

2007 NTCC Strategic Initiatives

Based on discussions at the NTCC annual meeting on December 5, 2006, we have identified the following initiatives for 2007.

Consumer Demand Initiative

While 70 percent of smokers report a desire to quit, many have been slow to adopt products and services proven to help them. The Consumer Demand Initiative is focused on identifying innovative strategies for substantially improving the demand for and use of evidence-based tobacco cessation products and services, particularly in underserved low-income and racial/ethnic minority populations where tobacco use is highest and treatment use is lowest.

In 2006, three Consumer Demand Roundtables were conducted to begin to investigate this topic and to generate initial recommendations. In 2007, NTCC will conduct the following activities:

- **Consumer Demand Conference**—To build upon the work of the roundtables, ACS, American Legacy Foundation, CDC, NCI, NIDA, and RWJF are hosting a Consumer Demand Conference on May 3-4 to further disseminate and apply Consumer Demand concepts and strategies. The conference will convene decision makers with the ability to act on promising ideas, innovations, and actions plans. Participants will include tobacco control leaders, product and service developers, marketers, policy advocates, insurers/employers, and researchers at the state and national levels.
- **IDEO Design Projects**—To spur the development and application of innovative ideas, RWJF's Pioneer Program awarded AED/IDEO a grant to apply IDEO's innovation design process to tobacco cessation products and services. Brief proposals were submitted to AED in October 2006. The organizations that receive funding with work with IDEO in 2007, and present at the Consumer Demand Conference.
- **Misperceptions of Nicotine**—Many smokers are reluctant to use nicotine replacement products because of misperceptions they have about nicotine. To ensure that all cessation materials contain correct information on nicotine and its role in quitting, NTCC has developed a factsheet for distribution to the public health community. This factsheet will be reviewed by NTCC members, and distributed widely for recipients to use as appropriate.

Health Literacy Initiative

Health literacy is the ability to obtain, understand, and use health information and services. Recent data show that those with lower socioeconomic status are more likely to have limited health literacy skills. This same group is also more likely to smoke. An initial review shows that many tobacco cessation materials may not be appropriate for smokers with lower health literacy skills, and may be a contributing factor to the under-use of evidence-based products/services. NTCC can address this issue in two ways in 2007:

- **Health Literacy Workgroup**—NTCC will convene a subgroup to discuss potential ideas on how to address health literacy and tobacco cessation treatment in new and existing products, materials, and activities.
- **NIH R01 Grant Proposal**—The National Institutes of Health recently released a program announcement soliciting grant applications for research on health literacy

concepts & interventions. NTCC and its members can develop a research proposal in response to this NIH funding announcement. Some possible research topic areas might include examining culturally tailored materials and use of new technologies such as cell phone text messaging in tobacco cessation efforts.

New Media Initiative

New Media is a term used to describe those forms of communication enabled by digital technologies. This includes websites, blogs, email, CD/DVDs, electronic kiosks, interactive television, mobile phones, Podcasts, etc. These popular forms of media have the potential to reach new and expanding audiences. NTCC and its partners can work collectively to determine ways to use these new and emerging technologies to promote tobacco treatment and cessation. The initial activity in this initiative will be to review the tobacco cessation content of Wikipedia, the leading online encyclopedia.

- **Wikipedia Review**—Wikipedia (www.wikipedia.com) is a multilingual, Web-based free encyclopedia project. Wikipedia is written collaboratively by volunteers, allowing most articles to be changed by almost anyone with access to the Web site. Wikipedia has steadily risen in popularity since its inception. This new media is a source of information for millions of users worldwide. While research has shown that Wikipedia entries are generally accurate, we want to review all of the tobacco cessation content. To achieve this, we will create a taskforce of NTCC members to review and update information on tobacco cessation found on Wikipedia to ensure its accuracy, reliability, and comprehensiveness.

Provider Outreach Initiative

Another opportunity for NTCC to promote tobacco cessation treatment is in clinical practice. For many, their health care provider is an important source of information on tobacco cessation treatment. NTCC has the opportunity to be involved in more formal outreach to this group to educate and empower not just doctors, but all healthcare professionals including nurses, physician assistants and medical school students, to take a more active role in tobacco cessation. This initiative will include two components in 2007:

- **Education/CME Credits**—NTCC can contribute by providing on the website a comprehensive list of courses for medical professionals that focus on tobacco cessation and treatment. NTCC can promote this resource through the e-newsletter and other vehicles.
- **Electronic Medical Records**—NTCC members can develop a template for electronic medical records that encourages physicians and health care professionals to screen their patients for tobacco use.

Smoke-free Policies Initiative

States and localities continue to adopt and implement smoke-free policies. When smoke-free policies are implemented, there may be an increased demand for cessation services. NTCC will conduct the following activities in 2007 to address to this need:

- **Smoke-Free Policy Playbook**—NTCC can take advantage of the increase in smoke-free initiatives and develop a support plan/resource for localities after smoke-free policies

have been passed. This resource can help states prepare for the increased demand for cessation services and manage the greater strain on resources.

- **Meeting Planning Database**—In addition to smoke-free initiatives of states, organizations are beginning to adopt smoke-free meeting policies that require large meetings and conferences be held in locations that have enacted smoke-free laws. NTCC can help promote existing meeting planning databases and resources to help organizations and companies plan meetings in these smoke-free localities.

Communication Activities

NTCC communication activities for 2007 will include a monthly e-newsletter, a regularly updated website, and monthly teleconferences of NTCC members. These activities are designed to keep members informed and up-to-date on NTCC, its partners, and advances in research, new technologies, new policies, and other topics related to tobacco cessation.

- **e-Newsletter**—NTCC is launching a monthly e-newsletter in 2007. The newsletter will serve as a primary communication vehicle for NTCC. Most of the content will come from NTCC partners and will focus on what they are doing and what topics they want to learn more about. It will address such topics as research, activity and product updates, cessation news, and technology news.
- **Website**—The website aims to be a comprehensive resource on tobacco cessation for the public health community. The site will be updated regularly with new information, resources, and materials. AED will promote the site in various ways over the next year to increase the visibility of and traffic to the website. This website will help to promote NTCC, its members, the work done by the organization and its members, and tobacco cessation related information in general.
- **Monthly Teleconferences**—The monthly teleconferences in 2007 will be held on the second Tuesday of every month (with the exception of the first call in January) at 1:00 PM (ET). An agenda will be distributed prior to each call. Agenda items will focus on any updates related to NTCC, NTCC initiatives, partners, and partner activities.