



November 2007
www.NAQuitline.org

Promotion Communiqué

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

Great American Smokeout Promotions

Following are national promotion activities planned for or occurring during the Great American Smokeout that may impact quitlines—some of which feature 1-800-QUIT-NOW. While a strong impact from these promotions is not anticipated and this list does not include other promotions that states or counties may be doing, we wanted to be sure NAQC members were aware of them.

Centers for Disease Control and Prevention

- Web features prominently posted on CDC.gov—one will recognize Great American Smokeout and the other will specifically address smoking and pregnancy. Both feature 1-800-QUIT-NOW.
- Several Great American Smokeout e-cards available on CDC.gov that will highlight 1-800-QUIT-NOW.

American Cancer Society

On November 15, ACS will urge Americans who smoke and want to quit to call the American Cancer Society's Quitline® at 1-800-ACS-2345 or to log on to www.cancer.org/greatamericans for a personal quit plan. A press release regarding these resources was issued by ACS on October 30. For states that ACS does not service, they will refer callers to the appropriate state quitline.

The Great American Smokeout Web site (www.cancer.org/greatamericans) will feature new desktop helpers, including a Quit Clock and a Craving Stopper. These tools can be downloaded to a computer desktop to help smokers pick a quit day, prepare for quitting and offer support during and after quitting. In addition, the site will continue to provide tips, tools and resources as well as the Quitline call back feature, which allows smokers to submit a short form to be contacted by a specialist who will provide assistance during a quit attempt.

American Legacy Foundation

Code Blue for Lung Cancer (www.americanlegacy.org/codeblue) is an ongoing outreach effort that will occur around the Great American Smoke Out. It does not directly promote 1-800-QUIT-NOW, but the number is included in the Code Blue materials. A national public service campaign, *Code Blue* seeks to raise awareness about preventing lung cancer and increase survival rates for those struggling with it. The campaign, in both English and Spanish, includes a 30-minute documentary, radio and television public service announcements, a guidebook for local broadcasters and an accompanying online component.

For more information, please contact Randi Lachter at rlachter@naquitline.org.