

**National Tobacco Cessation Collaborative**  
**Tobacco Cessation Priorities for the Nation**  
**Partner Activities**

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

*American Academy of Family Physicians*

- Developed and distributed a range of patient education materials for family physician offices. These encourage patients to ask their doctor for help with their quit attempt.
- Updated a previously developed PowerPoint (English and Spanish) physicians can use to talk to their patients and/or community about tobacco cessation.

*American Cancer Society*

- The American Cancer Society Great American Smoke-out takes place the third Thursday in November. Through a variety of promotional platforms it encourages smokers to make a plan to quit for good and/or to join the fight against tobacco by advocating for smoke-free communities.
- MIKE-E, a hip-hop and spoken-word recording artist, actor, philanthropist and youth motivator will be teaming with the American Cancer Society (ACS) to orchestrate and headline the AfroFlow Tour. The AfroFlow Tour is a groundbreaking cancer awareness and tobacco cessation initiative aimed primarily at American colleges and universities

*American College of Obstetricians and Gynecologists*

- Working with AMCHP and Planned Parenthood to help pilot test Consumer Demand tool kits in 2 state smoking cessation programs involving maternal and women's health

*American Legacy Foundation*

- National media campaign to promote web-based cessation services
- Developing low-literacy dissemination products

*American Lung Association*

- Promote, market and deliver cessation programs for adults and youth

*Association of Maternal and Child Health Programs*

- AMCHP partners with ACOG and PPFA on an initiative that first provided several states with a mini-grant to develop a state project to address tobacco use among women of reproductive age. Three states developed initiatives specifically to increase provider referral to the state quitline. One potential outcome of these products is increased communication between provider and patient regarding cessation services available and increased awareness and interest among patients to receive referrals to these services.

*American Nurses Association*

- In 2008, American Nurses Association (ANA) publicized the recent University of California, Los Angeles (UCLA) School of Nursing Study revealing the detrimental effects smoking has on the nursing profession.
- In 2008, ANA signed onto to the latest *U.S. Public Health Service Clinical Practice Guidelines Update: Treating Tobacco Use and Dependence*. ANA also had a representative

- at the national release of these guidelines at the American Medical Association Headquarters in Chicago. ANA posted access to these guidelines via our website ([www.nursingworld.org](http://www.nursingworld.org)).
- ANA's website provides resources regarding smoking cessation and nurses and smoking at: [www.nursingworld.org/DocumentVault/TobaccoFreeNurses.aspx](http://www.nursingworld.org/DocumentVault/TobaccoFreeNurses.aspx).
  - The Tobacco Free Nurses campaign offers to sponsor membership to QuitNet. The QuitNet website develops personalized quitting plans for members and provides social support and expert advice, based on scientific evidence.
  - ANA position statements support translating PHS guidelines to youth/consumers.

#### ***American Society of Clinical Oncology***

- In an effort to address the specific tobacco cessation needs of cancer patients who smoke, ASCO has developed content for Cancer.Net that provides expert answers to questions facing cancer patients who are considering quitting smoking. This content is available at: <http://www.cancer.net/patient/Library/Cancer.Net+Features/ASCO+Expert+Corner/ASCO+Expert+Corner%3A+Questions+and+Myths+About+Quitting+Smoking>

#### ***Campaign For Tobacco-Free Kids***

- We advocate for higher tobacco taxes and comprehensive smoke-free laws, which will increase demand for cessation treatments and services.
- This year, we advocated for the federal tobacco tax increase (61.66 cents). We also organized a national webinar to provide states with tools to promote cessation around the federal tax increase. At the state level, roughly half the states are considering tax increases this year, and we are involved in most of those fights.
- On the smoke-free front, we are also active in working with local advocates to pass strong laws. South Dakota just passed a strong statewide law. Texas, Wisconsin, Michigan, Indiana, and North Carolina are also waging smoke-free campaigns this year.
- We also advocate for funding for state tobacco prevention and cessation programs at the CDC-recommended level to provide adequate resources for cessation treatment, as well as for media and community programs to promote cessation.
- We continue our efforts to pass legislation granting the FDA authority to regulate tobacco products. This will help restrain the tobacco company efforts to discourage smokers from quitting through new products, misleading claims, etc.
- We worked with the Partnership for Prevention to produce a toolkit, *Investing in A Tobacco-Free Future: How it Benefits Your Bottom Line & Community*, to help businesses go tobacco-free, including providing adequate resources to help smoking employees quit. See: <http://www.prevent.org/tobaccofreefuture/>. The toolkit was mailed to all Fortune 500 companies.

#### ***CDC Office on Smoking and Health***

- Work with business to improve coverage for tobacco dependence treatment, encourage benefit promotion.
- Have started the process of expanding the benefit available to federal employees through OPM
- Worked with the National Business Group on Health (NBGH) to develop a tobacco resource website [www.businessgrouphealth.org/tobacco](http://www.businessgrouphealth.org/tobacco)
- Also worked with NBGH to develop the *Purchaser's Guide to Clinical Preventive Services: Moving Science into Coverage* available at [www.businessgrouphealth.org](http://www.businessgrouphealth.org)
- CDC website includes the 800 QUIT-NOW number and information on quitting.

#### ***Department of Veteran Affairs***

- VA health care system- Ongoing clinical demonstration project to identify cessation treatment needs of and develop targeted smoking cessation messages for veterans returning from Iraq and Afghanistan and for young women veterans.

#### ***North American Quitline Consortium***

- Developed promotions coordination plan, *Partnering to Promote Quitlines* and assessment report to identify issues and determine coordination approaches needed to promote 1-800-QUIT-NOW nationally
- Work with partners to identify national promotions of 1-800-QUIT-NOW and notify quitlines to help them prepare for potential call increases
- Encourage quitlines to promote services during smokefree policy implementation efforts and tobacco tax increases. Resources include NAQC Policy Playbook and NAQC Fact Sheets.
- Provide technical assistance through one-on-one communication, NAQC List Serv and NAQC Web site to assist quitlines with promotion and outreach efforts

#### ***National Cancer Institute Tobacco Control Research Branch***

- Dissemination of Clearing the Air booklet, an evidence based smoking cessation guide, updated October 2008
- Update and dissemination of Guía para dejar de fumar booklet, smoking cessation guide for smokers who speak Spanish
- Update and dissemination of Clear Horizons booklet, smoking cessation guide for smokers age 50 and over.

#### ***Partnership for Prevention***

- Partnership for Prevention provided supportive comments to NCQA on the revised HEDIS measure that expands the tobacco cessation measures to cover all tobacco users. We also encouraged NCQA to include in the measures all tobacco users, not only those who had visited a physician within the year.
- Partnership initiated several outreach efforts to increase access to information about tobacco use cessation and to promote utilization of these services. We launched a blog titled “Prevention Matters” that regularly highlights and promotes cessation services. Partnership also added pod casting capability to our website ([www.prevent.org](http://www.prevent.org)) providing a mechanism for consumers to hear from experts on tobacco use cessation and related topics.

#### ***University of Wisconsin –Center for Tobacco Research and Intervention***

- In partnership with the Wisconsin Department of Health Services, UW-CTRI engages in a variety of promotional strategies for the Wisconsin Tobacco Quit Line (e.g., press releases, radio and television interviews, sharing information about the quitline with clinicians, coalitions).
- The UW-CTRI Education and Outreach program works closely with Wisconsin’s six Ethnic and Poverty Networks to share information about tobacco dependence treatment and promote the use of evidence-based cessation services, including the Wisconsin Tobacco Quit Line.
- The UW-CTRI Education and Outreach program works with the Wisconsin Medicaid program and Medicaid insurers to ensure that tobacco dependence treatment is included on insurers’ formularies and to educate both clinicians and consumers about the Wisconsin Medicaid cessation benefit.
- The UW-CTRI is working to disseminate the Guideline update recommendations in a variety of ways, including in-person presentations, webinars, newsletter articles, copy for websites, peer-reviewed publications. This work engages both clinicians in Wisconsin and health

profession organizations nationally. The 59 organizations that have endorsed the PHS Guideline represent over 1 million clinicians nationally.

- The UW-CTRI presented a webcast on motivational interviewing, based on the data in the 2008 Guideline update, to teach clinicians how to intervene with patients who are not yet ready to quit. The webcast is available at <http://media1.wi.gov/DHFS/Viewer/Viewers/Viewer320TL508.aspx?mode=Default&peid=26868980-674e-420a-8281-e1e2f4a7ed6b&pid=243e6286-be36-4eff-9632-f1eead133b0&playerType=WM64Lite>