

# National Tobacco Cessation Collaborative

2009 UPDATE

>> [www.tobacco-cessation.org](http://www.tobacco-cessation.org)

NTCC

# NTCC

>> NTCC is funded by:

**American Cancer Society**

**American Legacy Foundation**


**Centers for Disease Control and Prevention**

**National Cancer Institute**

**National Institute on Drug Abuse**

**Robert Wood Johnson Foundation**





**The National Tobacco Cessation Collaborative (NTCC) was formed in June 2005 to increase collaboration among national organizations to improve cessation among tobacco users in the U.S. and Canada.**

**NTCC members represent organizations that fund research, program and policy initiatives related to tobacco cessation, as well as other organizations with a vested interest in tobacco cessation.**

Over the past year, NTCC has made significant progress toward increasing successful cessation. Key accomplishments include:

- Drafted the **Designing for Innovation Toolkit**, which is currently being pilot tested, and the **Consumer Demand Design Principles** booklet to assist organizations in re-designing tobacco cessation products and services using the consumer-based design process from the nation's leading innovation design firm, IDEO.
- Assisted with **national promotion of the PHS Clinical Practice Guideline** update for tobacco cessation.
- Developed a plan for **translating the Guideline recommendations for consumers** and developing tools to help smokers choose evidence-based treatments when quitting.
- Partnered with the **American Journal of Preventive Medicine** to develop a theme issue on consumer demand for evidence-based tobacco cessation products and services (to be published this fall).
- Developed a **continuing education website for healthcare providers**, <http://providers.tobacco-cessation.org>, that provides course information related to tobacco cessation education.

# 1 Guiding Principles

All activities undertaken by this collaborative follow seven guiding principles:

1. All activities will be based on the best scientific evidence currently available.
2. Coordinated efforts will be needed to make the largest impact.
3. Multiple parties (public and private) will need to collaborate to make progress.
4. Increasing tobacco cessation will require eliminating barriers and facilitating changes.
5. The best available dissemination techniques should be used to successfully implement key strategies.
6. Implementation must be evaluated.
7. Research to identify more effective tobacco-use cessation interventions, and methods for disseminating them, should be supported.

# 1 Guiding Principles

Following these principles, NTCC members work together via:

- annual meetings in Washington, DC;
- monthly conference calls;
- conference calls among organizations working together on specific strategies; and
- e-mail.

We encourage you to contribute to the collaborative process by sharing your work with NTCC. Please contact Todd Phillips, Academy for Educational Development (AED), at [tphillip@aed.org](mailto:tphillip@aed.org), or visit [www.tobacco-cessation.org](http://www.tobacco-cessation.org) to get more information about participating in NTCC.



# 2 National Priorities

To develop a new vision and concrete direction for NTCC in 2009, NTCC funders met and identified long-term, overarching priorities around tobacco cessation. These NTCC Tobacco Cessation Priorities for the Nation were introduced at the 2009 Annual Meeting.

**PRIORITY 1:** *Increase consumer demand for evidence-based tobacco cessation treatments and services.*

**PRIORITY 2:** *Link tobacco control public policy changes to increased cessation and treatment use and demand.*

**PRIORITY 3:** *Promote the inclusion and use of tobacco control and cessation content in electronic health records (EHRs).*

**PRIORITY 4:** *Increase national, state and local longitudinal surveillance of tobacco cessation, including quitting motivation and behaviors, treatment beliefs and use, services and policies.*

**PRIORITY 5:** *Expand access to proven, effective treatments for tobacco addiction.*

**PRIORITY 6:** *Support an expanded research agenda to achieve advances in the reach, effectiveness and adoption of tobacco cessation interventions across both individuals and populations.*

**PRIORITY 7:** *Launch an ongoing, extensive, national paid-media campaign on cessation to help Americans quit using tobacco.*

**PRIORITY 8:** *Support increases in the federal and state excise taxes on tobacco to expand assistance for tobacco users who want to quit.*

**PRIORITY 9:** *Build capacity for quitlines in order to provide universal access to evidence-based counseling and medications for tobacco cessation.*

## 2 National Priorities

At the Annual Meeting, NTCC's role in addressing these priorities was discussed, and it was determined that NTCC could play an important role in addressing priorities 1 – 4. NTCC's planned activities related to each of these priorities are outlined below.

### PRIORITY 1

*Increase consumer demand for evidence-based tobacco cessation treatments and services.*

#### **Activities:**

Develop a journal supplement to help disseminate the research, concepts, recommendations and insights that emerged from the Consumer Demand Roundtable and National Conference.

Engage HRSA, national networks, states and national organizations, including the AMA, ADA and ACHA, to reach underserved groups to build demand for cessation.

Reach 18- to 24-year-olds and build demand among this population by utilizing new and emerging

technologies, particularly by leveraging Legacy's EX® brand.

Conduct a module or skill-building training on consumer demand at the 2010 Comprehensive Cancer Control Leadership Institutes (CCCLI).

Investigate the NIH R13 grant opportunity to fund a consumer demand workshop or conference with a possible webinar component.

Develop a bibliography of published research studies related to consumer demand.

For NTCC partner activities related to this tobacco cessation priority, go to [www.tobacco-cessation.org](http://www.tobacco-cessation.org).



## PRIORITY 2

*Link tobacco control public policy changes to increased cessation and treatment use and demand.*

### **Activities:**

Further strengthen and promote [www.goingsmokefree.org](http://www.goingsmokefree.org) by adding a module on consumer demand; including materials from NAQC and the Campaign for Tobacco-Free Kids' webinar about the federal tax increase; and expanding partnerships to promote the site.

Support states conducting additional surveillance before and after policy changes to measure quit attempts, use of treatments, etc. Add a template of questions to [www.goingsmokefree.org](http://www.goingsmokefree.org) for states to include in their existing surveys to yield consistent data across states.

Identify and promote a “response team” for states to reach peers or experts in other states to ask questions regarding policy changes.

For NTCC partner activities related to this tobacco cessation priority, go to [www.tobacco-cessation.org](http://www.tobacco-cessation.org).

## PRIORITY 3

*Promote the inclusion and use of tobacco control and cessation content in electronic health records (EHRs).*

### **Activities:**

Conduct a background assessment to determine what research studies have been conducted on cessation and EHRs.

## 2 National Priorities

Explore existing models, including those used by Veterans Affairs, Cleveland Clinic, Kaiser Permanente and Wisconsin Health Systems, and identify lessons learned.

Determine which other organizations and groups are currently having similar discussions related to EHRs.

Explore the possibility of participating in, or communicating with, an advisory group that is making decisions regarding the use of stimulus funds for EHRs.

Explore potential audiences, targets, clinicians, intervention points, vendors, etc., to determine the best course of action.

For NTCC partner activities related to this tobacco cessation priority, go to [www.tobacco-cessation.org](http://www.tobacco-cessation.org).

### PRIORITY 4

*Increase national, state and local longitudinal surveillance of tobacco cessation, including quitting motivation and behaviors, treatment beliefs and use, services and policies.*

#### **Activities:**

Convene longitudinal surveillance experts by conference call to develop goals and next steps for this area, including Legacy and their work on a longitudinal study of EX®.

For NTCC partner activities related to this tobacco cessation priority, go to [www.tobacco-cessation.org](http://www.tobacco-cessation.org).

For the remaining priorities, many NTCC partners are addressing these through a number of activities. We feature several of these partner activities below for priorities 5 – 9. Additional ongoing partner activities related to these priorities can be found by going to [www.tobacco-cessation.org](http://www.tobacco-cessation.org).

## **PRIORITY 5**

*Expand access to proven, effective treatments for tobacco addiction.*

### **Featured Partner Activity:**

*Partnership for Prevention* convened the National Working Group for ACTION (Access to Cessation Treatment of Tobacco In Our Nation), comprised of public and private health, business and political leaders. The group issued a multi-sector “Call for ACTION” to expand access to comprehensive tobacco cessation treatment to 50% of smokers by 2015 and 100% of smokers by 2020.

The Call for ACTION plan, based on recent reports issued by the CDC, the Institute of Medicine, and the U.S. Public Health Service, cites three

critical areas where the country should take action to improve access to comprehensive treatment:

1. **Insurance Coverage**  
Provide comprehensive, first-dollar coverage for tobacco use treatment under all public and private insurance.
2. **Quitlines**  
Increase funding for state quitline infrastructure and promotion, and provide incentives for quality improvement efforts.
3. **Healthcare systems**  
Institutionalize the routine treatment of tobacco use in all out-patient and in-patient service delivery.

## 2 National Priorities

### PRIORITY 6

*Support an expanded research agenda to achieve advances in the reach, effectiveness and adoption of tobacco cessation interventions across both individuals and populations.*

#### **Featured Partner Activity:**

The *National Institute on Drug Abuse (NIDA)* is focused on research in a variety of topic areas that support this priority, including pharmacogenetics, genes and environmental interactions, and behavioral and integrative treatment development.

In addition to their current research agenda, NIDA has received additional funding as part of the American Recovery and Reinvestment Act (ARRA) of 2009. As a result, the Institute encourages groups to take advantage of several funding opportunities for research to support this priority:

- **Challenge Grants** using the RC1 mechanism. For more information

go to: <http://grants.nih.gov/grants/guide/rfa-files/RFA-OD-09-003.html>.

- **Research and Research Infrastructure "Grand Opportunities"** (aka G0 Grants) using the RC2 mechanism. For more information, go to: <http://grants.nih.gov/grants/guide/rfa-files/RFA-OD-09-004.html>.
- **Biomedical Research Core Centers to Enhance Research Resources** using the P30 mechanism. For more information, go to: <http://grants.nih.gov/grants/guide/rfa-files/RFA-OD-09-005.html>.

### PRIORITY 7

*Launch an ongoing, extensive, national paid-media campaign on cessation to help Americans quit using tobacco.*

#### **Featured Partner Activity:**

Last year, the *American Legacy Foundation* launched a national media campaign called EX<sup>®</sup>, which aims to change the way smokers think about the difficult process of quitting and

guide them to valuable, free resources to build successful quit attempts. EX<sup>®</sup> encourages smokers to approach quitting smoking as “re-learning life without cigarettes.”

A recent evaluation examined audience awareness of and receptivity to EX<sup>®</sup> as well as traffic to the campaign website, [www.BecomeAnEX.org](http://www.BecomeAnEX.org). Overall:

- Aided awareness of EX<sup>®</sup> was higher than aided awareness for other national cessation campaigns.
- Confirmed awareness was comparable between most socio-demographic groups; however, further investigation is warranted to examine the differences by race and ethnicity.
- There was high demand for online cessation services.

## PRIORITY 8

*Support increases in the federal and state excise taxes on tobacco to expand assistance for tobacco users who want to quit.*

### **Featured Partner Activity:**

The *Campaign for Tobacco-Free Kids* played an important role in advocating for the recent increase in federal tobacco taxes, including a 62-cent increase in the cigarette tax, and expanding the State Children's Health Insurance Program (SCHIP).

Although the revenue from the tax increase does not directly support cessation services, increasing tobacco taxes is a proven strategy to reduce smoking and other tobacco use. Studies show that each 10 percent increase in the price of cigarettes causes a:

- nearly 7% decline in youth prevalence,
- 2% decline in adult prevalence, and
- 4% decline in overall consumption.

## 2 National Priorities

### PRIORITY 9

*Build capacity for quitlines in order to provide universal access to evidence-based counseling and medications for tobacco cessation.*

#### **Featured Partner Activity:**

The *North American Quitline Consortium (NAQC)*, which develops numerous resources to support quitline providers, has developed and released a promotions coordination plan, "Partnering to Promote Quitlines: A Plan to Coordinate the Effective Use

of 1-800-QUIT-NOW in National Media and Considerations for Other Promotional Strategies." As part of its Quality Improvement Initiative, NAQC recently released:

- Measuring Reach of Quitline Programs issue paper
- Measuring Quit Rates issue paper
- Technical materials on how to improve quit rates and reach (upcoming)
- Benchmarking (seeking funding)

All materials can be accessed at [www.naquitline.org](http://www.naquitline.org).

# 3 Products and Activities

NTCC's products and recent activities are highlighted below.

## DESIGNING FOR INNOVATION



In 2007, NTCC partnered with IDEO, a leading global consumer product design firm, in which IDEO provided intensive, on-site consultations with several organizations to help them apply IDEO's unique re-design process and consumer-centered design principles to existing services and programs – including those from the University of Arizona and the Alaska Native Tribal Health Consortium.

Following this successful partnership, IDEO and NTCC collaborated to produce the *Designing for Innovation Toolkit*.

Designed as a way to assist more organizations in applying IDEO's design process, and incorporating the lessons learned from the on-site consultations, the Toolkit is currently being pilot-tested. NTCC also created a *Consumer Demand Design Principles* booklet that illustrates IDEO's 8 design principles and is available on the NTCC website, [www.tobacco-cessation.org](http://www.tobacco-cessation.org).

## 3 Products and Activities

### *AJPM JOURNAL SUPPLEMENT*

In an effort to promote the research, concepts, recommendations and insights that emerged from NTCC's Consumer Demand Roundtable and subsequent Consumer Demand National Conference, NTCC established a partnership with the *American Journal of Preventive Medicine (AJPM)* to develop a theme issue devoted to consumer demand.

Following a call for papers and review process, the theme issue will include approximately 10 papers that outline the "6 Core Strategies for Increasing the Use of Evidence-Based Tobacco Cessation Treatments" as well as papers on new modeling techniques, policy and other activities. The *AJPM* theme issue on consumer demand is scheduled to be published this fall.

### *PHS GUIDELINES PROMOTION*

NTCC assisted with the May 2008 national release of the *PHS Clinical Practice Guideline* update for tobacco cessation by obtaining the endorsement of the Guideline recommendations by many NTCC partners. Following the release, NTCC developed a plan to translate the Guideline recommendations for consumers to provide a consumer-friendly way for them to learn and know about the available evidence-based treatments that can help them quit. NTCC is currently developing materials concepts that will be tested with consumers before finalizing the materials and making them available.



### *HEALTH LITERACY TRAINING AND NEEDS ASSESSMENT*

Following on NTCC's successful Health Literacy and Tobacco Cessation workshop at the 2007 National Conference on Tobacco or Health, NTCC received several requests to provide health literacy training to specific groups. NTCC conducted a similar workshop at the Missouri Foundation of Health's annual grantee meeting, and later conducted a needs assessment among NTCC members to determine what kinds of assistance groups and

organizations want with regard to health literacy and tobacco cessation. The needs assessment revealed significant interest in training on incorporating health literacy principles into tobacco cessation materials and services. NTCC will continue to identify the most effective and efficient ways to provide this training and continue promotion of its Health Literacy Assessment tool, which can be found on the NTCC website, [www.tobacco-cessation.org](http://www.tobacco-cessation.org).

## 3 Products and Activities

### *NEW MEDIA KNOWLEDGE AND USE SURVEY*

With the growing popularity of new media, NTCC determined that it needs to explore the ways in which new media is being used in tobacco cessation as well as determine how much and what the tobacco cessation community knows about new media technologies. NTCC conducted a knowledge and use survey on the topic of new media and tobacco cessation among NTCC members. The results revealed that social networking sites are currently the most well known

new media technology among members, and that more education needs to occur about how other new media technologies, including mobile phone and virtual worlds/e-game technology can be used in tobacco cessation. NTCC plans to continue to build an understanding of new media and its use in tobacco cessation in part by coordinating with The George Washington University's School of Public Health and Health Services (GWU-SPHHS) that studies this topic; and participating in CDC's Media Network calls.

## MY QUITLINE IPHONE APP



Following an NTCC News article that discussed the absence of non-evidence-based cessation applications offered for Apple's iPhone, NTCC teamed with a professor at The George Washington University's School of Public Health and Health Services (GWU-SPHHS) to develop the "My Quitline" app, with support from the National Cancer Institute (NCI). Providing the only evidence-based cessation application for iPhone users, "My Quitline" links users to NCI's quitline where they can talk directly to a quitline coach or use the live text feature to get advice. "My Quitline" is now available for free download by searching under "My Quitline" or "quit smoking" from an iPhone or on iTunes.

## CESSATION EDUCATION WEBSITE



NTCC launched its Healthcare Providers and Tobacco Cessation website that provides a comprehensive list of trainings and CME-credit courses for medical professionals that focus on tobacco cessation and treatment. The training and course offerings are organized by the format in which they are conducted (in-person or online), and cost (free or fee required). A Tools & Resources section also is provided that contains materials and information specifically targeted to medical professionals and offices, and the programs that offer ongoing Tobacco Treatment Specialist Certification are highlighted as well. The site can be accessed at <http://providers.tobacco-cessation.org>.

# 3 Products and Activities

## NTCC WEBSITE & E-NEWSLETTER

The website, [www.tobacco-cessation.org](http://www.tobacco-cessation.org), aims to be a comprehensive resource on tobacco cessation for the public health community. The information included on the website comes from the many agencies and organizations working to increase tobacco cessation in the United States and Canada. The site is updated regularly with new information, research, resources, publications, and materials. The website helps to promote NTCC, the work done by the organization and its members, and tobacco cessation-related information in general.

## SMOKE-FREE FAMILIES WEBSITE



NTCC has created a website to continue to make available key materials, resources and information that were created and provided by the former National Partnership for Smoke-Free Families. The site contains clinical practice resources, technical assistance tools, presentations, publications, patient materials and references and can be accessed through the NTCC website or directly at <http://smokefreefamilies.tobacco-cessation.org>.



# 4 Membership

Collaborative members represent major organizations that fund research, program, and policy initiatives related to tobacco cessation in the United States and Canada, as well as other organizations with a vested interest in tobacco cessation.

Membership is open to any organization seeking to increase successful cessation and improve the public's health. Member organizations cannot be involved in activities that are in conflict with improving public health. All members must agree to adhere to the guiding principles of the organization.

## 4 Membership



The collaborative currently includes the following organizations:

Agency for Health care Research  
and Quality

American Academy of Family Physicians

American Cancer Society

American College of Obstetricians &  
Gynecologists

American Heart Association

American Legacy Foundation

American Lung Association

American Nurses Association

American Public Health Association

American Society of Clinical Oncology

Arizona Cancer Center

Association for the Treatment of Tobacco  
Use & Dependence

Campaign for Tobacco-Free Kids

Canadian Tobacco Control Research  
Initiative

C-Change

Cecil G Shep Center for Health Services  
Research University of North Carolina

Centers for Disease Control and  
Prevention

Centers for Medicare & Medicaid Services

Center for Tobacco Research and

Intervention, University of Wisconsin  
College of Medicine, University of  
Vermont

Environmental Protection Agency  
Health Resources and Services  
Administration

Healthiest State in the Nation Campaign  
Institute for Health Research and Policy,  
University of Illinois at Chicago

Johns Hopkins School of Public Health

National Cancer Institute

National Heart, Lung, and Blood  
Institute

National Institute on Drug Abuse  
North American Quitline Consortium

Partnership for Prevention

Robert Wood Johnson Foundation  
Substance Abuse & Mental Health  
Services Administration

Tobacco Dependence Program at  
UMDNJ – School of Public Health

United States Department of Veterans  
Affairs

Vancouver Hospital and Health Sciences  
Centre



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