoking. This project will help do that.”

### **EX Campaign Set to Launch March 31, 2008**

The National Alliance for Tobacco Cessation (Alliance) will launch the *EX* campaign nationally on March 31, 2008 with a press conference at 10AM Eastern at the National Press Club in Washington, D.C. The launch

phase will run from March 31 until June 29, 2008. 1-800-QUIT-NOW will not be included in the radio ads, TV ads and press materials. Learn more about the launch and campaign strategies from [NAQC's recent Promotion Communiqué](#), a communication designed to identify and provide information to NAQC members about upcoming promotion activities that may impact quitline operations and services. NAQC will continue to share information with members about EX.

## Research



### Using Direct Mail to Prompt Smokers to Call a Quitline

O'Connor, R. J., Carlin-Menter, S. M., Celestino, P. B., Bax, P., Brown, A., Cummings, K. M., Bauer, J. E.

*Health Promotion*

*Practice*. February 28, 2008, [Epub ahead of print].

The New York State Smokers'

Quitline used a direct mail approach to increase calls to the quitline and to advertise the availability of free nicotine patches. Two postcards advertising the quitline and patches were sent to 77,527 households that included at least one smoker between August and October 2005. Measured at 15 days before and after the mailing, quitline calls generated from the geographical areas where the postcard mailing occurred, rose 36%. While the postcards had different messages, both focusing on NRT, neither message had a greater response than the other. People who called the quitline in response to the mailing were more likely to request nicotine patches than those who did not call in response to the mailing.

### Nicotine Replacement Therapy: Perceptions of African-American Smokers Seeking to Quit

Yerger, V. B., Wertz, M., McGruder, C., Froelicher, E. S., Malone, R. E.

*Journal of the National Medical Association*. February 2008, 100(2): 230-236.

This study examined why some African-American smokers attempting to quit smoking choose not to use nicotine replacement therapy. Researchers used semi-structured telephone interviews to understand attitudes toward NRT of African-American smokers enrolled in a five-week cessation program that included free NRT. Analysis of the interviews identified two issues that may help to explain why some African-American smokers do not use NRT when attempting cessation. Many participants were concerned about the level of

nicotine in NRT and feared that using the product would increase nicotine addiction. A second concern was that participants could not control the delivery and absorption of the nicotine, as they could with cigarettes. Researchers conclude to decrease obstacles for NRT use by African Americans, future marketing efforts should position NRT as a "social object", to better identify the relative risks of NRT use as compared to cigarettes and to share information about how to tailor NRT use.

### Adolescent Reasons for Quitting Smoking: Initial Psychometric Evaluation

Myers, M. G., MacPherson, L.

*Psychology of Addictive Behaviors*. March 2008, 22(1): 129-134.

Like most adult smokers, most adolescent smokers report that they want to quit, and most do attempt to quit. But little is known about the inter-relationship between adolescents' motives to quit and its impact on the success of quit attempts. Researchers developed an "Adolescent Reasons for Quitting Scale" (ARFQ) in a separate qualitative study with 36 high school students who had previously attempted to quit smoking. To evaluate the scale, researchers evaluated the ARFQ using 109 current smoking high school students. These students were assessed at baseline and six month follow-up to understand how the reasons or motives to stop smoking impacted their subsequent smoking cessation attempts. Analyses identified three subscales: short-term consequences, social disapproval and long-term concerns. Adolescents who were motivated to quit because of social disapproval and long-term concerns about smoking were significantly more likely to make quit attempts. Using a tool like the ARFQ may be important for identifying how to encourage adolescent quit smoking efforts.

## Resources & Information



### Transgender Tobacco Control Network Seeks Project Coordinator.

The LGBT tobacco control project is looking for the right person to step into the new project coordinator position. Ideal candidate would have great organizing experience, strong interest in fighting Big Tobacco,

experience engaging and working with diverse community groups and a desire to build national leadership skills in this arena.

Multi-lingual and under-represented population candidates are encouraged to apply. Project is housed in Fenway Community Health, a Boston area LGBT-focused federally qualified community health center with \$15 million dollar budget, strong research activities and a great staff. We're looking for the right person for our team – one who shows commitment, skills and desire to grow with the project as well as someone who wants to build ongoing leadership in a critical LGBT health arena. [View application information and a position description.](#)

### **New Guide to Low-Cost or No-Cost Cessation Resources!**

The Smoking Cessation Leadership Center has developed a catalogue of tools to use in helping smokers quit. Take advantage of this guide to low-cost or no-cost cessation resources. [Download your free copy of the catalogue](#) and post a link on your Web site.

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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](mailto:bbryan@naquitline.org).

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