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

Next Issue — June 9th

In this issue ... Updated NAQC Conference Calls Series – register now for upcoming call on “Quitline Services for Youth”, Guideline launch Webcast now available, new study shows quitting is contagious.

NAQC Conference Call Series - Updated Calendar

Register Now for June Call - “Quitline Services for Youth: Who, What and How”
NAQC invites you to register for the next conference call in our 2008 series. The call dates are June 4 and 6. By the end of this call, participants will:

- Understand the summary of results from the recent quitline survey on services to youth as well as key issues highlighted during analysis.
- Discover two quitline approaches to the provision of services to those under 18 and their lessons learned over time.
- Have had an opportunity to discuss their own successes and challenges with providing quitline services to youth and provide NAQC with input on technical assistance needs.
- Have had an opportunity to ask questions of experts and colleagues.

Please note: Once you register, documents for this call will be sent to you approximately one week before the call date.

Updated Conference Call Calendar

June 4: 3:30 - 5PM ET & June 6: 12:30 - 2PM ET “Quitline Services for Youth: Who, What and How”

June 25: 3:30 - 5PM ET & June 27: 12:30 - 2PM ET “Introduction to the NAQC Dues Structure and Membership Process”
Please look for a NAQC Information e-Bulletin later this week with more information.

The first draft of the standard measurement paper on reach 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 the formal draft review in August. (Members will also have an opportunity to provide written feedback as well. More information on the written feedback process to follow.)

August 6: 3:30 - 5PM ET & August 8: 12:30 - 2PM ET “Feedback on the Standard Measurement White Paper on Quit Rate”
The first draft of the standard measurement paper on quit rate 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 the formal draft review in August. (Members will also have an opportunity to provide written feedback as well. More information on the written feedback process to follow.)

September 3: 3:30 - 5PM ET & September 5: 12:30 - 2PM ET “The 2008 Annual Survey of Quitlines.”
The fielding of the 2008 Annual Survey will be discussed during this call.

October 8: 3:30 - 5PM ET & October 10: 12:30 - 2PM ET
“The MDS Implementation Report: Results, Recommendations & Discussion”

October 22: 3:30 - 5PM ET & October 24: 12:30 - 2PM ET
“Feedback on the Quality Framework for Quitlines White Paper”

The first draft of the quality framework white paper 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 the formal draft review in November. (Members will also have an opportunity to provide written feedback as well. More information on the written feedback process to follow.)

November 5: 3:30 - 5PM ET & November 7: 12:30 - 2PM ET
“Coordinating National Promotion of Quitlines: A Discussion”

News & Updates

Register for Conference Call on June 11 – Integrating Cessation with Smoke-Free Policy Implementation
As part of NAQC’s efforts to strengthen linkages of quitlines and other tobacco control policy efforts, NAQC is collaborating with the Tobacco Control Network (TCN) on a teleconference, Integrating Cessation with Smoke-Free Policy Implementation* on Wednesday, June 11 from 3PM to 4:45PM (EDT).

During this call, participants will:

- Learn about the Tobacco Control Network’s special project “TCN Strategies for Smoke-Free Air Policy Implementation,” aimed at strengthening and supporting state tobacco control programs in planning for and executing comprehensive statewide smoke-free air laws.

- Learn more about the importance of building consumer demand for proven cessation treatments and services. Todd Phillips of the National Tobacco Cessation Collaborative will discuss how policy changes can create outreach opportunities including health care providers, pharmacies and others to reach consumers and to engage young adults and others through new media.

- Learn more about the NAQC Policy Playbook—a new, Web-based resource available in June to help states promote the availability of quitline services following the passage of smoke-free policies and tobacco excise tax increases. Randi Lachter from NAQC will provide an overview of the Playbook, which includes strategies and practical tools to assist with the integration of quitline promotion into policy implementation efforts. NAQC’s playbook complements the http://www.goingsmokefree.org/ Web site presented during the first call in the TCN series.

- Hear about the experiences and lessons learned from several states that contributed to the NAQC playbook, specifically about how they integrated quitline promotion during policy implementation.

Registration:
The registration deadline is Wednesday, June 4, 2008. Register Now!

All individuals who will be on the call must register separately. This applies even if the participants will be calling from a conference room or other shared location. Dial-in information and materials for this teleconference will be sent to all who register.

For more information about this conference series or to obtain information about TCN, please email tcn@sph.emory.edu.

*This teleconference series is part of a TCN special project, “TCN Strategies for Smoke-Free Air Policy Implementation” and is made possible through a Small Innovative Grant from the American Legacy Foundation.

World No Tobacco Day May 31
The theme of World No Tobacco Day, sponsored by the World Health Organization (WHO), for 2008 is “Tobacco-Free Youth: Breaking the Tobacco Marketing Net.” To learn more about the theme, activities, focus and for materials, visit WHO’s Web site.

American Lung Association Launches Online Photo Campaign to Expose Big Tobacco in Communities
The American Lung Association (ALA) has launched an online photo campaign to solicit the public’s help in exposing examples of tobacco advertising to children and teens in communities nationwide. ALA says the photos will highlight the need for Congress to pass the Family Smoking Prevention and Tobacco Control Act (S.625/HR 1108). The American Lung Association encourages all concerned individuals to expose Big Tobacco in their communities by using digital cameras or cell phones to snap and upload photos of inappropriate tobacco advertising to young people and other targeted populations by visiting the “Healthy Lungs” application at http://www.lungusa.org/. Each photo submission must be accompanied by the city and state where it was taken, along with the name of the retail establishment.

Research

The Effect of Proactively Identifying Smokers and Offering Smoking Cessation Support in Primary Care Populations: A Cluster-randomized Trial

Murray, R. L., Coleman, T., Antoniak, M., Stocks, J., Ferguson, A., Britton, J., Lewis, S. A. 
Addiction. April 16, 2008

In this U.K. trial of 24 general physician practices in one central English county, the practices were randomized to active or control interventions and all adult patients registered in the practices completed questionnaires to confirm current smoking status. Adult smokers registered in the intervention practices (n=6856) were offered smoking cessation support by letter. Those interested in receiving cessation support were contacted and referred into the National Health Service (NHS) stop smoking services, if required. This study found that smokers in the intervention groups were almost twice as likely to report that they had used local cessation services during the study period (16.6% vs. 8.9% for an odds ratio of 2.05 with a 95% confidence interval (CI)); were more likely to make a quit attempt in the last 6 months 37.4% and 33.3%, respectively (adjusted OR 1.23, 95% CI) and had a validated point prevalence abstinence from smoking at 6 months of 3.5% vs. 2.5% in the control group, although this difference was not statistically significant. The study authors concluded that while proactively identifying smokers who wanted to quit in the practice setting and referring them to a cessation service increased contact with cessation services and increased the number of quit attempts, there was not a significant effect on long term cessation rates.

Implications of a Public Smoking Ban

Lemstra, M., Neudorf, C., Opondo, J. 

Study authors retrospectively reviewed all hospital discharges for acute myocardial infarctions and national survey results to understand the impact of a smoking ban on the incidence of acute myocardial infarction and smoking prevalence in a Canadian provincial capital after the implementation of a citywide smoking ban. This review showed that after the ban on smoking in public places, the age-standardized incidence rate of acute MI fell from 176.1 (95% CI 165.3-186.8) cases per 100,000 population (July 1, 2000 to June 30, 2004) to 152.4 (95% CI 135.3-169.3) cases per 100,000 population (July 1, 2004 to June 30, 2005). Smoking rates in the city of Saskatoon fell substantially from 24.1% in 2003 (95% CI 20.4-27.7) to 18.2% in 2005 (95% CI 15.7-20.9) while smoking prevalence in the province of Saskatchewan remained unchanged at 23.8% (95% CI 22.6-25.3). Nationally, there was only a slight reduction in smoking prevalence - from 22.9% (95% CI 22.5-23.3) to 21.3% (95% CI 20.8-21.8). The authors conclude that the public smoking ban in Saskatoon, Canada is associated with reduced incidence rates of acute MI and lower smoking prevalence in the city.

Physician Advice for Smoking Cessation

Stead, L., Bergson, G., Lancaster, T. 
Cochrane Database of Systematic Reviews. April 16, 2008, (2): CD000165

The updated Cochrane Database review for Physician Advice for Smoking Cessation considered evidence from 41 trials conducted between 1972 and 2007 which included over 31,000 smokers. While some trials included subjects who were at risk of specified diseases (chest disease, diabetes, ischaemic heart disease), most included “unselected populations”. Most of the interventions were delivered in the primary care settings. The author’s concluded that simple physician advice had a small effect on cessation rates. When an unassisted quit rate of 2 to 3% was assumed, the author’s suggested that a brief advice physician intervention can increase quitting by a further 1 to 3%.

Acceptability of Tobacco Cessation Interventions in the Pediatric Emergency Department

Mahabee-Gittens, E. M., Gordon, J. 

Emergency Department. To answer the question, a fax referral program was implemented at the Hospital’s Emergency Department where clinicians (physicians
and or nurse practitioners) provided the first 2 A’s of the Clinical Practice Guideline on Treating Tobacco Use and Dependence (Ask and Advise) with follow up to address the remaining 3-A’s provided through the state quitline. Evaluation was conducted to understand the effectiveness of the program and acceptability to the clinicians. A total of 557 parental subjects were smokers and of these 240 enrolled in the intervention group and 215 (90%) completed the evaluation survey. A total of 230 physicians and nurse practitioners involved in treating the children of the parental subjects participated in clinician surveys.

The intervention was overwhelmingly successful among parental subjects. Results showed that almost all the participants agreed that the intervention provided useful information (98.6%), was easy to understand (96.7%) and provided sufficient advice that met their needs (96.7%). Clinicians involved in the study of the MDs/ NPs participating in this survey, 224 (97.4%), agreed that the “ED is a good place to screen parents for tobacco use” and 206 (89.6%) agreed that the “ED is a good place to give advice about tobacco cessation.” Most clinicians also felt comfortable giving tobacco cessation advice to parents (87.8%) and referring parents to the state quitline (85.2%). The authors concluded “The use of the pediatric ED as a venue to providing tobacco cessation counseling to a population with a high prevalence of parental smokers warrants further consideration.”

MMWR May Issue Features Tobacco Related Articles
CDC’s Office on Smoking and Health (OSH) released two tobacco related articles in the May 23 issue of the CDC journal, Morbidity and Mortality Weekly Report. The first article is “State Smoking Restrictions for Private-Sector Worksites, Restaurants, and Bars; United States, 2004 and 2007,” and the second article is “Tobacco Use among 13-15 Year Olds in Sri Lanka, 1999-2007.” The MMWR also contains an editorial box devoted to World No Tobacco Day, which is May 31, 2008. The online version of MMWR is available on the CDC Web site at http://www.cdc.gov/mmwr/.

Recent Study Shows Quitting is Contagious
The findings of a massive longitudinal study spanning 32 years show that people quit smoking in droves. Through reconstructing the social network of 12,067 individuals, researchers from Harvard Medical School and the University of California, San Diego have discovered that smoking cessation occurs in network clusters and is hardly the isolated decision it might feel like to the individual quitter. The study, which was funded primarily by the National Institute on Aging, appears in the May 22 issue of the New England Journal of Medicine. Learn more.

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 April 30, 2008 is now posted to the US Network of Quitlines bulletin board on the NAQC member site.

Webcast Available of 2008 Guideline Release Event
The U.S. Public Health Service 2008 Clinical Practice Guideline Update: Treating Tobacco Use and Dependence was released earlier this month at the American Medical Association (AMA) Chicago headquarters. For those unable to attend, you can now access a Webcast of the launch event provided by the Robert Wood Johnson Foundation. The event featured former U.S. Surgeon General C. Everett Koop; Dr. Ron Davis, president of the AMA; Dr. Tom Frieden, health commissioner of New York City, among others. Fifty-eight organizations endorsed the document, more than double the number of organizations that endorsed the 2000 Guideline. The Guideline and related information can be found on NAQC’s Web site.

Call for Papers: Journal of Consulting and Clinical Psychology
The Journal of Consulting and Clinical Psychology has issued a Call for Papers for a special section on “Smoking Cessation: Innovative Treatments and Understudied Populations.” The publication is requesting submissions of empirical papers that focus on either testing innovative treatment approaches for smoking cessation or testing smoking cessation interventions in understudied populations. 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.