



# Promotion Communiqué

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

## Update on Oprah Winfrey Show Promotion of 1-800-QUIT-NOW: *1-800-QUIT-NOW Included in Show Taping, NCI to Increase Data Reporting During Oprah Show Promotion*

### 1-800-QUIT-NOW Included in Taping of Oprah Cessation Show

NAQC just found out that 1-800-QUIT-NOW was included in the show on cessation that taped on Jan. 16. It is also *possible* that 1-800-QUIT-NOW will run as a “ticker” strip across the bottom of the screen when the show airs. *Please note: This is still no guarantee that the number will be promoted in the final, aired show. NAQC will continue to share information with members as we find out more.*

### NCI to Increase Data Reporting During Oprah Show Promotion with Baseline and Daily Call Volume Reports

In response to the potential upcoming 1-800-QUIT-NOW promotion on *The Oprah Winfrey Show* on Jan. 22, the National Cancer Institute (NCI) has received several requests for additional data reporting. In order to help determine impact of this national promotion, NCI will provide the following information:

- **Baseline Data Report:** A baseline daily data report for the week of January 15 - January 21 to provide context. The baseline report will be delivered January 22 by close of business (COB).
- **Daily Call Volume Reports:** Daily call volume reports will begin Jan. 23 (for Jan. 22). The report for the previous day will be delivered the following business day by COB. NCI plans to provide data for a two-week period following the airing of the Oprah show on January 22 and ending on February 5. NCI will deliver the last report on February 6.
  - The end date for these daily reports is subject to change based on call volume returning to or near baseline.
  - As with the monthly call volume report produced by NCI, it is important to note that these numbers represent call attempts. Call attempts are the total number of calls routed through 1-800-QUIT-NOW, regardless of whether those calls were answered or provided service at their destination.

### Tracking Calls Generated by The Oprah Winfrey Show

Please see the *Promotion Communiqué* sent on Monday, Jan. 14 for recommendations on data collection. We hope quitlines will work to capture the valuable lessons of this potential promotion of 1-800-QUIT-NOW on *The Oprah Winfrey Show*.



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*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.*