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

“Be a Quitter” Campaign Update

In this issue, NAQC provides an update on the “Be a Quitter” campaign PSA. The information herein was provided to NAQC courtesy of National Cancer Institute. If you have questions regarding the “Be a Quitter” promotions campaign, or would like more information, please contact Candace Deaton Maynard, National Cancer Institute, (301) 594-9072 or maynarc@mail.nih.gov.

**Television Networks to Air “Be a Quitter” PSA**

Both the ABC and USA networks have chosen to broadcast the “Be a Quitter” television PSA nationally.

- ABC has indicated that the PSA could start airing as early as the week of March 5, 2007.
- USA Network did not specify a time for broadcast, though indications are that early March airplay is likely.

Additional information will be distributed as it becomes available.

**Recap of the national promotion**

- The goals of the “Be a Quitter” promotions campaign are: (1) to generate an increase in calls to 1-800-QUIT-NOW; (2) to generate an increase in smokers reached and counseled.
- Adults aged 18-29 and two key subsets within that age group: active and returning military (not including military in battle), and persons of low SES.
- Bilingual materials developed for the “Be a Quitter” campaign have included television and radio PSAs to promote the 1-800-QUIT-NOW number; an educational
video (English only); posters, brochures, and fact sheets; the microsite www.1800quitnow.org; internet banner ads; a Quit Now! Challenge and messaging; and national and local press releases, feature stories, on-air interviews, and media mentions.

Formative research on the 1-800-QUIT-NOW promotional materials is available to NAQC members on the Promotion of Quitlines bulletin board on the NAQC website.

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