Welcome to NAQC Connections ... Keeping members and partners connected to timely and upcoming events in the quitline community. Please remember Connections is now a monthly rather than bi-weekly publication.

SPECIAL FEATURE

New Fact Sheets, Issue Papers and Reports Released by NAQC

Last month, NAQC released new fact sheets, issue papers and a promotion coordination plan which can all be accessed on NAQC's Web site at www.naquitline.org. Topics include: tobacco tax increases, smokefree policies, quitline promotion, a profile of quitline reach and services, making the case for quitline sustainability, reimbursement for quitline services, measuring reach and quit rates. Learn more about these new resources and access the complete documents.

NEWS & UPDATES

NAQC NEWS

NAQC Quitline World Map Profile Update

To keep the Quitline World Map on NAQC's Web site up-to-date, quitline funders received a request last week to review and update state or provincial profiles. If you received an email request on February 9, please submit the requested form by February 23. For more information on this update.

NAQC Membership Renewal

The NAQC Membership Renewal Process has begun for fiscal year 2010. Please look for a NAQC e-Bulletin later this week with details about membership renewal. If you have any questions for our membership staff, please contact us at membership@naquitline.org or call 602-279-2719.

NAQC Annual Conference 2009

Building on Our Strengths and Embracing Our Future: Quality, Access and Emerging Practice

The 2009 Annual Conference builds on NAQC’s efforts to contribute to the understanding and measurement of quitline quality as well as the development of emerging and innovative practices. This conference will include 16 sessions in four learning tracks, a HOT TOPIC Lunch, two plenary sessions and ample opportunities for sharing and learning with your colleagues. More information about
the conference and instructions on how to submit a session proposal. Deadline for Session Proposals is March 15, 2009.

**NAQC 2009 Seminar Series - Important Information & Upcoming Programs**

**Sustaining Quitlines Now and in the Future: Topics to Build the Case**

March 4: 3:30 - 5 PM ET and March 6: 12:30 - 2 PM ET

**WEBINAR - Innovative Approaches and Proven Strategies for Increasing Reach**

April 8: 3:30 - 5 PM ET and April 10: 12:30 - 2 PM ET

Cessation Medications and Quitlines: Current Practice and the Evidence Base

May 6: 3:30 - 5 PM ET and May 8: 12:30 - 2 PM ET

Fourth Quality Improvement Topic: Hearing Feedback from our Members

[More information on the series and accessing call materials.](#)

**Quit Rate and Reach Quality Standards are Now Final - Feedback Requested on Implementation Plan**

NAQC is pleased to announce that the quit rate and reach calculation quality standards are finalized and reflected in two [Issue Papers](#) posted online. The next step is to create an implementation plan for all quitlines. [Read more about the draft plan and member feedback requested.](#)

**Literature Review on Increasing Reach Coming Soon**

[Read more](#) about the completed review, which will be available shortly and highlighted during the March Webinar on *Innovative Approaches and Proven Strategies for Increasing Reach.*

**NAQC Annual Survey of Quitlines 2008 Update - Data Collection is Complete!**

Thank you for your help completing the survey. [More information](#).

**Ensuring Quitline Access for Deaf and Hard of Hearing Individuals - Take Back and Transfer Reminder**

Last week, NAQC sent out a [NAQC News Flash](#) related to this issue. [Access](#) the News Flash and "Take Back and Transfer" instructions.

**More NEW NAQC Resources**

Access the new questions and answers in the [Quitline Q&A](#) featuring data from the 2006 NAQC Annual Survey of Quitlines in North America.

NAQC has created a [library of its conference call series](#) materials for members to reference and access.

**NAQC Manager of Communications on Maternity Leave**

Brenda Bryan, NAQC's Manager of Communications, will be on maternity leave from mid-February to late May. Randi Lachter, NAQC's Manager of Policy Initiatives, will be managing NAQC's core communications activities during this time. Should you have communications-related questions, please contact Randi at rlachter@naquitline.org.

**QUITLINE & TOBACCO CONTROL NEWS**

**Update on Economic Stimulus Package**

http://archive.constantcontact.com/fs088/1102339722407/archive/1102438742493.html

9/20/2010
In January, NAQC began informing members about important efforts to preserve tobacco cessation and prevention and wellness allocations in the Economic Stimulus Package moving through the U.S. Congress. Read more about the bill and related NAQC resources.

**Federal Cigarette Tax Increases by 61.7 cents on March 31, 2009**

On February 4, 2009, President Obama signed into law, expansion of the State Children's Health Insurance Program (SCHIP), which includes a 61.7-cent increase in the cigarette tax. The tax will go into effect on March 31, 2009. NAQC encourages members to take this opportunity to promote quitline services. Learn more about how to integrate the tax increase message into your quitline promotion efforts and access other resources.

**Ohio Judge Blocks State from Dissolving Tobacco Prevention Trust**

Read more about the Ohio Tobacco Prevention Foundation endowment.

**Announcement of QUITPLAN® Helpline Request for Proposals**

ClearWay Minnesota (SM) announced the release of its Request for Proposals (RFP), "Services for the QUITPLAN® Helpline, Minnesota's telephone counseling program to help people learn how to quit tobacco use." More about the RFP.

**Legacy and Parents Magazine "Parents Quit for Good" - Reminder that 1-800-QUIT-NOW to be Featured in the March issue of Parents Magazine**

The focus of this Legacy/Parents Magazine promotion effort, launched in December, is on helping parents quit using evidence-based smoking cessation tools. 1-800-QUIT-NOW is scheduled to be included in the upcoming March issue. Read more.

**NBC "Today Calls it Quits" Series**

On January 27, NAQC sent a NAQC Promotion Alert informing members the NBC's Today Show had partnered with American Legacy Foundation on a smoking cessation series, which aired on January 29 and 30. "Today Calls It Quits" is following three smokers from Baltimore, the Washington, DC-area and New Jersey. A follow up segment will air in March.

**Non-NAQC Researchers Request to Post a Study Link on Quitline Web Sites**

Drs. Jean-Francois Etter and Nina Schneider have developed a new survey for smokers focusing on quitting with pharmacotherapies. The survey covers medication use, quit attempts, withdrawal symptoms, interest in improved medications, etc. No contact information is collected. The researchers are asking organizations to place a direct link to their study survey to ensure a broad sample. Learn more about this request.

**Tobacco Sales in Pharmacies**

The trend to ban tobacco sales in pharmacies is gaining momentum throughout Canada. Learn more.

**RESEARCH**

**QUITLINE ARTICLES**

Impact on the Australian Quitline of New Graphic Cigarette Pack Warnings Including the Quitline Number

Miller, CL, Hill, DJ, Quester, PG, Hiller, JE. Tobacco Control. 2009 Feb
This study measures the combined effect of graphic cigarette pack warnings and printing the Quitline number on packs on calls to the Australian Quitline service.

**MMWR REPORT**

**State-Specific Smoking-Attributable Mortality and Years of Potential Life Lost - United States, 2000-2004**


In the U.S., the annual rate of deaths due to smoking per 100,000 people went down by 25 people between the period 1996-1999 and 2000-2004.

**PRIORITY POPULATIONS**

**Assessing the Impact of the National 'Truth' Antismoking Campaign on Beliefs, Attitudes and Intent to Smoke by Race/Ethnicity**


This study looked at racial/ethnic differences in the association between exposure to the 'Truth' antismoking campaign and beliefs and attitudes among youth about cigarette companies and their intent to smoke.

**The Role of Labor Organizations in Tobacco Control: What Do Unionized Workers Think?**


This study examined unionized workers' knowledge and attitudes about workplace tobacco use, secondhand smoke exposure and the role of labor unions in addressing smoking and cessation coverage policies.

**RESOURCES & INFORMATION**

**1-800 QUIT NOW Monthly Volume Report: Now Posted**

The 1-800 QUIT NOW monthly volume report for the period November 9, 2004 through January 31, 2009 is now posted to the U.S. Network of Quitlines bulletin board on the NAQC member Web site.

**American Legacy Foundation Policy Statements**

Legacy recently released Policy Statements on tobacco-related issues.

**CME Course Available to Assist Tobacco Users with Mental Illness**

A recent *JAMA* article on a course of treatment for a woman with bipolar disorder who smokes is now available as a CME course through the JAMA & Archives program. Learn more.

**January 2009 Issue of the Tobacco Free Press Available**

The Tobacco Control Network monthly newsletter is now available.

**Media Campaign Resource Center (MCRC) Update**

The MCRC has added 23 new ads to its collection. The themes covered include secondhand smoke, health consequences of smoking, smoke-free laws and youth prevention. Learn more about MCRC.

**Great American Spit Out and Through With Chew Week**
Feb. 15 through 21 is *Through with Chew Week* and Feb. 19 is the *Great American Spit Out*. Visit [Through With Chew](http://www.throughwithchew.com) for more information.

**2009 Kick Butts Day**
March 25, 2009 is [Kick Butts Day](http://www.kickbuttsday.org).

**Conference on Reducing Tobacco Use Among Young Adults**

**UMDNJ Conference: Treating Tobacco Dependence in Mental Health Settings**

**6th National Conference on Tobacco or Health - Canada!**
November 1-4, 2009 in Montreal, Quebec. [More information](http://www.6thnctoh.org).

**Call for Papers for Collection of Systems Modeling in Tobacco Control Manuscripts**

**Sharing Our Lessons: Making Minnesota's Quitlines Accessible to LGBTs**
The National LGBT Tobacco Control Network recently published the second edition of *Sharing Our Lessons*, a document that presents promising practices in LGBT tobacco and interviews with leaders doing LGBT tobacco work. View a description of a [Minnesota Case Study](http://www.mngul.org) to provide culturally appropriate LGBT quitline services.

**New Report on the Impact of Tobacco Control Policies on Low SES Women and Girls Released**
The National Cancer Institute in partnership with the American Legacy Foundation has released a new report titled *Tobacco Control Policies: Do They Make a Difference for Low Socioeconomic Status Women and Girls?* [Learn more about the report](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2590535/).

**Connect with NAQC Members!**
NAQC's Listserv offers an opportunity for NAQC members to connect with one another. Through the Listserv, you can ask questions, post comments and share resources. To post a question or comment to the NAQC Listserv, email NAQC@listserv.naquitline.org. You must be a member of the Listserv to post a question or comment. If you are not on the Listserv and wish to participate, please email naqc@naquitline.org.

Visit the [NAQC Connections Archive](http://www.naquitline.org),
For more information about NAQC Connections or to submit information for consideration in its next issue, email naqc@naquitline.org.
Information and links are provided solely as a service to NAQC members and partners and do not constitute an endorsement of any organization by NAQC, nor should any be inferred.

**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.
© North American Quitline Consortium, 2009

Email Marketing by