Welcome to NAQC Connections

Next Issue
June 22, 2009

Important Note: If you have any challenges accessing links contained in this email, please go to the NAQC Web site to access the complete Connections content for this month's issue.

News & Updates

Research

Resources & Information

Quick Links
NAQC Annual Conference
Membership

Post to the Listserv & Connect with NAQC Members

NAQC Publications

Welcome to NAQC Connections ... Keeping members and partners connected to timely and upcoming events in the quitline community.

SPECIAL FEATURE

National Networks Join NAQC
NAQC is pleased to welcome the six U.S. National Networks as consortium members. These Networks, funded by CDC, provide leadership and expertise in the development of policy-related initiatives (including environmental and systems change) and utilization of proven or potentially promising practices when available or appropriate.

The six networks include:

- Asian Pacific Partners for Empowerment, Advocacy, and Leadership (APPEAL)
- Break Free Alliance
- National African American Tobacco Prevention Network (NAATPN)
- National Latino Tobacco Control Network (NLTCN)
- The National LGBT Tobacco Control Network
- National Native Commercial Tobacco Abuse Prevention Network (NNCTAPN)

Learn more about the Networks.

NEWS & UPDATES

NAQC NEWS

NAQC MEMBERSHIP RENEWAL
Thanks to all who have already renewed for FY 2010! It is hard to believe that we are approaching the start of another year of important work for the quitline community. We are so grateful for the participation of our members and proud of the accomplishments of FY 2009.

If you still have not renewed your membership, read more about the process.

Just Around the Corner...
NAQC Annual Conference 2009
Building on Our Strengths and Embracing Our Future: Quality, Access and Emerging Practice

Don't miss the opportunity to join us at the 2009 NAQC Annual Conference on June 8 and 9 at the Sheraton Phoenix Downtown Hotel in Phoenix, Arizona. Just a few weeks from now! Online registration will be closed at 5:00 PM PST on Friday, May 29, 2009. Learn more about how to register and the fees.

NAQC 2009 Seminar Series - Summer Seminars
Sustaining Quitlines Now and in the Future: Topics to Build the Case

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

July 8th: 3:30 - 5 PM ET and July 10th: 12:30 - 2 PM ET
WEBINAR
Communicating Your Quitline’s Effectiveness: How to Deliver Your Message and Use Your Data

August 5th: 3:30 - 5 PM ET and August 7th: 12:30 - 2 PM ET
Updates to the Minimal Data Set (MDS)

Strategic Goals and Objectives for NAQC: Summary of Call Available
A summary of the March 9 conference call during which the NAQC Board of Directors presented the proposed strategic goals for the Consortium and heard feedback from members is now available. Read more about next steps in the process.

Volunteers Still Needed to Help Answer "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. More information about this opportunity.

Reminder: 2008 Annual Survey Data Available in PDF Form for Quitlines
A PDF version of each quitline's 2008 Annual Survey responses has been sent to the key contact person for each quitline. Learn more

NAQC Quality Improvement Initiative Update
The fourth Quality Improvement Paper, Standard Practices and Measurement of Medications Delivered by Quitlines, was discussed during NAQC's May 6 and May 8 conference calls. Read about the process and the status of the Framework paper.

QUITLINE & TOBACCO CONTROL NEWS

2 Millionth Call to 1-800-QUIT-NOW Received in April
On April 6, 2009, a caller from Indiana made the 2 millionth call to 1-800-QUIT-NOW which was launched in November 2004. More about this remarkable accomplishment.

The American Lung Association recently released the 2008 edition of its State Legislated Actions on Tobacco Issues (SLATI) report. This 21st edition of SLATI provides an up-to-date guide to tobacco control laws in all 50 states and the District of Columbia. Learn more and access SLATI.
The National Tobacco Cessation Collaborative (NTCC) Releases 2009-2010 Priorities
NTCC has identified several long term, overarching priorities around tobacco cessation for the Nation. Read more about the priorities and specific activities NTCC will undertake this year and early next year.

Multi-State Collaborative for Health Systems Change Reports and Webinar Series
The Collaborative recently announced the release of two new reports, Lessons Learned from States and Promising Practices Case Studies, and a webinar series focused on Improving Health Care Systems to Reduce Tobacco Use. Information about the reports and seminars is available on NAQC’s Web site.

U.S. Preventive Services Task Force (USPSTF) Reaffirms Recommendations on Counseling to Prevent Tobacco Use
After its review of the evidence in the U.S. Public Health Service Clinical Practice Guideline: Treating Tobacco Use and Dependence, 2008 Update, the USPSTF determined that the net benefits of tobacco cessation interventions in adults and pregnant women remain well established. The new recommendation is published in the April 21 issue of the Annals of Internal Medicine. Learn more.

Nicotine Replacement Therapy Placed on WHO List of Essential Drugs
The March 2009 update of the WHO Model List of Essential Medicines now includes nicotine replacement therapies (gum and patch). The core list is available for review.

Body Image Counseling May Help Young Women Quit Smoking
A presentation at the Society for Behavioral Medicine's annual meeting in April presented results from a Temple University project that used focus groups and a pilot study to assess the effect of an exercise program versus body image counseling on helping young women quit. Access more information about the study.

Jump to Resources & Information

RESEARCH
CLICK ON THE ARTICLE TITLES FOR MORE IN DEPTH DESCRIPTIONS

NATIONAL STATISTICS
The Preventable Causes of Death in the United States: Comparative Risk Assessment of Dietary, Lifestyle, and Metabolic Risk Factors
Data from the National Center for Health Statistics were used to estimate mortality effects for 12 modifiable dietary, lifestyle and metabolic risk factors in the U.S. Findings showed that in 2005, tobacco smoking and high blood pressure were responsible for an estimated 467,000 and 395,000 deaths, accounting for about one in five or six deaths in US adults; conditions for which effective interventions exist. Overweight-obesity (216,000) and physical inactivity (191,000) were each responsible for nearly 1 in 10 deaths. High dietary salt (102,000), low dietary omega-3 fatty acids (84,000) and high dietary trans fatty acids (82,000) were the dietary risks with the largest mortality effects.
High School Students Who Tried to Quit Smoking Cigarettes --
United States, 2007

May 1;58(16):428-431.

CDC analyzed data from the 2007 Youth Risk Behavior Survey
(YRBS), a nationally representative survey of students in grades 9--
12 in the United States. Results show that 61% of students who ever
smoked daily have tried to quit smoking, and 12% were successful.

**Current Cigarette Smoking Among In-School American Youth:
Results from the 2004 National Youth Tobacco Survey**

Rudatsikira E, Muula AS and Siziya S. *International Journal for Equity
in Health*. 2009 Apr 3;8(1):10. [Epub ahead of print]

This analysis of the 2004 U.S. National Youth Tobacco Survey found
that White non-Hispanic youth were as likely to be current smokers
as American Indians but more likely to be smokers than all other
racial/ethnic groups.

**QUITLINE ARTICLES**

**Helping Patients to Quit Tobacco Use: Integration of South
Dakota QuitLine Services**

Fahrenwald NL, Larson AL. *South Dakota Medicine*. 2009;Spec
No.:59-62.

This article showcases the role that the South Dakota QuitLine can
play in implementing evidence-based practice guidelines for tobacco
cessation.

**An Electronic Health Record-Based Intervention to Improve
Tobacco Treatment in Primary Care: A Cluster-Randomized
Controlled Trial**

Linder JA, Rigotti NA, Schneider LI, Kelley JHK, Brawarsky P and

When primary care clinicians are prompted to counsel smokers to
quit by an electronic health record, more smokers speak with a
counselor and more smokers quit than those assigned to practices in
a control group without an electronic medical record prompt.

**Txt2stop: A Pilot Randomised Controlled Trial of Mobile
Phone-based Smoking Cessation Support**

Free C, Whittaker R, Knight R, Abramsky T, Rodgers A and Roberts

This study was a randomized trail of the txt2stop mobile phone-
based cessation intervention. Four weeks after registration, the self-
reported quit rate was 26% for the intervention group and 12% for
the control - a relative risk of quitting (RR) of 2.08.

**CESSATION ARTICLES**

**Review of Strategies to Recruit Smokers for Smoking
Cessation: A Population Impact Perspective**


This review article examined recruitment strategies for smoking
cessation interventions.

**Real World Study to Evaluate the Effectiveness of Varenicline and Cognitive-Behavioural Interventions for Smoking Cessation**

Ramon JM and Bruguera E. *International Journal of Environmental

This study concluded that varenicline and cognitive-behavioral
counseling are effective for smoking cessation when used in a clinical setting.

Comment: Treatments for Nicotine Addiction Should Be a Top Priority
Pollock JD, Koustova E, Hoffman A, Shurtleff D and Volkow ND. The Lancet, Early Online Publication, 27 April 2009 [Epub before print]
In this comment, the authors point out that between 1987 and 2008, more than 8 times as many pharmacotherapy trials were done for lung cancer as were done for smoking cessation.

TOBACCO RELATED POLICY

Trends in Death Rates From Tobacco-Related Cardiovascular Diseases in Selected U.S. States Differing in Tobacco-control Efforts
Polednak AP. Epidemiology. 2009 Apr 13. [Epub ahead of print]
In a study analyzing age-standardized mortality rates for tobacco-related cardiovascular diseases for 1990-2004 in states that differed in tobacco-control efforts, the authors found that states with stronger tobacco-control efforts (e.g., California and New Jersey-New York) had more rapid declines than states with weaker tobacco-control efforts (e.g., 6 Southern “tobacco growing” states).

PRIORITY POPULATIONS

Cultural Competence and Health Care Disparities: Key Perspectives and Trends
This article discussed cultural competence as a strategy to improve quality and eliminate racial and ethnic disparities in health care. Findings are based on 2002 interviews with experts from managed care, government and academe.

Smoking, Chewing, and Cultural Identity: Prevalence and Correlates of Tobacco Use Among the Yup’ik-The Center for Alaska Native Health Research (CANHR) Study
This study analyzed data from a large sample of Yup’ik participants living in the Yukon-Kuskokwim Delta region of Alaska.

Trends in Smoking Among African-Americans: A Description of Nashville’s REACH 2010 Initiative
This study of the impact of Nashville’s REACH 2010 initiative found that a 5-year period of comprehensive interventions resulted in a decrease of everyday smoking among the target population but no change in the proportion of smokers quitting.

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 April 30, 2009 is now posted to the U.S. Network of Quitlines bulletin board on the NAQC member Web site.

NCI Launches Smokefree Women Web Site and Facebook Group
The National Cancer Institute recently launched Smokefree Women The site offers a special focus on topics important to women. The
Web site also contains an interactive feature with Facebook to cultivate an online support community for women trying to quit. Read more about this resource.

**American Nonsmokers' Rights Foundation (ANRF) Quarterly Update to 100% Laws**
The ANR Foundation is pleased to announce the April 2009 quarterly update to the lists and maps of U.S. municipalities and states with 100% smokefree laws now in effect. Access the lists.

**CAN-ADAPTT Seed Grant Opportunity**
*Application Deadline: June 12 and December 11, 2009 @ 4:30 pm EST*
The CAN-ADAPTT Coordinating Centre invites collaborative, Canadian researcher-practitioner teams committed to tobacco control to apply for CAN-ADAPTT's Seed Grant Competition. Awards of up to $5,000 are available to facilitate the preparation of a scientific product in tobacco control research. Learn more

**Smoking Information in Multiple Languages Available from National Library of Medicine**
MedlinePlus has a multilingual feature, providing access to high quality health information in languages other than English and Spanish. This new service, linked from the MedlinePlus homepage, benefits people who prefer to read consumer health information in their native language. The site also includes smoking-specific information in Arabic, French, Hindi, Japanese, Korean, Russian, Somali, Spanish, Ukrainian, and Vietnamese. Access these resources.

**Global Dialogue for Effective Stop Smoking Cessation Campaigns Web Site Update**
*New Resources Available*
Visit the Global Dialogue's Web site to access the Campaign Development Toolkit (available in English, Spanish, Chinese and soon in French), a list of upcoming campaign development workshops, case studies and lessons learned internationally about stop smoking campaigns available in five languages.

**NEWSLETTERS**

**Legal Update from the Tobacco Control Legal Consortium**
Access the Spring 2009 issue of the Legal Update.

**Tobacco Free Press**
Access the April 2009 Issue of the Tobacco Free Press.

**CONFERENCES AND WEBINARS**

**Tobacco Control Training and Events Calendar**
Read more about this interactive calendar available from the Tobacco Technical Assistance Consortium (TTAC).

**The National LGBTQ Tobacco Summit**
On June 9th, Sheraton Phoenix Downtown Hotel. 9 am - 5 pm. More information

**National Break Free Alliance Conference**
Scheduled for April 27-28, 2010 in New Orleans, Louisiana. More information

**Second Menthol Conference in Washington, DC**
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
September 21-23, 2009 in Madison, Wisconsin. [More information about the conference.]

**POSITION ANNOUNCEMENT**

**ClearWay MN** is seeking a Director of Research Programs with expertise in applied research, surveillance and program evaluation in tobacco control or a related health field. [Learn more about the position.]

**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](mailto: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](mailto:naqc@naquitline.org).

Visit the [NAQC Connections Archive](http://archive.constantcontact.com/fs088/1102339722407/archive/1102583617134.html). For more information about NAQC Connections or to submit information for consideration in its next issue, email [naqc@naquitline.org](mailto: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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