



April 28, 2008

Michael Fiore, MD, MPH  
Panel Chair, 2008 Guideline Update on Treating Tobacco Use and Dependence  
University of Wisconsin School of Medicine and Public Health  
1930 Monroe Street  
Suite 200  
Madison, WI 53711

Dear Dr. Fiore,

It is with pleasure that I submit this letter of endorsement for *Treating Tobacco Use and Dependence: 2008 Update* on behalf of the North American Quitline Consortium (NAQC).

NAQC supports the evidence-based strategies and recommendations contained within the updated *Guideline*. Notably, we are pleased to see:

- Individual, group and telephone counseling recommended again as an effective intervention;
- Continued focus on the role of clinicians and healthcare delivery systems in ensuring patient access to telephone quitline counseling and promotion of quitline services based on evidence showing these services as effective, able to serve diverse populations and having broad reach; and,
- New focus on counseling's ability to increase cessation among adolescent smokers.

NAQC supports data presented in the *Guideline* indicating effective tobacco interventions require coordinated interventions. Toward this effort, NAQC looks forward to continuing its work with our members and partners to help build such collaboration and support the recommendations of the newly released *Guidelines* to ensure tobacco users receive evidence-based services to help them quit and lead healthier lives.

Sincerely,

A handwritten signature in blue ink that reads "Linda A. Bailey". The signature is written in a cursive, flowing style.

Linda Bailey, JD, MHS  
President & CEO