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

Quitline “Promotions” Section Added to NAQC Web site
NAQC members invited to review and respond to draft components of “Partnering to Promote Quitlines: A Coordination Plan”

Information about quitline promotions is now on the NAQC Web site. The recently added “Promotions” section contains information about the NAQC Promotion Task Force and the results of its work to capture knowledge, evidence and expertise about quitline promotion in Canada and the U.S. The recently published Promotion Task Force Report is also housed here. The “Promotions” section includes background on the Building Consensus: National Quitline Promotions project funded by the Robert Wood Johnson Foundation to develop a response to national quitline promotions and concerns related to the issue.

Working together, NAQC staff, NAQC’s Advisory Council members and national partners contributed to the development of a draft plan to coordinate with organizations conducting national quitline promotions. The plan is being created with an understanding of members’ concerns and the challenges presented by this issue. NAQC members are invited to provide feedback on several components of the plan.

Call for Your Input:
The following project materials are posted on the new “Promotions” section of the NAQC site. NAQC seeks and welcomes your input on these promotion coordination plan documents:

- Draft Guiding Assumptions for National Quitline Promotions
- Draft Standards for National Promotions of 1-800-QUIT-NOW
- Information and Data Sharing

We invite NAQC Members to provide feedback on these documents one of three ways:

- NAQC Annual Meeting on Oct. 22-23, 2007 in Minneapolis.
- By email to Randi Lachter at rlachter@naquitline.org.
- During conference calls in November (NAQC will be sharing details about these conference calls with members soon).

Submit Your Comments: For additional information or to submit your comments on the draft components of the coordination plan, please contact Randi Lachter at rlachter@naquitline.org.

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