ABC World News Tonight Features Quitting
1-800-QUIT-NOW Not Included

ABC World News Tonight plans to broadcast a story this evening, October 21, entitled “Revolutionary Tools to Help You Quit Smoking.”

This story appears to focus on new quitting technologies such as the vaccine, mouth spray and a mouth pouch.

Based on information we received from the CDC and our own inquiries, 1-800-QUIT-NOW will NOT be mentioned in the story. However, please keep in mind there is always a chance that at the last minute the number could be promoted.

Below is the url to the online story to accompany the broadcast.
http://abcnews.go.com/Health/story?id=6080051&page=1. Please note that in the online story resource “YOU: Four-Step Plan to Quit Smoking,” 1-800-QUIT-NOW is listed as the first quit resource.

Please contact Randi Lachter (rlachter@naquitline.org) or Brenda Bryan (bbryan@naquitline.org) with any questions about the information contained in this Promotion Alert.