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

Federal Tax Increase: Seizing the Opportunity to Promote Quitlines

The federal tobacco tax will increase by 61.7-cent on April 1, 2009. We encourage members to take this opportunity to promote quitline services. The tax increase will certainly encourage smokers to quit, and they will be looking for effective resources to help them. Quitlines play an important role in offering cost-effective, readily available, evidence-based services for those ready to quit. Enhancing quitline promotion efforts can increase quit attempts and successful quits.

On March 5, 2009, NAQC participated in a call hosted by CDC and CTFK and dedicated to promoting quitting around the federal tobacco tax increase. Learn more about materials shared during this call and available NAQC resources.

NEWS & UPDATES

NAQC NEWS

NAQC Membership Renewal Reminder

The FY2010 NAQC membership renewal process is underway! For your convenience, the NAQC membership staff will be contacting you directly via e-mail with an invoice for your 2010 dues. We want to thank you for your participation and support in the past year. Learn more about membership renewal.

NAQC Annual Conference 2009

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

Registration is now open for the 2009 NAQC Annual Conference on June 8 and 9 at the Sheraton Phoenix Downtown Hotel in Phoenix, Arizona. More information
NAQC 2009 Seminar Series - Important Information & Upcoming Programs

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

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*

Seminars will not be hosted in June due to the NAQC Annual Conference on June 8 & 9.

More information on the series and accessing call materials.

February's Seminar Summary Now Posted to NAQC Calendar

If you were not able to join the February seminar, *Maintaining Quality Across Quitlines in North America*, feel free to view the summary on the NAQC calendar page. Look for the summary of the March webinar, *Innovative Approaches and Proven Strategies for Increasing Reach*, to be posted to the calendar soon! Access the summary.

Development of NAQC Goals and Objectives for 2015

The Board of Directors extends its thanks to the membership for their written and oral comments on the proposed goals and objectives for 2015. The Board plans to revise the proposal during its upcoming meeting and will share the final document with members in June. A summary of the conference call will be distributed in late March.

Request for NAQC Annual Survey Data Approved

A request for access to NAQC Annual Survey data by Professional Data Analysts, Inc. (PDA) has been approved by a 3-person panel of NAQC members and NAQC's Director of Research. The proposed analysis will examine the relationship between call volume and other factors including media expenditures per adult smoker, total quitline budget, services offered (including medications) and other variables. Learn more about this request.

What Role Should NAQC Play in Facilitating Quitline-Related Research?

If you are a quitline service provider, funder, researcher/evaluator, etc. and are interested in providing feedback on this and related questions, please consider participating in our upcoming research agenda and research infrastructure focus groups. NAQC is in the process of working with members to identify key issues that quitlines face in order to develop a research agenda for quitlines and an infrastructure to support that agenda. More information about this opportunity.

QUITLINE & TOBACCO CONTROL NEWS

Healthy People 2020 Process Update

The U.S. Department of Health and Human Services (HHS) has begun planning for Healthy People 2020. The CDC's Office on Smoking and Health will lead development of the tobacco goals and objectives and has convened a workgroup to gain stakeholder input. NAQC has been invited to participate on the tobacco use workgroup. Read more about the process.

Request for Proposals for the State Action: Evaluating the
Healthy People 2020 Disease Prevention and Health Promotion Agenda Project
Funded by the U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion, this evaluation project will fund state, territorial and tribal governments to conduct innovative and participatory strategic planning activities, with an emphasis on multi-sector collaboration, using the Healthy People 2020 framework and population health improvement concepts. Deadline is Monday, April 27, 2009. Learn more

NIH Offers Challenge Grants in Health and Science Research
The National Institutes of Health has received new funds for Fiscal Years 2009 and 2010 as part of the American Recovery and Reinvestment Act of 2009. At least $200 million have been designated for a new initiative called NIH Challenge Grants in Health and Science Research. These two-year grants are available in a range of Challenge Areas as identified by each Institute. Several Challenge Areas are relevant to the field of tobacco cessation in general, and quitlines in particular. Learn more about this initiative.

FDA Legislation Reintroduced
Legislation giving the U.S. Food and Drug Administration the authority to regulate tobacco products was reintroduced earlier this month in the U.S. House of Representatives and passed the House Energy and Commerce Committee. More information

Announcement of New York State Smokers' Quitline Request for Proposals
The New York State Department of Health is accepting proposals from qualified entities for the NYS Smokers' Quitline RFP. More about the RFP

National EX® Campaign Evaluation Results
The 2008 EX campaign launched on March 31st and ran until September 29th. A brief online survey to assess awareness and receptivity utilizing the Knowledge Networks' Online Panel was conducted in June 2008 in order to gather early data on ad awareness levels and receptivity to the campaign following the highest levels of advertising. Learn more about the results.

RESEARCH
QUITLINE ARTICLES

Using a Quitline Plus Low-Cost NRT to Help Disadvantaged Smokers Quit
Miller CL, Sedivy V. Tobacco Control. 2009 Jan 8. [Epub ahead of print]
This study examined the impact of the addition of subsidized NRT to a standard population Quitline service on motivating low-income smokers to try to quit.

Behavior Change Interventions Delivered By Mobile Telephone Short-Message Service
This review article examined 14 studies examining mobile telephone short-message service (SMS) for delivering health behavior change interventions via text messages.

Clinical Faxed Referrals to a Tobacco Quitline: Reach, Enrollment, and Participant Characteristics
Willett JG, Hood NE, Burns EK, Swetlick JL, Wilson SM, Lang DA, Levinson AH. American Journal of Preventive Medicine. 2009 Feb 5 [epub ahead of print]. This study examined the fax referral program for the Ohio Tobacco Quit Line and found that while nearly 60% of referred smokers could not be reached for enrollment, those who did enroll were members of groups not typically served by tobacco cessation programs.

Rapid Implementation of a Smokers' Quitline Fax Referral Service in an Urban Area
Bernstein SL, Jearld S, Prasad D, Bax P, Bauer U. Journal of Health Care for the Poor and Underserved. 2009 Feb;20(1):55-63. This study evaluated the impact of training and technical assistance offered by a state-funded smoking cessation center to clinical sites to expand tobacco control services.

Implementing a Tobacco Assisted Referral Program in Dental Practices
Little SJ, Hollis JF, Fellows JL, Snyder JJ, Dickerson JF. Journal of Public Health Dentistry. 2009 Jan 15. [epub ahead of print] This study evaluated the feasibility and acceptability of an "assisted referral" team approach for assessing tobacco use, providing tailored advice and brief counseling and encouraging smokers to talk by telephone with tobacco counselors in a large prepaid dental group practice.

MMWR REPORTS

Cigarette Brand Preference Among Middle and High School Students Who Are Established Smokers --- United States, 2004 and 2006
Centers for Disease Control and Prevention
Data from the 2004 and 2006 National Youth Tobacco Survey (NYTS) show that 81% of U.S. youth (12-17 years) prefer the three most heavily advertised brands: Marlboro, Newport and Camel.

Centers for Disease Control and Prevention
According to the Behavioral Risk Factor Surveillance System, while the rate of smoking among adults declined in most states between 1998 and 2007, six states (Alabama, Arizona, Mississippi, Oklahoma, Tennessee and West Virginia) had no significant declines in prevalence in the past 10 years. The present rate of decline will very likely be too slow in almost all states other than Utah to achieve the Healthy People objective by 2010 unless comprehensive, evidence-based tobacco control programs are fully implemented in all states.

POLICY RESEARCH

The Effectiveness of Covering Smoking Cessation Services for Medicare Beneficiaries
This study examined whether reimbursement for provider counseling, pharmacotherpies and a telephone quitline increased smoking cessation relative to usual care.
**Taxation Reduces Social Disparities in Adult Smoking Prevalence**
This study assessed the association between the price of cigarettes and smoking prevalence for different income groups in Australia. There was strong evidence that higher price was directly related to lower smoking prevalence, and this relationship was stronger for lower income groups.

**RESOURCES & INFORMATION**

**CDC Maps on Social Determinants of Health Now Available**
CDC's Division for Heart Disease and Stroke Prevention has posted brand new maps of social determinants designed to provide information to be used in tandem with other data sources to match heart disease and stroke prevention programs and policies to the needs of local populations. [Learn more](#).

**New Services and Opportunities Available from the Tobacco Technical Assistance Consortium (TTAC)**
TTAC has announced the availability of *Using Best Practices - Practical Lessons in Building and Sustaining Comprehensive Tobacco Control Programs*, a new distance learning tool from the CDC Office on Smoking and Health (OSH) and TTAC based on the updated *Best Practices for Comprehensive Tobacco Control Programs*. [Read more](#) about TTAC opportunities.

**New Report Shows Adolescent Males Are Using More Smokeless Tobacco**
The Substance Abuse and Mental Health Services Administration released a new report containing findings from the National Survey on Drug Use and Health showing that while the rate of past month smokeless tobacco use remained stable in the range between 3.0% to 3.3% between 2002 and 2007 among people 12 and older, the rate of smokeless tobacco use among boys aged 12 to 17 from 2002 to 2007 increased 30%. [More](#) about this report.

**Experts in Government, Public Health, Public Policy and Science Outline Blueprint for Reducing Death and Disease From Tobacco in the United States**
Recommendations from a strategic dialogue held with key, mostly U.S.-based tobacco control researchers and policy makers to develop a strategic vision and blueprint for research, policy and communications to reduce the harm from tobacco for the U.S. were published in *Tobacco Control* on February 24. [Review](#) more information and the press release.

**NEW 2009 Smoking Cessation for Persons with Mental Health Illness- A Toolkit for Mental Health Providers**
This toolkit offers step by step instructions for providers to help their patients quit smoking. [Access the toolkit](#).

**Tobacco-Free Toolkit: Investing in a Tobacco-Free Future Just Released**
This new toolkit is now available to help businesses protect their employees’ health and lower tobacco-related costs. [Access the toolkit](#).

**1-800 QUIT NOW Monthly Volume Report: Now Posted**
The 1-800 QUIT NOW monthly volume report for the period November 9, 2004 through February 28, 2009 is now posted to the
U.S. Network of Quitlines bulletin board on the NAQC member Web site.

**Developing Smokefree Implementation Regulations Web site**
The Developing Smokefree Implementation Regulations Web site focused on state and local rule making has recently been updated. [Access and more information](#).

**Partnership for Prevention Launches Best and Worst**
Check out this regular new feature of Partnership for Prevention's new blog. Each week, Partnership staff choose the designees based on nominations of items in the previous week's news submitted by members, staff and the public at large.

**New York State Department of Health Ad Campaign**
In March, the New York State Department of Health launched a new phase of the campaign to encourage health care providers to talk to patients about quitting. [Read more](#) about the campaign.

**2009 Kick Butts Day**
March 25, 2009 is Kick Butts Day.

**NEWSLETTERS**
- Winter Issue of Through With Chew Newsletter
- February 2009 Issue of the Tobacco Free Press

**CONFERENCES**

**National Conference on Tobacco or Health**
The National Conference on Tobacco or Health scheduled for June 10-12, 2009 in Phoenix, AZ. [For more information](#).

**6th National Conference on Tobacco or Health - Canada!**
November 1-4, 2009 in Montreal, Quebec. [More information](#).

**5th National Summit on Smokeless and Spit Tobacco**

**Northern Plains Tobacco Control Institute!**
April 21-22, 2009 in Rapid City, SD. [Read more](#).

**Conference on Reducing Tobacco Use Among Young Adults**
April 29 - 30, 2009 in Alexandria, Virginia. [Additional Information](#).

**2009 National Lung Health and Tobacco Cessation Combined Conference**
May 29th and 30th in Columbus, Ohio. [More information](#).

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

**Position Announcement**
DC Tobacco Control is hiring a Program Manager. [For more information](#).

**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.
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.
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