

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

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

American Cancer Society

- ACS has funded research to evaluate the impact of an increase in federal cigarette excise tax on cigarette smoking, cigarette-related revenues, smoking attributable deaths, and related health care costs.
- ACS conducts research with original data to evaluate the impact of cigarette excise tax (both federal and state-level tax), cigarette price promotions and smoke-free policies on cessation.
- ACS is collecting data from smokers who visit the website to investigate (i) smokers' preferences for using evidence-based smoking cessation treatments (e.g., quitlines, tailored websites, group-based programs, pharmacotherapy etc.), (ii) smokers' awareness of the availability of a free quitline in their state, and (iii) to examine socio-demographic and tobacco-related predictors of their preferences for different smoking cessation treatments (e.g., age, gender, cigarettes per day).
- ACS is providing \$25K over this year and next to Mike Fiore and the University of Wisconsin to support and participate in the dissemination of the revised PHS practice guideline, especially among providers and insurers who are able to reach low-income smokers.

American College of Obstetricians and Gynecologists

- Working with several states on provider surveys on perinatal smoking cessation practices.

Agency for Healthcare Research and Quality

- The Agency for Healthcare and Research updated the clinician tear sheet entitled: You Can Quit Smoking: support and Advice from Your Prenatal Care Provider. This tool reflects the latest evidence-based recommendations of the PHS Clinical Practice Guideline: Treating Tobacco Use and Dependence: 2008 Update, addressing interventions that should be used specifically for pregnant women who smoke. This free tool is available in English and Spanish and has been largely disseminated through the National Partnership to Help Pregnant Smokers Quit.

American Legacy Foundation

- College Health Initiative
- Evaluation of national EX® media campaign
- Evaluation of web-based cessation service
- Evaluation of culturally-tailored/low literacy cessation materials

American Nurses Association

- As part of the ANA Minority Fellowship Program, ANA fellow Dr. Patti Urso performed a poster presentation entitled, "A Holistic Infrastructure for Tobacco Cessation Treatment and Education in a Multicultural and Rural Community". This presentation occurred at the Asian

Pacific Islander Nurses Association (AAPINA) Conference held March 29-April 2, 2007 at the University of California at San Francisco.

- The Tobacco Free Nurses website disseminates evidence-based resources and also provides a list of literature regarding smoking cessation.
- ANA Position Statement: Tobacco Use Prevention, Cessation, and Exposure to Secondhand-Smoke (2005) supports funding for nursing research related to best practices for smoking prevention and cessation activities. This position statement also supports funding for research support services to assist nurses and nursing students to become smoke-free role models.

American Society of Clinical Oncology

- ASCO supports increased federal funding for a broad array of tobacco control research supports from epidemiological studies, better understanding the mechanisms of tobacco use and cancers, as well as behavioral and other treatment interventions.

Campaign For Tobacco-Free Kids

- We continually track the latest research that can affect cessation rates and, if possible, try to publicize the findings to increase awareness of effective cessation treatment.
- We monitor new products marketed by the tobacco industry that are meant to discourage people from quitting, including research studies about the new products.

CDC Office on Smoking and Health

Several formative research projects, including--

- The use of quitlines by people with chronic diseases
- Setting up systems to motivate clinicians to use quitline fax referrals for pregnant smokers.
- Assess feasibility of developing a national quitline data warehouse.
- Cost effectiveness of quitlines and other cessation services.
- Assess smokers' interest in effective cessation treatments.

North American Quitline Consortium

- Developing a research infrastructure for NAQC.
- Through NAQC's Quality Improvement Initiative which is focused on developing measures most important to establishing quality for quitlines, developed standards for both quitline quit rates and reach and will release implementation tools summer 2009.
- Developing a Quality Improvement Issue Paper that recommends a framework for guiding quality measurement in quitlines. Future Issue Papers will include medication distribution through quitlines, serving priority populations and call center metrics.
- Conduct the NAQC Annual Survey of Quitlines to document quitline trends in funding, services and protocols and disseminate results through presentations and Fact Sheets.
- Developed and continue to support and update the Minimal Data Set for quitlines.
- Work in partnership with the Arizona Cancer Center at the University of Arizona on the Knowledge Integration in Quitlines: Networks to Improve Cessation (KIQNIC) grant.

National Cancer Institute Tobacco Control Research Branch

- Low SES cessation RFA
- Tobacco Exposure During Pregnancy in Low and Middle Income Countries: Establishing Research Priorities
- Tobacco Research Network on Disparities (TReND)

Partnership for Prevention

- Partnership’s health reform recommendations and related advocacy call for increased support for research on community-based and clinical prevention that includes tobacco cessation interventions. We call for the expansion of the CDC-sponsored Task Force on Community Preventive Services and the work of the AHRQ-sponsored US Preventive Services Task Force.

University of Wisconsin –Center for Tobacco Research and Intervention

- The UW-CTRI is undertaking a community-based participatory research project with the Salvation Army and the St. Vincent DePaul Society in central Milwaukee to foster cessation. The three-stage project intends to first focus on why to quit—identifying benefits and de-normalizing smoking. Stage two will focus on boosting residents’ confidence to quit and awareness of the tools to help them succeed. Stage three will be helping those who are interested in quitting get the help they need.
- The UW-CTRI is completing a five-year NIDA Transdisciplinary Tobacco Use Research Center (TTURC) grant that has examined efficacy and mechanisms of cessation treatment, long-term health outcomes of quitting and continued smoking, the effectiveness of pharmacotherapies in primary care settings, and health care costs and utilization of smoking and quitting.
- The UW-CTRI occasionally conducts research on new and existing cessation medications funded by a variety of sponsors, including the pharmaceutical industry, the Department of Veterans Affairs, and the NIH.
- The UW-CTRI has partnered with the Menominee Indian Tribe of Wisconsin to undertake a research project funded by the Wisconsin Partnership Program of the University of Wisconsin School of Medicine and Public Health. The study will test a new cessation treatment tailored for American Indian smokers versus a standard treatment. The goal is to learn how best to help American Indians quit commercial tobacco use, in order to reduce smoking-related illness in their communities.