Yesterday NAQC shared information with you about CDC's exciting announcement of stimulus funding for U.S. quitlines. Following are additional important facts about this funding opportunity.

NAQC will be providing resources and convening conference calls with members to address ways to strengthen quitline strategies for increasing reach, especially to priority populations. Please stay tuned for upcoming details!

Full Application at: http://www.grants.gov/search/search.do?sessionid=LHnfKC3TNhV0hW9y4yrCLGJZqzyvL7rhfJ4JVHv4e62Dx5bGCTql1798842873?oppId=49671&mode=VIEW

Important Dates:
November 22: Applications must be submitted for a two-day verification process.
November 24: Due date for applications.
December 2009: Funding awarded for non-competitive applications (including quitlines).

TA Calls Offered by CDC:
Oct. 6, 3-4:30 ET, 800-857-4637, passcode 1695786 (for state competitive and non-competitive funding)
Oct. 7, 3-4:30 ET, 800-857-4637, passcode 1695786 (for quitline funding)
Oct. 15, 3-4:30 ET, 800-857-4637, passcode 1695786 (for state competitive, non-competitive funding and quitline funding)
All 50 states, D.C., P.R. and V.I. are eligible to apply. A letter from the Governor is required for the application package.

Funding Levels - $125M Total:
$45M for statewide policy and environmental changes on nutrition, exercise and tobacco (non competitive).
(Note: NAQC recommends using some of this funding for educating legislators and the public on CIA, tax increases and working with state medical community/insurers on comprehensive cessation coverage that includes medications and reimbursement for counseling.)

$30M for Competitive special policy work (expect 10-15 awards).

$44.5M for tobacco cessation through quitline and media (non competitive).

See Appendices D and E for list of maximum funding for each state for policy change and quitlines (about page 92): http://www.grants.gov/search/search.do?sessionid=LHnfKC3TNhV0hW9y4yrCLGJZqzyvL7rhfJ4JVHv4e62Dx5bGCTql1798842873?oppId=49671&mode=VIEW

CDC Goals:
75% of U.S. population will live in states with improved obesity and tobacco policies.
80,000 additional successful quitters via quitline and media strategy (Note: assuming 25% quit rates, state quitlines will need to reach an additional 320k tobacco users to achieve this goal).

For Quitline Funding:
30% recommended for media (promote cessation, not just quitline).
70% recommended for quitline.
Up to 5% of total award can be used for NRT.

Identified Strategies for Improving Quitline Service:
- Expand proactive service
- Promote quitline statewide
- Enhance and expand integration of online technologies/interventions
- Expand outreach to disparity pops
- Develop additional language capacity
- Expand outreach to healthcare systems for referrals
- Expand evaluation of quitlines to improve effectiveness
- Focus on populations with disproportionate share of tobacco burden

**Monitoring and Evaluation Measures:**
- Caller satisfaction
- Service reach
- Number of tobacco users receiving services
- Seven-month quit rate

**Quarterly Reports (first report due April 10):**
- Total number of calls to quitline
- Unduplicated number of quitline callers who received service
- Unduplicated number of quitline callers who received service and quit
- Number of site appropriate modifications to improve quality and capacity
  - Examples of modifications:
  - Increasing amount of service
  - Expanding eligibility
  - Increasing hours
  - Increasing languages
  - Increasing health system referrals
  - Increasing number of live-answered calls
  - Increasing number of calls from pops with disproportionate burden of tobacco (incl unduplicated number who received services)
  - Sustainability plan

Sub contracts over $25K require special reporting.

Need to monitor jobs created (actual number, not estimate).

Need to buy American.

For more information about this publication, visit the [NAQC Information e-Bulletin archives](http://archive.constantcontact.com/fs088/1102339722407/archive/1102737323752.html) or contact naqc@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.

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