

2008 NTCC Strategic Initiatives

Based on discussions at the NTCC annual meeting on December 3, 2007, we have identified the following initiatives for 2008.

Consumer Demand Initiative

Seventy percent of adult smokers report a desire quit, and although as many as 40% make a serious quit attempt each year, most smokers who try to quit fail, especially those with the least education and income. A key reason is that most smokers who try to quit do not use treatments that could significantly improve their success rates.

Goal:

- To support the development of 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.

Activities:

- AED and NTCC were recently awarded two transition grants from RWJF to disseminate the work and recommendations of the Consumer Demand Roundtables. The first grant will support the development and pilot-testing of an “innovation kit” for organizations to redesign cessation products and services. The kit will describe the IDEO consumer-based design process and include instructions for conducting the key needs assessment and re-design activities. The second transition grant will support a journal supplement or theme issue to help disseminate the research, concepts, recommendations and insights that emerged from the Consumer Demand Roundtable and National Conference.
- NTCC will continue to work with the X Prize Foundation on potentially including tobacco cessation efforts in future X Prizes.
- In January of 2008, NTCC will determine the need for a 2008 Consumer Demand National Conference.

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. 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.

Goal:

- To provide resources and guidance to the field on creating more health literate tobacco cessation materials.

Activities:

- Develop an outreach plan and disseminate the Health Literacy Checklist to a wider audience.
- Conduct a needs assessment (via Zoomerang survey) of NTCC members, state health departments and quitline vendors to determine what types of assistance are needed to integrate health literacy principles into tobacco cessation materials and services.
- Collaborate with AHRQ to incorporate health literacy principles into the new PHS guidelines and supporting materials.
- Develop a bibliography of health literacy research sources as well as fact sheets summarizing recent research.

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 promote tobacco treatment and cessation to new and expanding audiences.

Goal:

- To raise awareness and provide education on new media and its applications, and to become a resource for new media information.

Activities:

- Survey NTCC members, state health departments and quitline vendors to determine current levels of awareness, knowledge, understanding, and use of new media.
- Identify key sources of new media information, including listservs, reports, conferences, blogs, etc. Use this information to develop a new media framework.
- Conduct background research to determine new media trends, usage among various audiences, skills and resources needed to participate, and other pertinent information.
- Develop fact sheets and case studies to inform the field on best practices in new media.
- Continue and expand the Wikipedia project by adding new content, as needed, to promote tobacco cessation, and conducting a rolling review of pages with tobacco cessation-related content.

Provider Outreach Initiative

For many, their healthcare 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.

Goal:

- To assist and encourage healthcare providers to take a more active role in tobacco cessation.

Activities:

- Finalize and promote the provider CME-course microsite.
- Provide support, as needed, to Donna Warner of the Massachusetts Tobacco Control Program and the newly formed multi-state collaborative organized to promote and support sustainable changes in the healthcare system to address 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. States and localities need to seize these policy changes as opportunities to increase treatment use and quit rates.

Goal:

- To support activities around smoke-free policies and link smoke-free and other policies to cessation products and services.

Activities:

- Promote the NCI smoke-free jurisdictions list.
- Develop materials to support the NAQC and RWJF/TFK policy playbooks, and create a way to house all of these materials in one place online as an extension of the NTCC website.
- Identify opportunities to promote the link between policy and cessation to others, including states and major national players.
- Conduct outreach to states/localities as they implement smoke-free and other policies.

Communication Activities

NTCC communications activities for 2008 will continue to 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**—The monthly e-newsletter will continue to serve as a primary communication vehicle for NTCC. Content will come from NTCC partners and will focus on what they are doing and what topics they want to learn more about. The monthly issues will address such topics as research, activity and product updates, cessation news, and policy news.
 - **New for 2008**, the *10Q4* feature (10 Questions For) will highlight the insights and activities of national tobacco cessation leaders.

- **Website**—The website aims to be a comprehensive resource on tobacco cessation for the public health community. The site will continue to be updated regularly with new information, resources, and materials. AED will continue to 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.
 - **New for 2008**, each of the NTCC initiatives will be included on the website's homepage and will have a page dedicated to its respective activities.

- **Monthly Teleconferences**—The monthly teleconferences in 2008 will be held on the second Tuesday of every month 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.
 - **New for 2008**, guest speakers will be invited to participate in these calls as applicable.