

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

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

*American Academy of Family Physicians*

- Published articles and developed CME to educate family physicians on the new PHS clinical guidelines.
- Published an article about the upcoming federal tax increase, letting family physicians know that this is a good time to talk with patients about quitting.

*American Cancer Society*

- ACS Divisions and ACS CAN continue to support smoke-free laws and regulations at the local and state levels, promoting them as not only a strategy for protecting nonsmokers but also as providing an incentive for smokers to quit.

*American Legacy Foundation*

- Funding Tobacco Research Network on Disparities (TREND) to examine influence of policies on cessation behavior among priority populations

*American Lung Association*

- Local advocates and program staff are encouraged to link policy changes to cessation treatments. National office provides materials for local use.

*American Nurses Association*

- ANA has developed numerous policy statements since the 1968. ANA currently has three position statements regarding tobacco cessation including:
  - 2005 Tobacco Use Prevention, Cessation, and Exposure to Second-hand Smoke
  - 1997 Environmental Tobacco Smoke
  - 1997 Prevention of Tobacco Use in Youth
- ANA was a participating member of both the Tobacco Use Policy and Prevention Initiative (TUPPI).
- ANA signed onto to the latest *U.S. Public Health Service Clinical Practice Guidelines Update: Treating Tobacco Use and Dependence* in 2008. ANA posted access to these guidelines via our website [www.nursingworld.org](http://www.nursingworld.org).
- ANA posts additional guidelines on the ANA website.
- The Tobacco Free Nurses website also posts PHS guidelines.

*American Society of Clinical Oncology*

- ASCO has an official policy of only selecting smoke-free venues for all of its meetings.

*Campaign For Tobacco-Free Kids*

- For several years, we have provided programs and advocates with materials to help them promote cessation around the implementation of smoke-free laws and tobacco taxes.

- GoingSmokefree.org, an implementation guide for smoke-free laws, provides materials and cessation resources for states and localities that are preparing to implement their smoke-free laws to encourage smokers to quit.
- We recently conducted a national webinar with the CDC to address how states could promote quitting around the federal tobacco tax increase. We followed up with several sets of materials states could use as templates in their efforts.
- Our statements, reports, and factsheets all highlight the impact that tobacco control policies will have on cessation rates.

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

- SGR on second hand smoke provided impetus to improve smoke free laws.
- CDC/OSH tracks smoke free legislation
- Worked with several states to improve tobacco free hospital campus policies.
- Support the annual Medicaid Survey and MMWR report of state provision of coverage for tobacco cessation treatment under Medicaid.
- Support examination of ways to track Medicaid utilization of cessation related benefits.

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

- VA health care system - No co-payment for smoking cessation counseling.
- VA health care system- Access to all FDA-approved smoking cessation medications and NRT.
- VA – Ongoing IOM study to look at future policies that are needed to address tobacco use in veteran and military populations.

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

- Developed and continue to promote the NAQC Policy Playbook ([www.Naquitline.org/playbook](http://www.Naquitline.org/playbook))
- Contact states when new policies are passed and provide technical support and networking to assist with promotion efforts
- Developed two fact sheets linking policy and quitlines (Tobacco Taxes and Smokefree Policy Changes)
- Developed three case studies to demonstrate how states promoted quitlines during policy change

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

- Promotion of smoke-free meeting locations and policies
- Implementation of NIH smoke-free campus policy
- CEO Gold Standard Award

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

- Partnership communicated with members of the Congressional Prevention Caucus regarding the anticipated demand for cessation treatment use as a result of the increased federal tobacco tax. We are partnering with the American Lung Association to hosting an April congressional briefing on the topic.

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

- On January 1, 2008, the state of Wisconsin increased its cigarette excise tax by \$1/pack. The UW-CTRI used this opportunity to encourage smokers to quit and to secure resources to provide 2-week NRT starter kits of NRT for all quitline callers that enroll in multi-session

counseling. The UW-CTRI collected data on call volume, number and percentage of callers enrolling in counseling and obtaining NRT starter kits, and shared these data with policymakers to demonstrate the impact of these policy changes on demand for services.

- The UW-CTRI works closely with SmokeFree Wisconsin to educate Wisconsin legislators and policymakers about clean indoor air ordinances.