Welcome to the NAQC Information e-Bulletin ... a special communication designed to provide important, time-sensitive information that may impact quitline operations and services.

NAQC Publishes New Case Studies: Arizona & Nevada
Maximizing the Benefit from State Policy Changes

We are pleased to share the addition of two new case studies on states that implemented new clean indoor air laws in 2006 and 2007. Newly released and available on NAQC’s Web site are case studies on Arizona and Nevada’s experience. Also on the Web site is the Colorado case study.

These case studies focus on describing quitlines’ experiences providing cessation services during the implementation of new statewide smokefree policies. Each case study highlights the main issues, opportunities, challenges and lessons learned by quitlines and their partners.

These case studies are designed to assist other states with plans to promote their quitlines during policy implementation by providing information about implementation strategies and approaches and the potential impact on quitline services.

Each of the case studies contains the following:
- Overview of the state’s tobacco-control landscape
- Summary of the smokefree law
- The campaign to pass the law
- Preparing for implementation
- Implementation (including impact on quitline calls)
- Lessons learned

About NAQC Case Studies provides background on the project and the importance of linking policy and cessation. As part of NAQC’s efforts to strengthen the linkages of quitlines and other tobacco control policy efforts, the case studies foster networking and idea exchange among the tobacco control and cessation communities.

The development of the NAQC Case Study Series is made possible through a grant from the Robert Wood Johnson Foundation (RWJF). We thank RWJF for their support.

For more information on these case studies or NAQC's policy-related work, please contact Randi Lachter at rlachter@naquitline.org.

About the North American Quitline Consortium:
NAQC is a Phoenix, Arizona-based 501(3)(c) organization that seeks to promote evidence based quitline services across diverse communities in North America.