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www.NAQuitline.org

PROMOTION *Communiqué*

Identifying and providing information to NAQC members about upcoming promotion activities that may impact quitline operations & services.



CBS Show *The Doctors* to Mention 1-800-QUIT-NOW

Episode will air on January 4, 2010

On January 4, 2010, the CBS Show, *The Doctors*, will include two segments about quitting smoking as part of an episode about New Year's Resolutions. Weight loss and stress reduction will also be addressed. Through two segments, *The Doctors* will detail the medical effects related to smoking and will provide the audience with tips on how to plan a successful quit attempt.

During the taping of this episode on December 10, the doctors mentioned **1-800-QUIT-NOW** and BecomeAnEx.org on-air as resources for people who are looking to quit. They also plan to list **1-800-QUIT-NOW** on *The Doctors* Web site as a resource for the show. Throughout the show, the doctors mentioned their Web site which will list additional resources for viewers who are looking to quit.

After the show, two of the 60 quitters from the in-studio audience will tape their quit attempts using FLIP cameras. A follow-up episode is scheduled to tape in February/March and will invite the studio audience back to discuss their experiences. As NAQC learns more about these follow-up episodes, we will share that information with members.

This daytime show reaches 3 million viewers and airs five days a week. For local listings and air times, visit [The Doctors Web site](#).

The Web site also includes promotional videos, show synopses, message boards, resources and more for each episode. For more information about the show, visit [The Doctors Web site](#).

Visit the [Promotion Communiqué Archive](#).

For more information about NAQC's work in coordinating national promotions of quitlines contact naqc@naquitline.org.

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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