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

Next Issue—December 8th
In this issue ... PFP unveils “Call for ACTTION,” save the date for NAQC annual conference June 8-9, MDS report released/register for upcoming conference call to learn about its findings and recommendations, save the date for 6th annual Canadian conference on tobacco or health, NPR to feature three-part series on MSA settlement.

Special Feature
Partnership for Prevention Unveils “Call for ACTTION” – NAQC Endorses Plan
Nearly two dozen of the nation’s business, labor, insurance, government and health care leaders – including three former Secretaries of Health and Human Services and two former Surgeons General – recently endorsed the Partnership for Prevention’s bold plan to provide every American with access to comprehensive tobacco cessation treatment services by the year 2020.

The plan, “Call for ACTTION,” was unveiled last week by the National Working Group for ACTTION (Access to Cessation Treatment for Tobacco In Our Nation). “Call for ACTTION” is sponsored by Partnership for Prevention, the American Legacy Foundation, the U.S. Centers for Disease Control and Prevention and Pfizer. NAQC has endorsed the plan.

This plan includes a number of specific recommendations for all sectors of society – including policymakers, employers, insurers and public health officials. For information on the “Call for ACTTION,” please visit http://acttiontoquit.org/.

Partnership for Prevention is interested in having the “Call to ACTTION” shared with many organizations. They are also seeking additional groups to “sign on” to the plan who support the role quitlines play in the plans recommendations, including:

- The importance of quitlines in increasing access to cessation services for all Americans.
- The need for more adequate funding for quitlines, including support of counseling, medications and promotion.
- Fundraising strategies such as earmarking federal and state tobacco taxes for quitline budgets and reimbursement strategies with Medicaid and other payers.

News & Updates

2009 NAQC Annual Conference - Save the Date!
The NAQC 2009 Annual Conference will take place June 8 from 7AM-7PM and June 9 from 7AM-2PM at the Sheraton Phoenix Downtown Hotel (venue for the 2009 NCTOH Conference).

The NAQC Annual Conference aims to provide members and our partners the opportunity to exchange and disseminate the latest research, information and practices related to the promotion and delivery of quitline services with a special emphasis on collaboratively building a quality framework for quitlines in North America.

Please look for more details about the conference coming soon!

NAQC Releases Realizing Opportunities: Implementation Assessment of the Minimal Data Set in North America
NAQC is excited to report that after much hard work
by the Minimal Data Set (MDS) Workgroup, the implementation assessment of the MDS in North America is complete. The findings are presented in the just released NAQC report *Realizing Opportunities: Implementation Assessment of the Minimal Data Set in North America*. Earlier this month, NAQC released a NAQC Information e-Bulletin providing a snapshot of the report findings and recommendations. We encourage you to view the e-Bulletin and full report. The report can also be found on NAQC’s Web site under “Research & Evaluation.”

Also, please see the notice below and plan to join us for an upcoming NAQC Conference Call on the MDS Implementation Assessment, where we will share the findings and recommendations of the report with you and provide time for member comments and questions. Questions regarding the report or the work of the MDS Workgroup can be directed to Jessie Saul, PhD, Director of Research, at jsaul@naquitline.org.

Register for Upcoming NAQC Conference Calls

**DECEMBER CALL: Minimal Data Set (MDS) Implementation Assessment**

December 3 from 3:30 – 5PM ET and December 5 from 12:30 – 2PM ET

The implementation of the NAQC MDS was a significant early accomplishment for NAQC and the North American quitline community. In 2007, NAQC conducted an assessment of the implementation of the MDS in North America. This conference call will highlight the findings of the MDS Implementation Assessment for the quitline community. Highlights will include how widespread implementation of the MDS among North American quitlines is, opportunities for improving the MDS and further efforts that will be required to increase the comparability of quitline data across North American quitlines.

*Register for NAQC Conference Calls by visiting the NAQC Web site at [www.naquitline.org](http://www.naquitline.org). Once there, you will need to login as a member and click the “View Calendar” button at the top of the page. Then, please select the appropriate call date and register. Call materials will be sent to you prior to the call and posted to the calendar date.*

Current Economic Situation Prompts Increased Smoking, Delay in Quit Attempts Middle and Low-Income Americans Hit Hardest

Earlier this month, the American Legacy Foundation announced the results of a new survey conducted on behalf by Harris Interactive which found stress about the ongoing financial downturn is having a clear and immediate effect on smokers. Seventy-seven percent of current smokers report increased stress levels due to the current state of the economy and two-thirds of those smokers say this stress has had an effect on their smoking.

Among the survey findings: One in four smokers stressed about the economy say this stress has caused them to smoke more cigarettes per day, higher among women (31%) than men (17%); Those smokers with lower household incomes are especially affected by the financial crisis. A greater percentage of stressed smokers with a household income of less than $35k reported smoking more cigarettes per day (38%) due to the current state of the economy, compared to those with household incomes of $35-74k (24%) and those with incomes of more than $75k (13%); In addition, a greater percentage of middle-income ($35-74.9k) stressed smokers have delayed their quit attempts because of stress over the economy (20%) than those with household incomes of under $35k (14%) and to a greater extent more than those stressed higher-income (more than $75k household income) smokers (6%); and Unemployed smokers stressed about the economy reported smoking more cigarettes per day (29%) in greater numbers than full-time or self-employed stressed smokers (17%).

On 10th Anniversary of 1998 Tobacco Settlement, Report Finds Most States Fail to Adequately Fund Tobacco Prevention Programs

Ten years after reaching more than $246 billion in legal settlements against the tobacco industry, the states have failed to keep their promise to spend a significant portion of the money on programs to protect kids from tobacco and help smokers quit, according to *A Decade of Broken Promises: The 1998 State Tobacco Settlement Ten Years Later* report. Key findings of the newly report by the Campaign for Tobacco-Free Kids, American Heart Association, American Cancer Society Cancer Action Network, American Lung Association and Robert Wood Johnson Foundation include:

- Over the past 10 years, the states have received $203.5 billion in tobacco-generated revenue—$79.2 billion from the tobacco settlement and $124.3 billion from tobacco taxes. But they have spent only 3.2 percent of their tobacco money—$6.5 billion—on tobacco prevention and cessation programs.

- This year, no state is funding tobacco prevention programs at the levels recommended by the U.S. Centers for Disease Control and Prevention.
Only nine states are funding tobacco prevention at even half the CDC-recommended amount, and 27 states are providing less than a quarter of the recommended funding. (Beginning in fiscal 2010, North Dakota will fund its prevention program at the CDC-recommended level as a result of a state ballot initiative approved on November 4.)

- The limited restrictions on tobacco marketing imposed by the tobacco settlement have failed to curtail the tobacco industry’s ability to aggressively market its products. Annual tobacco marketing expenditures have increased by 94 percent, from $6.9 billion in 1998 to $13.4 billion in 2005, the most recent year for which the Federal Trade Commission has reported such data. The tobacco companies spend nearly $19 to market tobacco products for every $1 the states spend to prevent kids from smoking and help smokers quit. The full report is available at www.rwjf.org.

NPR Series on 10th Anniversary of MSA Settlement
NPR will run a three-part series on tobacco control efforts in the U.S. marking the 10th anniversary of the $246 billion Master Settlement Agreement between States’ Attorneys General and major tobacco companies. The series is available in full on NPR’s Web site. Learn more.

Research
For the remainder of 2008, NAQC will be providing research updates in every other Connections issue. NAQC is also exploring the possibility of launching a twice-annual publication that will focus on research.

Healthy Communities RFP
The National Association of County & City Health Officials (NACCHO), with support from the CDC, will award up to $30,000 each to 10 local health departments to 1) build or strengthen community partner coalitions and 2) to develop a community action plan to address chronic disease risk factors such as tobacco. For more information about the RFP requirements and process, visit http://www.naccho.org.

MMWR Features OSH Articles
CDC’s Office on Smoking and Health (OSH) released two articles in the recent issue of the CDC journal, Morbidity and Mortality Weekly Report. The articles are titled “Cigarette Smoking Among Adults—United States, 2007” and “Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses --- United States, 2000--2004.” The online version of the journal is available on the CDC Web site at www.cdc.gov/mmwr.

NALBOH Call for Presentations

Fellowships in Tobacco Control Research
The UCSF Center for Tobacco Control Research and Education (CTCRE) invites applications for fellowships in policy-relevant tobacco control research. Completed applications are due January 28, 2009 for fellowships beginning July 1, 2009. Applicants may learn more about the Center, the fellowship program and review the list of UCSF faculty and their research interests at http://tobacco.ucsf.edu.

CDC/OSH Releases New STATE System Fact Sheets
The CDC/OSH Policy team is pleased to share several new STATE System Fact Sheets. Each fact sheet summarizes the current science from tobacco control literature, presents the current status of U.S. state laws on the selected topic and includes a detailed chart and U.S. map. New Fact Sheets include:
- State Excise Tax Fact Sheet (State tobacco taxes by type including cigarettes and smokeless tobacco)
- State Smokefree Indoor Air Fact Sheet (State smokefree laws for restaurants, government worksites, private worksites, and bars)
- State Preemption Fact Sheet (State preemption laws for smokefree indoor air, youth access, and advertising and case law on smokefree indoor air preemption in government worksites, private worksites, and restaurants)
- State Smokefree Day Care Centers Fact Sheet (State smokefree laws for home based and commercial child care centers)

To access these fact sheets, go to [http://apps.nccd.cdc.gov/statesystem/](http://apps.nccd.cdc.gov/statesystem/). The Excise Tax and Smokefree Indoor Air fact sheets are currently available online. The Preemption and Day Care Centers fact sheets will be added later in November. All fact sheets present legislation in effect as of December 31, 2007 and will be updated annually to reflect legislation current through the end of each year. Paper copies or PDFs of fact sheets can be obtained from Allison MacNeil at 770-488-5529 or by email at amacneil@cdc.gov.

Call for Papers for Collection of Systems Modeling in Tobacco Control Manuscripts
The American Journal of Public Health (AJPH) intends to publish a collection of manuscripts on systems modeling in tobacco control. In recognizing the complexity of issues involved in the tobacco epidemic, AJPH seeks to encourage the use of conceptual models, methods and analysis techniques suitable to describe such complexity and the strong interdependence among the elements of the problem as well as its potential solutions. They are particularly interested in manuscripts that use these methods to help inform U.S. policies aimed at reducing smoking attributable mortality as much as possible through the year 2030. Research articles and briefs that address these issues and provide innovative insights will be considered. Conceptual essays defining a strategic framework for the application of system methodologies to the tobacco problem will be considered for the Framing Health Matters; Government, Politics, and Law; and Health Policy and Ethics forums. All manuscripts will undergo the standard peer review process by the AJPH editors and peer referees as defined by AJPH policy. Submit manuscripts to [http://submit.ajph.org](http://submit.ajph.org) by March 31, 2009.

International Institute for Theory-based Interventions and Research Intensive Workshop, December 2008, Phoenix, Arizona
Designing, Conducting, Analyzing & Funding Intervention Studies: A Research Intensive Workshop
Held December 3-5, this intensive research workshop will focus on the essential elements of designing, conducting, analyzing and funding intervention studies. Doctorally prepared nurses, advanced practice nurses, doctoral students and professionals from other health disciplines who seek to acquire or enhance their knowledge and critical skills to design, conduct, analyze and fund intervention studies should attend. Maximum capacity: 40 participants.

International Institute for Theory-Based Interventions
This institute held December 1-3 is designed for individuals interested in exploring conceptual and practical knowledge for the development of theory-based interventions. Maximum capacity: 20 participants. Attend separately or in conjunction with the Research Intensive Workshop mentioned above.

For more information on either the International Institute for Theory-based Interventions or the Research Intensive Workshop, visit [www.nursing.asu.edu/ace](http://www.nursing.asu.edu/ace).

Connect with NAQC Members!
NAQC’s Listserv offers an opportunity for NAQC members to connect with one another. Through the Listserv, you can ask questions, post comments and share resources. To post a question or comment to the NAQC Listserv, email NAQC@listserv.naquitline.org. You must be a member of the Listserv to post a question or comment. If you are not on the Listserv and wish to participate, please email bbryan@naquitline.org to join.

Funding for Connections is provided through a contract from the Centers for Disease Control and Prevention and a grant from the American Cancer Society. We thank them for their support of this publication.

Visit the [NAQC Connections Archive](http://www.naquitline.org/). 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.