Welcome to NAQC Connections ... Keeping members and partners connected to timely and upcoming events in the quitline community.

Next Issue — April 28th

In this issue ... Updated NAQC conference call schedule, time to register for May conference call, new PHS Guidelines to be released May 7, New York seeks Program Director, Iowa seeks your input, new QUIT-NOW call volume report posted.

News & Updates

Updated NAQC Conference Call Series Calendar
Below is the most recent version of our conference call calendar. Learn more.

May 7: 3:30 - 5PM ET and May 9: 12:30 - 2PM ET—Register Now!

“Quitlines and Chronic Disease Programs: Partnership and Practices”
In a partnership project to build relationship between quitlines and chronic disease programs, NAQC will join with the National Association of Chronic Disease Directors to share results from a Consortium-wide survey, highlight successful linkages between quitlines and chronic disease programs and offer guidance on working better together.

June 4: 3:30 - 5PM ET and June 6: 12:30 - 2PM ET
“MDS Implementation: A Report to Our Members” (tentative)

July 9: 3:30 - 5PM ET and July 11: 12:30 - 2PM ET
“The First Round of Standard Measurement White Papers: Feedback from our Members”
Drafts of the two standard measurement papers on NAQC’s 2008 quality agenda will be discussed during this call. Members will be asked to provide constructive feedback that will be presented by NAQC staff to the author and the Advisory Council during their formal draft review in late August. Members will also be instructed on how to provide written comments on the draft papers.

August: No conference calls.

September 3: 3:30 – 5PM ET and September 5: 12:30 – 2PM ET
“The 2008 Annual Survey of Quitlines” (not yet confirmed)

October 22: 3:30 – 5PM ET and October 24: 12:30 – 2PM ET
“A Quality Framework for Quitlines: Feedback from our Members”
The draft of the white paper that sets forth a quality framework for quitlines will be discussed. Members will be asked to provide feedback that will be presented by NAQC staff to the author and the Advisory Council during their formal draft review in mid-November. Members will also be instructed on how to provide written comments on the draft paper.

2008 PHS Clinical Guideline to Be Released May 7
The 2008 PHS Clinical Guideline on Tobacco Use and Dependence Treatment will be released on May 7 during a briefing event at the American Medial Association headquarters in Chicago. The event will begin at 9AM (CST). The briefing will describe the key guideline findings and will feature several prominent speakers, including Dr. C. Everett Koop, former U.S. Surgeon General; and Dr. Ron Davis, President of the American Medical Association.
New Canadian Consumer Product Bill Fails to Include Tobacco Products
The most deadly consumer products are being given a free pass under federal legislation introduced last week, claimed a Canadian health agency Physicians for a Smoke-Free Canada (PSC). “The new consumer safety product bill proposes to apply stronger legal controls on the makers of floor polish and coffee pots than it will on those who manufacture cigarettes,” said Cynthia Callard, executive director PSC. Bill C-52, An Act Respecting the Safety of Consumer Products, was introduced and given first reading in Parliament on April 8, 2008. This legislation proposes government authority to pull dangerous products off the market and to require manufacturers to report adverse results from their products use. It also establishes clear corporate responsibility for harming consumers, with unlimited fines and jail terms up to five years for willful or reckless actions by manufacturers.

“These stronger measures are also strongly needed for tobacco products,” said Ms. Callard. “By contrast, government officials tell us they are hamstrung to respond to existing or new tobacco products, and tobacco companies have never been held to account by the federal government for their role in the premature death of one in five Canadians.” She pointed to the recent example of tobacco companies introducing new candy-flavoured cigarillos. Dozens of new brands have been packaged in attractive colors and kid-friendly single sale packages that don’t even have health warnings, Ms. Callard explained. “Provisions like those in C-52 would allow Health Canada to pull these products off the market.”

New York Cigarette Tax Increase Delivers Victory for Kids and Taxpayers
Last week New York state leaders increased the state cigarette tax by $1.25 to $2.75 per pack—making the increase the single largest state cigarette tax increase ever enacted. New York now has the highest state cigarette tax in the nation. Polls showed the tax increase was popular with voters. It will help reduce tobacco use and save lives as well as raise revenue to help alleviate budget shortfalls. With New York’s tax increase, the average state cigarette tax is now $1.13 per pack. Since January 1, 2002, 44 states have increased cigarette taxes, some more than once. New York is one of 10 states with cigarette taxes of $2 or more. Twenty-five states and the District of Columbia have taxes of $1 or more.

Research
Using Direct Mail to Prompt Smokers to Call a Quitline
O’Connor RJ, Carlin-Menter SM, Celestino PB, Bax P, Brown A, Cummings KM, Bauer JE
Health Promot Pract. 2008 Feb 28 [Epub ahead of print]
The article describes an unsolicited direct mail campaign designed to increase calls to the New York State Smokers’ Quitline. While telephone quitlines efficiently deliver cessation services, few smokers use them. In this direct mail campaign, two postcards advertising the quitline and the availability of free nicotine patches were sent to 77,527 smoker households between August and October 2005—one emphasizing the effectiveness of the nicotine patch and the other contrasting the risks of smoking and patch use. The postcard campaign increased call volume by 36%, with no difference between the two postcard versions. Those who reported calling the quitline in response to a mailing were more likely to request nicotine patches (91% versus 82%, p < .001). Conclusion: Direct mail can be used to increase quitline call volume and should be one of the promotional tools used by quitlines.

Differences Among Smokers Using a National Helpline Not Explained By SES
Andoh J, Verhulst S, Ganesh M, Hopkins-Price P, Edson B, Sood A
J Natl Med Assoc. 2008 Feb;100(2):200-7
The study objective was to evaluate whether sex- and race-related differences in smoking behavior were explained by socioeconomic status (SES), using a
telephone helpline. Studying the difference in smoking behavior among population segments may allow for effective utilization of resources towards quitting and help understand the cause of existing smoking-related disparities. A cross-sectional study evaluated 990 new callers to a helpline. Information on demographics and smoking behavior was collected by a telephone interview. Statistical techniques included t-test, Chi square and regression analyses. Women and black smokers had lower SES than men and white smokers, respectively. Women smokers had lower rates of tobacco exposure and were more likely to be tempted to smoke by environmental cues. Blacks also had lower rates of tobacco exposure and reported a higher confidence in their ability to quit. Both men and black smokers were less likely to have used other methods of quitting before calling the helpline. These differences persisted after adjusting for SES. This study demonstrates that sex- and race-related differences in smoking among helpline callers are not explained by SES.

Vaccines to Combat Smoking
Bevins RA, Wilkinson JL, Sanderson SD
Research into nicotine vaccine continues in the U.S. The vaccine delivers drug-specific antibodies that prevent the nicotine from entering the brain, decreasing the addictive effects of nicotine. The research for nicotine vaccines is promising, but more research is necessary to develop the most effective vaccine composition and vaccine schedule. Moreover, a greater understanding of who would best benefit from the vaccine and how to use the vaccines in combination with other treatment strategies is also required before the vaccine is made available commercially.

Resources & Information
Register Now for NAQC May Conference Call—“Quitlines and Chronic Disease Programs: Partnership and Practices”
NAQC invites you to register for the next conference call in our series. The call dates are May 7 and 9, 2008. During this call, participants will:
- Hear results from the recent NAQC survey on quitline linkages with chronic disease programs.
- Discover two states’ approaches to developing partnerships with chronic disease programs.
- Have an opportunity to discuss their own successes and challenges with developing partnerships with chronic disease programs.
- Have had an opportunity to ask questions of experts and colleagues.

Register Now!

Let’s Talk: Help Teens Quit Teleconference
On April 23, “Help Me But Don't Tell Me What to Do!”—Motivational Interviewing With Adolescents That Smoke will take place as the second call in a series of five teleconferences sponsored by the Pennsylvania Chapter of the American Academy of Pediatrics and the University of Pittsburgh School of Medicine, Center for Continuing Education in the Health Sciences. More information and registration details.

New Legal Update from the Tobacco Control Legal Consortium
The latest issue of the Legal Update featuring the Consortium’s law synopsis Light Cigarette Lawsuits in the United States: 2007, and updates of several significant tobacco lawsuits is now available.

1-800 QUIT NOW Monthly Volume Report: Now Posted
The 1-800 QUIT NOW monthly volume report for the period November 9, 2004 through March 31, 2008 is now posted to the US Network of Quitlines bulletin board on the NAQC member site.

Quitline Iowa Seeks Your Input on NRT Coupon Programs
Quitline Iowa is considering using a coupon program to help clients offset the cost of NRT. They would like to learn from others’ experience with such programs: What experience have other states had giving out coupons or vouchers for sharply discounted NRT? Was there a good response rate? What challenges did they encounter? Please send your replies to Jeremy Whitaker, MPH, Community Health Consultant, Iowa Dept. of Public Health, Ph: 515.281.4517 or jwhitake@idph.state.ia.us

New York Seeks Tobacco Control Program Director
The State of New York is seeking a Tobacco Control Program Director at the New York State Department of Health. Learn more about this position and access the full job description.
Visit the NAQC Connections Archive. For more information about NAQC Connections or to submit information for consideration in its next issue, email bbryan@naquitline.org.

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