Greetings!

NAQC News Flash

QUITLINE CALL VOLUMES SURGE IN RESPONSE TO TAX AND PROMOTION.
EXPECT FRONT PAGE STORY IN FRIDAY'S USA TODAY

Many thanks to the states and service providers who shared information on their surges in call volume in response to the increase in federal tobacco tax and other promotional activities. As shown in the linked report, many state quitlines began experiencing call volume increases in early March, when cigarette prices increased, and have seen their numbers grow throughout the month.

Please click here to view the document.

Overall, the April 1 federal tax increase in the U.S. has had a significant impact on quitline call volumes. As shown in this month's figures for 1-800-QUIT-NOW, nationwide call volume in March more than doubled as compared to February.

Please click here to view the document.
We anticipate call volumes will continue to be high throughout April.

There has been a good deal of national media attention on the federal tax increase. In Friday's USA Today and Washington Post we expect a story on the impact of the tax increase on state quitlines. Many thanks to those members who took time to talk with USA Today reporter Wendy Koch and others in the media.

We will continue to update you on this issue. (4/2/09)

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