

NORTH AMERICAN  
**QUITLINE**  
CONSORTIUM



# Promoting Quitlines During Smokefree Policy Implementation

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*Integrating Cessation with Smoke-Free  
Policy Implementation*

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# North American Quitline Consortium

*Promoting evidence based quitline  
services across diverse communities in  
North America.*



# NAQC Critical Programs

- Improve the access, use and effectiveness of quitlines
  - Annual survey of quitlines
  - Minimal data set for evaluating quitlines
  - Share research findings with members
  - Quality initiative
  
- Strategic Partnerships and Communications
  - Fact sheets, Case Studies and Reports
  - Strengthening linkages of quitlines and tobacco control policy efforts
  
- Forum for networking and learning
  - Web site, conference calls, and meetings



## Background

- Funding from Robert Wood Johnson Foundation (RWJF) to strengthen the linkages of quitlines and other tobacco control policy efforts.
- This funding allowed NAQC to launch the project, *Maximizing the Cessation Benefit from Policy Changes*.



## Playbook Purpose

- Focus on promoting the availability of quitline services following the passage of smokefree policies and tobacco tax increases.





## Why Link Policy and Cessation?

- Tobacco users are motivated to quit by policy changes, so demand for cessation services increases when smokefree laws are implemented and tobacco taxes increase.
- Quitlines and other evidence-based cessation services increase the success of those trying to quit.



## Why Quitlines?

- Quitlines provide evidence-based counseling services in all states and territories.
- Quitlines reach a broad and diverse group of people in a cost-effective, easily accessible way.
- Coordination between policy advocates and quitlines benefits the goals of both groups.



## Playbook Contents

### **I. Background**

Information about a) the importance of linking policy and cessation; b) the basics of quitlines; and c) the benefit of involving quitlines in policy implementation.

### **II. Collaboration Strategies**

Information about approaches and partnering ideas.

### **III. Framing the Cessation Message**

A range of options for how to frame the cessation message once a policy has passed.



## Playbook Contents (continued)

### **IV. Preparing for Implementation**

Information to guide the decision about how to integrate cessation in a policy implementation effort, options to help prepare for increased demand and a brief discussion about funding needs.

### **V. Timing**

Focuses on opportunities to integrate quitlines before and after policy implementation. Complements the [GoingSmokeFree.org](http://GoingSmokeFree.org) timelines.

 <b>NORTH AMERICAN QUITLINE CONSORTIUM</b>	<b>ABOUT THE CONSORTIUM</b>	<b>QUITLINE MAP &amp; FACTS</b>	<b>COMMUNICATIONS</b>
	<b>ANNUAL MEETING</b>	<b>OPERATIONS &amp; SERVICES</b>	<b>PROMOTIONS</b>
	<b>POLICY</b>	<b>RESEARCH &amp; EVALUATION</b>	

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## **NAQC Policy Playbook** A Guide to Promoting Quitlines During Policy Change

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### **IDEAS AND STRATEGIES FOR PROMOTING QUITLINES: EXAMPLES**

This section includes a comprehensive list of strategies successfully used by states and municipalities and some new ideas. These examples were selected because they demonstrate the many options available to integrate quitline promotion with policy implementation efforts. The list includes approaches that can be easily adapted by others depending on available resources. It is not likely that all of these strategies will be appropriate for all policy implementation efforts. This section is intended to offer a variety of ideas ranging from no-cost options to approaches requiring a sizable budget. Although the quitline phone number is not included on every example provided, the number could be easily integrated into the examples selected for inclusion in this playbook.

For more information on the examples listed here, please contact Randi Lachter at [rlachter@naquitline.org](mailto:rlachter@naquitline.org).

- [Paid Media](#)
- [Public Relations & Earned Media](#)
- [Online Strategies](#)



## Playbook Contents (continued)

### VI. Ideas and Strategies for Promoting Quitlines: Examples

- Paid Media
- Public Relations & Earned Media
- Online Strategies
- Promotional Items
- Outreach Materials & Education
- Targeted Approaches
- Quitline Materials & Staff Training
- Free or Reduced-Cost NRT or Medication
- Implementation Tools & Services
- Local Approaches
- Quit and Win
- Integrate with Tax Increase
- Polling



## Playbook Contents (continued)

### VII. Tracking Success

Information about the different approaches used to track the impact of policy changes on quitlines.

### VIII. Lessons Learned and Challenges

### VIII. Resource List and Links

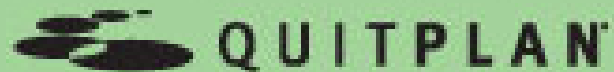
# Minnesota Web Banner Ad

MINNESOTA WENT SMOKE FREE ON

OCT. 1, 2007

**How about you?**

Get free help to quit smoking.



# Anchorage Interior Bus Ad



## Secondhand Smoke Kills

Think only smokers are harmed by tobacco? Think again.

Smoke from a burning cigarette and exhaled smoke cause:

- Heart disease
- Lung cancer
- Stroke
- Asthma
- Sudden Infant Death Syndrome (SIDS)
- Low birth weight babies
- Pneumonia
- Bronchitis
- High blood pressure

**"Secondhand smoke exposure causes heart disease, lung cancer and sudden infant death syndrom in children."**

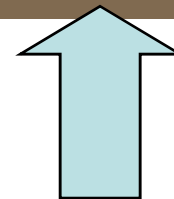
Richard Carmona, MD, MPH, FACS  
U.S. Surgeon General (2006)

For more information on the **dangers** of secondhand smoke visit:

[www.smokefreeanchorage.org](http://www.smokefreeanchorage.org)



For help quitting call:  
**1-800-842-QUIT**



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**How do I deal with people who want to smoke?**

You or your staff must remind them of the Act and politely explain that they must step outside to smoke.

**What do I do about a customer who refuses to comply?**

Use common sense. The purpose of the Act is to protect others from the harmful effects of secondhand smoke. Use your normal protocol for removing a customer from the premises.

**What if I choose not to ask customers to stop smoking?**

If you fail to comply with the Act, an employee or member of the public may contact your local health department to file a complaint.

**What are the penalties?**

A person who smokes in violation of the Act is subject to a fine of not less than \$500 for the first offense, \$500 for the second offense and \$1,000 for each subsequent offense.

A person in charge of an indoor public place or workplace who refuses or fails to comply with the Act is subject to a fine of not less than \$250 for the first offense, \$500 for the second offense and \$1,000 for each subsequent offense.

**How will the Act be enforced?**

Compliance is the responsibility of the person having control of an indoor public place or place of employment under this Act.

Enforcement of the Act also will be achieved by a complaint system. Employees and the public may report violations of the Act to their local health departments.

**How can I find more information?**

For more information about the Act visit [www.smokefree.nj.gov](http://www.smokefree.nj.gov).

**How can I file a complaint?**

To file a complaint, contact your local health department whose telephone number is in the government section of your telephone book.

**How can I support my employees and patrons if they want to quit smoking?**

If you smoke and want to quit, or you want to support your employees or patrons who want to quit, New Jersey provides the following free services:

- NJ Quitline at 1-866-NJ-STOPS (1-866-657-8677)
- NJ QuitNet® at [www.nj.quitnet.com](http://www.nj.quitnet.com)

Both services provide personal, professional counseling and support.

Or you can visit [www.njquit2win.com](http://www.njquit2win.com) for free materials that you can copy and give away or use to create a “quit smoking program” in your workplace.



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**Preparing for a  
Smoke-Free  
New Jersey.**

**Understanding the  
Smoke-Free Air Act**

**A Guide for  
Restaurants and  
Bars**



Jon S. Corzine  
Governor



Fred M. Jacobs, M.D., J.D.  
Commissioner

# New York Print Ad



**IT'S HERE!**

**I LOVE**  
**SMOKEFREE**  
**NY!**



**SMOKERS!** Get a **FREE Voucher** for a 2 week supply of nicotine patches or gum call **1-866-NY QUILTS** **1-866-697-8487**  
**Join the Smoke-Free NY party!**

**Breathe Easy**



# Acknowledgments and Contributors

- NAQC members and partners which includes quitline funders, service providers, evaluators, researchers and national organizations.
- Robert Wood Johnson Foundation
- Partners and reviewers

# For Additional Information

Contact Randi Lachter at:  
[rlachter@NAQuitline.org](mailto:rlachter@NAQuitline.org)

View the Playbook starting June 11 at:  
[www.naquitline.org/playbook](http://www.naquitline.org/playbook)

