

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

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

***American Cancer Society***

- ACS publishes Cancer Prevention and Early Detection as well as papers that use publicly available datasets to estimate yearly tobacco-use prevalence and cessation at the national and state levels. ACS documents associations between tobacco-use prevalence and tobacco control policies, and uses these reports to advocate for stricter tobacco control policies.
- ACS conducts the Cancer Prevention Study, a national survey of approximately 500,000 volunteers that includes questions on tobacco use and cessation treatment.

***American Legacy Foundation***

- College Health Initiative
- Longitudinal panel of 5000 smokers in eight media markets to monitor changes in cessation-related knowledge, attitudes, beliefs, and behaviors

***American Lung Association***

- Track cessation policies through several signature reports: *State Legislated Actions on Tobacco Issues*, *State of Tobacco Control*, *Helping Smokers Quit: State Cessation Coverage*

***American Society of Clinical Oncology***

- As part of its effort to build awareness and encourage cessation counseling, in 2006 ASCO began integrating smoking-related measures into the ASCO Quality Oncology Practice Initiative®, a quality improvement program that enables oncology practices to assess their performance relative to their peers on a menu of quality measures.

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

- We conduct polls to determine the level of public support for tobacco control policies including funding for tobacco prevention and cessation.

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

- OSH does not conduct longitudinal surveillance, however, OSH supports several surveys with cessation related questions.

***North American Quitline Consortium***

- NAQC Annual Survey collects data on quitline services and promotions.
- Provide technical assistance to states to help implement quit rate and reach standards.
- Exploring the feasibility of a national data warehouse for U.S. quitlines.

***National Institute on Drug Abuse***

- Monitoring the Future