

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

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

American Academy of Family Physicians

- Encouraged family physicians to refer patients to quitlines.
- Distributed, over the past 3 years, 500,000 quitline referral cards to family medicine offices.

American Cancer Society

- The ACS Quitline is currently conducting research to examine individual and environmental-level factors associated with disparities in quitline use and effectiveness.

American College of Obstetricians and Gynecologists

- Not ACOG, but the Partnership to Help Pregnant Smokers Quit developed a pregnancy and postpartum quitline protocol. This is available on the NTCC web site.
- Promoting quitline in all ACOG smoking cessation guidance.
- Partnership with AMCHP and Planned Parenthood supporting 3 state projects to improve quitline uptake by pregnant women.

American Lung Association

- Lung Association advocates in the states lobby for funding for quitlines

American Nurses Association

- The Tobacco Free Nurses campaign, offers to sponsor membership to QuitNet. The QuitNet website applies “proven scientific methods to the Web to deliver personalized quitting plans, intensive social support, expert advice and pharmaceutical product support to tobacco users.” Source: www.tobaccofreenurses.org/quit.php
- ANA Position Statement: Tobacco Use Prevention, Cessation, and Exposure to Secondhand-Smoke (2005) supports reimbursement for all smoking cessation services, including pharmacotherapy, by private and government insurers.

CDC Office on Smoking and Health

- CDC Office on Smoking and Health supports 49 states, DC and five territories to operate and enhance quitlines.
- Support several NAQC projects, including quitline quality improvement initiatives, MDS, analyzing survey of state quitlines.

Partnership for Prevention

- Partnership advocated for funding increases for quit lines in the stimulus bill and in CDC appropriations.

Campaign For Tobacco-Free Kids

- We advocate regularly for state and federal funding of tobacco prevention and cessation programs, including quitlines. The quitline issue has been a particular focus in the debate over the federal stimulus package, and we have been very active in that debate.

University of Wisconsin –Center for Tobacco Research and Intervention

- On an ongoing basis, the UW-CTRI educates legislators and policymakers about the importance of comprehensive tobacco control programs, including quitlines, as described by CDC's *Best Practices for Comprehensive Tobacco Control Programs*.
- The UW-CTRI Education and Outreach program works closely with the Wisconsin Department of Health Services and other partners (including clinicians, insurers, health systems, coalitions, and ethnic networks) to ensure that all parties are aware of the Wisconsin Tobacco Quit Line, promote its availability to tobacco-users, and refer tobacco- users via Fax to Quit.
- Wisconsin Tobacco Quit Line staff monitor a variety of quitline call factors (e.g, percent of fax referrals reached, numbers of calls, percentage of callers enrolling in various programs and/or using NRT, utilization of Webcoach) both for quality control/quality improvement and to manage scarce resources efficiently.
- 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, magazine interviews, interviews with reporters who post to online news outlets, sharing information about the quitline with clinicians, coalitions). Earned media plays a key part in promotion as advertising funds are very limited. The interviews described above are a key part of our earned media efforts.