

Greetings!

NAQC News Flash



April 1 Tax Increase - National Promotion Update

No known national effort planned due to state-level activity

Based on information gathered from quitlines and service providers and discussions with national partners, NAQC has learned that the potential national promotion effort related to the April 1 federal tobacco tax increase in the U.S. has been cancelled. Many states are conducting state-level promotions and call volumes have already increased.

Given the interest in this tax increase, there is always a possibility that national media will promote 1-800-QUIT-NOW without notifying NAQC or our partners. We will keep you informed of any information we do receive leading up to the April 1 increase.

As always, we appreciate the information members have shared with us related to this issue.

Contact Us With Questions

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