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

New **PHS Guideline** Released Today
**NAQC Promotes New Information Around Youth and Counseling**

Today, the *2008 Clinical Practice Guideline - Treating Tobacco Use and Dependence* was released. The newly revised *Guideline* highlights, for the first time, the role of counseling in helping youth smokers quit.

**NAQC to Issue Media Release**
To help promote the *Guideline*’s release and highlight the new information around youth and counseling, NAQC will issue a national media release on Tuesday, May 12, 2008. The release will also feature new NAQC data showing that the majority of U.S. quitlines (over 75 percent) serve youth through specialized counseling and/or materials. An embargoed copy of the release is included in this email. *Please do not share the release with non-NAQC members until its release date.*

**Localize the Release**
Also included in this email communication is a version of the media release that you can use and localize for use with your state media to feature your quitline’s efforts to reach and serve youth. *Quotes included in the release from Dr. Michael Fiore/UW-CTRI and Linda Bailey/NAQC cannot be altered.* However, feel free to rework other elements of the release to suit your needs. Please wait to send any localized releases on or after the date the NAQC national 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. This will enable us to track and share any coverage generated with other NAQC members as well.

**Other Communication Efforts to Promote the Guideline**
Lastly, we wanted to make you aware that several national organizations have shared that they may be doing some media and/or communications activities around the release of the *Guideline*. These organizations may or may not include 1-800-QUIT-NOW in their materials.

*Questions or comments, regarding this NAQC Information e-Bulletin can be directed to Brenda Bryan at bbryan@naquitline.org.*

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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.