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

1-800-QUIT-NOW Receives One Millionth Call

Help Promote and Celebrate this Event

On Dec. 30, 2007, 1-800-QUIT-NOW received its one millionth call, which came in from Ohio. To celebrate this event, NAQC has been working in collaboration with NCI, CDC and RWJF to develop a national press release. The release will be issued and distributed from NAQC early next week. The main message of the release will be to encourage tobacco users to join the one million who have already made the call to quit.

We don’t anticipate a significant impact on call volume from this release, but wanted to share the event with you as well as ask for your help in preparing for issuing the release and celebrating the one millionth call.

1) Quitline Success Stories: NAQC would like to be prepared to provide quitline success stories to media should we receive such requests. If your quitline has collected such stories and is willing to share them, please email Brenda Bryan at bbryan@naquitline.org. Please provide some brief information about the success stories and the key media (or other) contact at your quitline who should be contacted for use of the stories.

2) Localize the Press Release for Your State Media: Attached is a modified version of the national press release that can easily be localized to share with your state media. An idea for a quote from your quitline is included. You may not alter the quotes within the release from CDC, NAQC, NCI and Dr. Michael Fiore/UW-CTRI, but please feel free rework other elements of the release to suit your needs. Please wait to send any localized releases on or after the date the national press release is issued. If you distribute a release, please share a copy with NAQC along with any coverage you receive. You may send your release and/or coverage received to bbryan@naquitline.org.

3) Embargoed National Press Release: Contained in this email is an embargoed copy of the national press release. Please do not share this with non-NAQC members until its release date.

Questions or comments, regarding this NAQC Information e-Bulletin can be directed to bbryan@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.