



# Promotion Alert

October 2008  
www.NAQuitline.org

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

## ***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](mailto:rlachter@naquitline.org)) or Brenda Bryan ([bbryan@naquitline.org](mailto:bbryan@naquitline.org)) with any questions about the information contained in this *Promotion Alert*.