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**National Panel Releases Guidelines Highlighting for the First Time Counseling Effective at Helping Youth Smokers Quit**  
***New Data Shows Many U.S. Telephone-Based Tobacco Quitlines Provide Youth Counseling***

Phoenix, Ariz. (May 13, 2008)—Earlier this month a distinguished panel sponsored by a consortium of eight Federal government and nonprofit organizations released the *2008 Clinical Practice Guideline – Treating Tobacco Use and Dependence*. The newly revised *Guideline* recognizes the need to address youth smoking and highlights, for the first time, that counseling is an effective treatment for helping youth smokers quit. The new *Guideline* also notes that quitline counseling offered through telephone-based tobacco cessation services is an effective approach for helping smokers and has the ability to reach a broad and diverse group of people, including youth. New data from the North American Quitline Consortium (NAQC) shows that the majority of U.S. quitlines are reaching out to youth smokers.

Each day in the United States, approximately 4,000 young people between the ages of 12 and 17 years start smoking, and an estimated 1,140 become daily cigarette users, according to data from the Centers for Disease Control and Prevention (CDC). “Counseling increases tobacco cessation among youth smokers,” said Dr. Michael Fiore, panel chair for the new *Guideline*, professor of medicine at the University of Wisconsin and director of the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI). “We know that quitline counseling is an effective way to reach adult tobacco users and can also be effective at serving youth smokers.”

New data from a NAQC survey shows that the majority of U.S. quitlines—over 75 percent—offer specialized counseling services to youth smokers. Additionally, more than one-third of quitlines offering such services actively promote them through fax referrals to health care providers, community programs, print and television ads, social networking and informational Web sites. Over one-third of quitlines also link youth counseling services to other tobacco control activities in their states, strengthening the overall impact and resources offered to youth.

“U.S. quitlines strive to help all tobacco users, including youth, quit,” said Linda Bailey, president and CEO of NAQC. “The finding in the *Guideline* that counseling increases quit rates among youth smokers highlights the importance of increasing state investment in quitline counseling services for young smokers. We also anticipate more physicians will refer youth to quitlines, increasing demand for youth cessation services.”

One state making youth a priority is Utah, with one of the oldest youth quitline programs in the country,

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which began in 2000. “The Utah Tobacco Quit Line is central to helping Utah's youth quit tobacco. The Quit Line not only provides convenient and ready access to youth-specific quit counseling, but also referral to local programs, online services and other community-based resources,” said Amy Sands, Utah's Tobacco Prevention and Control Program Manager. “In Utah, we believe the more help and resources available to youth, the more likely they will be to quit.”

Calling 1-800-QUIT-NOW will connect smokers to their respective state quitlines for help. Additionally, the NAQC Web site at [www.naquitline.org](http://www.naquitline.org) offers a Quitline Map featuring services available for tobacco users from each state quitline, including those that offer special services for youth.

*About the North American Quitline Consortium: NAQC is a nonprofit organization that strives to promote evidence-based quitline services across diverse communities in North American. By bringing quitline partners together—including state and provincial quitline administrators, quitline service providers, researchers and national organizations in the United States, Canada and Mexico—NAQC helps facilitate shared learning and encourages a better understanding of quitline operations, promotions and effectiveness to improve quitline services.*

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If you'd like more information about this topic or to schedule an interview with one of the individuals featured in the release, please contact Brenda Bryan at 602.279.2719 or [bbryan@naquitline.org](mailto:bbryan@naquitline.org).