

National Tobacco **CESSATION** Collaborative

2007 UPDATE

>> www.tobacco-cessation.org

NTCC

NTCC

>> NTCC is funded by:

American Cancer Society

American Legacy Foundation

Centers for Disease Control and Prevention

National Cancer Institute

National Institute on Drug Abuse

Robert Wood Johnson Foundation





The National Tobacco Cessation Collaborative (NTCC) was formed in June 2005 to increase collaboration among national organizations to improve cessation among tobacco users in the U.S. and Canada.

NTCC members represent organizations that fund research, program and policy initiatives related to tobacco cessation, as well as other organizations with a vested interest in tobacco cessation.

Over the past year, NTCC has made significant progress toward increasing successful cessation. Key accomplishments include:

- Planned and hosted the **Innovations in Building Consumer Demand for Tobacco Cessation Products and Services** national conference for more than 100 of the nation's experts in tobacco cessation research, practice and policy.
- Began discussions with the **X PRIZE Foundation** about applying the X PRIZE strategy to tobacco cessation.
- Designed and proposed a research study, "**Uncovering and reducing health literacy barriers to tobacco cessation,**" in partnership with the Howard University Cancer Center and DC's Tobacco Free Families Campaign, in response to an NIH program announcement on health literacy interventions.
- Partnered with **IDEO**, the nation's leading innovation design firm, to develop and test design principles applicable to tobacco cessation products and services.

1 Guiding Principles

All activities undertaken by this collaborative follow seven guiding principles:

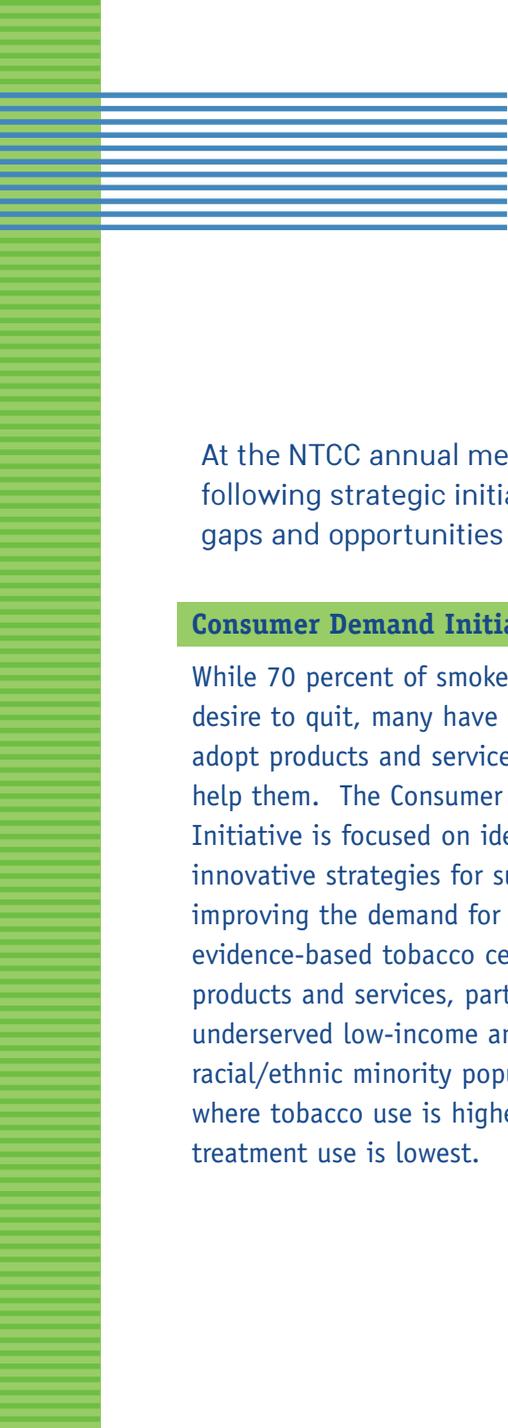
1. All activities will be based on the best scientific evidence currently available.
2. Coordinated efforts will be needed to make the largest impact.
3. Multiple parties (public and private) will need to collaborate to make progress.
4. Increasing tobacco cessation will require eliminating barriers and facilitating changes.
5. The best available dissemination techniques should be used to successfully implement key strategies.
6. Implementation must be evaluated.
7. Research to identify more effective tobacco-use cessation interventions, and methods for disseminating them, should be supported.

1 Guiding Principles

Following these principles, NTCC members work together via:

- annual meetings in Washington, DC;
- monthly conference calls;
- conference calls among organizations working together on specific strategies; and
- e-mail.

We encourage you to contribute to the collaborative process by sharing your work with NTCC. Please contact Todd Phillips, Academy for Educational Development (AED), at 202-884-8313, or visit www.tobacco-cessation.org to get more information about participating in NTCC.



2 Strategic Initiatives

At the NTCC annual meeting in December 2006, participants identified the following strategic initiatives. These initiatives were chosen to address gaps and opportunities in promoting tobacco cessation.

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.

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. NTCC is addressing this issue by developing health literacy guidelines for tobacco cessation materials.

2 Strategic Initiatives

New Media Initiative

New Media, including websites, blogs, email, CD/DVDs, electronic kiosks, interactive television, mobile phones and Podcasts, have the potential to reach new and expanding audiences. NTCC and its partners are collectively working to determine ways to use these new and emerging technologies to promote tobacco treatment and cessation. This year, NTCC reviewed the tobacco cessation content of Wikipedia, the leading online encyclopedia.

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 health care professionals including nurses, physician assistants and medical school students, to take a more active role in tobacco cessation.

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 is working with the Campaign for Tobacco-Free Kids and the North American Quitline Consortium to develop guidance for offering and promoting cessation services after the passage of a smoke-free policy.



3 Accomplishments and Products

NTCC's accomplishments and products related to each of the strategic initiatives are outlined in more detail below.

Consumer Demand Initiative

CONSUMER DEMAND CONFERENCE

To build upon the work of the 2006 Consumer Demand Roundtables, ACS, American Legacy Foundation, CDC, NCI, NIDA, and RWJF hosted the Consumer Demand National Conference, *Innovations in Building Consumer Demand for Tobacco Cessation Products and Services*, on May 3-4, 2007 in Washington, DC. The purpose of this conference was to further disseminate and apply Consumer Demand concepts and strategies. The conference convened over 100 of the nation's experts in tobacco cessation research, practice and policy with the ability to act on promising ideas,

innovations, and actions plans. Participants included tobacco control leaders, product and service developers, marketers, policy advocates, insurers/employers, and researchers at the state and national levels.

IDEO DESIGN PROJECTS

AED, through a grant from RWJF's Pioneer Program, partnered with IDEO, a leading global consumer product design firm, to help organizations improve the appeal, delivery and use of effective treatment products and services, especially among smokers in underserved low-income and racial/ethnic populations. Through intensive, on-site consultations, IDEO applied their unique re-design process

3 Accomplishments and Products

and consumer-centered design principles to existing services and programs offered by several organizations. These consultations helped the University of Arizona and the Alaska Native Tribal Health Consortium to analyze their customers' unmet needs and allowed them to redesign their programs to better meet these needs and enhance the consumer appeal, reach, and use of these programs.

X PRIZE IN TOBACCO CESSATION

Rather than awarding money to honor past achievements or directly funding research, an X PRIZE incites innovation by tapping into competitive and entrepreneurial spirits. An X PRIZE is a multi-million dollar award given to the first team to achieve a specific goal, set by the X PRIZE Foundation, which has the potential to benefit humanity. A Tobacco Cessation X Prize could catalyze the changes needed to dramatically

reduce the prevalence of tobacco use in the U.S. and the world and save millions of lives and billions of dollars. A Consumer Demand committee, with input from Consumer Demand National Conference participants, is currently collaborating with the X PRIZE Foundation to investigate the possibility of a tobacco cessation X PRIZE.

CONSUMER DEMAND REPORT

In 2006, three Consumer Demand



Roundtables were conducted to begin to investigate consumer demand as it

relates to tobacco cessation and to generate initial recommendations for the field. The report, *6 Core Strategies for Increasing the Use of Evidence-Based Tobacco Cessation Treatments*, summarizes the key concepts and ideas

that emerged from the Roundtables discussions for building demand among smokers for proven tobacco cessation products and services. It is available at www.consumer-demand.org.

MISPERCEPTIONS OF NICOTINE FACT SHEET

Nicotine replacement therapy (NRT) is one of the most accessible proven treatments for quitting smoking.

But despite widespread marketing of these products, many smokers, and even health care providers, have misperceptions about them and are reluctant to use NRT to help them quit. To ensure that all cessation materials contain correct information on nicotine and its role in quitting, NTCC



has developed a fact sheet for distribution to the public health community. This fact sheet, entitled "Twelve Facts to Help Dispel the Myths about Nicotine Replacement Therapies (NRT) and Nicotine" is intended for health care providers, pharmacists, health departments, tobacco quitline counselors and others who help tobacco users quit. It is available at www.tobacco-cessation.org.

CONSUMER DEMAND FACT SHEETS

This set of fact sheets addresses various topics including tobacco use, tobacco cessation treatment and services, and coverage for cessation treatment and services. Each fact sheet provides an overview of a specific topic, highlights new research, and includes information on additional resources. These fact sheets, available on both the Consumer Demand and NTCC websites, include:

3 Accomplishments and Products

- Medicaid Coverage for Tobacco Dependence Treatments
- Tobacco Cessation and Primary Care
- Tobacco Cessation and the Internet
- Tobacco Cessation Quitlines
- Tobacco Cessation Treatments
- Tobacco Use in the United States
- Youth Tobacco Use and Cessation

CONSUMER DEMAND WEBSITE



The website, www.consumer-demand.org, provides more information for NTCC members

and others interested in the Consumer Demand Initiative. It includes meeting summaries and materials from the three Roundtable Meetings and the National Conference.

Health Literacy Initiative

HEALTH LITERACY ASSESSMENT TOOL/GUIDE

Although several organizations have released general health literacy recommendations, including the Institute of Medicine and the U.S. Department of Health and Human Services, no specific guidelines or standards currently exist for the development of tobacco cessation materials. Based on existing knowledge, research, and resources, NTCC is developing an assessment tool and guidelines for organizations to use in examining existing publications and creating new materials. The resource will help organizations understand health literacy as it pertains to tobacco cessation materials, including readability, use of lay language, clear action steps, and instructional graphics. Once complete, this guide will be

distributed to NTCC members as well as to public health professionals and organizations involved in tobacco cessation.

ENVIRONMENTAL SCAN AND MATERIALS ASSESSMENT

NTCC is conducting an environmental scan and assessment of existing tobacco cessation materials to determine how well the field is meeting the needs of low-literate tobacco users. Materials have been collected from various organizations including government, advocacy organizations, and state health departments. A master list of the materials has been compiled and the materials are being reviewed using the health literacy assessment tool. A report detailing the findings will be written and distributed when the project is completed. Preliminary findings show 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.

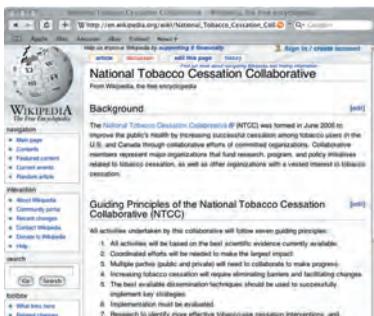
NIH R01 GRANT PROPOSAL

In May 2007, NTCC responded to an NIH program announcement soliciting grant applications for research on health literacy concepts & interventions. NTCC partnered with the Howard University Cancer Center (HUCC) and DC's Tobacco Free Families Campaign (a project of the American Lung Association) to design the proposed research study, "Uncovering and reducing health literacy barriers to tobacco cessation." AED and HUCC proposed a three-year project that will provide a comprehensive view of cessation services surrounding smokers with low-literacy skills.

3 Accomplishments and Products

New Media Initiative

WIKIPEDIA REVIEW



Wikipedia (www.wikipedia.com) is a multilingual, Web-based free encyclopedia project. Articles are written collaboratively by volunteers, allowing for most content to be changed by almost anyone with access to the internet. This site is a source of information for millions of users worldwide. While research has shown that Wikipedia entries are generally accurate, NTCC conducted a review of all the tobacco cessation content on the site to ensure its accuracy, reliability

and comprehensiveness. A workgroup of NTCC members reviewed and updated the information found on these pages and continue to monitor the site for any additional changes.

Provider Outreach Initiative

EDUCATION/CME CREDITS MICROSITE

NTCC will provide, via the NTCC website, a comprehensive list of trainings and CME-credit courses for medical professionals that focus on tobacco cessation and treatment. NTCC members have compiled a list of existing Continuing Medical Education (CME) providers and organizations that offer training and/or CME courses related to tobacco cessation and treatment. Once the microsite is complete, NTCC will promote this resource to health care providers and medical professionals through the main NTCC website, the e-newsletter and other vehicles.

ELECTRONIC MEDICAL RECORDS

NTCC plans to 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

SMOKE-FREE POLICY PLAYBOOK

NTCC conducted a conference call on this topic in June with members of the North American Quitline Consortium and Campaign for Tobacco Free Kids. These organizations are developing playbooks and toolkits as resources to help states prepare for the increased demand for cessation services and manage the greater strain on resources, including quitlines. AED is supporting both NAQC and TFK with the promotion of the playbooks and toolkits.

NTCC Communications

In addition to accomplishments and products related to NTCC's strategic initiatives, several communication products were developed to promote NTCC, the work of its members and adult cessation overall. These include the NTCC website, the *NTCC News* e-newsletter and the NTCC Annual Meeting.

NTCC WEBSITE



The website, www.tobacco-cessation.org, aims to be a comprehensive resource on tobacco

cessation for the public health community. The information included on the website comes from the many agencies and organizations working to increase tobacco cessation in the United States and Canada. The site is

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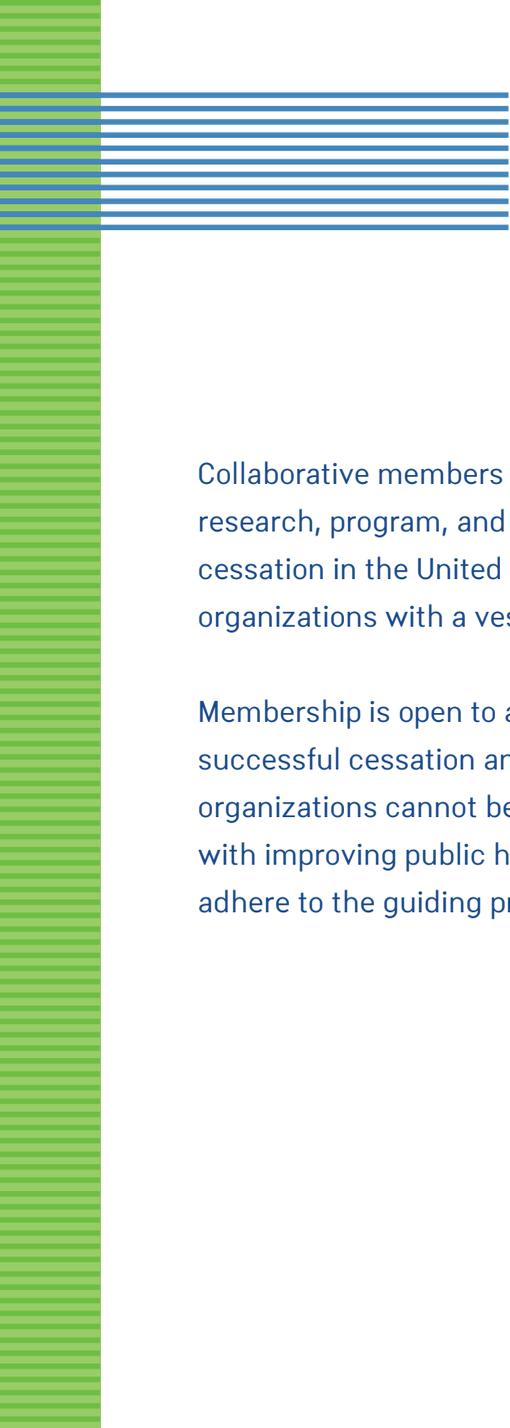
updated regularly with new information, research, resources, publications, and materials. The website helps to promote NTCC, the work done by the organization and its members, and tobacco cessation-related information in general.

E-NEWSLETTER

NTCC launched a monthly e-newsletter, *NTCC News*, in February 2007. The newsletter serves as a primary communication vehicle for NTCC. *NTCC News* provides the latest updates on tobacco cessation research, tobacco control and cessation news, and partner activities. Since its launch, subscribers to the newsletter have increased by over 100 percent.

NTCC ANNUAL MEETING

In December 2006, NTCC held its second annual meeting. The agenda included updates from the various partners on ongoing projects and milestones. Part of the meeting involved strategic planning, which helped lay the groundwork for the strategic initiatives. The group identified and discussed gaps in current adult tobacco cessation activities.



4 Membership

Collaborative members represent major organizations that fund research, program, and policy initiatives related to tobacco cessation in the United States and Canada, as well as other organizations with a vested interest in tobacco cessation.

Membership is open to any organization seeking to increase successful cessation and improve the public's health. Member organizations cannot be involved in activities that are in conflict with improving public health. All members must agree to adhere to the guiding principles of the organization.

4 Membership



The collaborative currently includes the following organizations:

Agency for Health care Research and Quality

American Academy of Family Physicians

American Cancer Society

American College of Obstetricians & Gynecologists

American Heart Association

American Legacy Foundation

American Lung Association

American Nurses Association

American Public Health Association

American Society of Clinical Oncology

Arizona Cancer Center

Campaign for Tobacco-Free Kids

Canadian Tobacco Control Research Initiative

C-Change

Cecil G Shep Center for Health Services Research University of North Carolina

Centers for Disease Control and Prevention

Centers for Medicare & Medicaid Services

Center for Tobacco Research and Intervention University of Wisconsin

College of Medicine, University of Vermont

Environmental Protection Agency

Health Resources and Services Administration

Healthiest State in the Nation Campaign

Institute for Health Research and Policy, University of Illinois at Chicago

Johns Hopkins School of Public Health

National Cancer Institute

National Heart, Lung, and Blood Institute

National Institute on Drug Abuse National Partnership to Help Pregnant Smokers Quit

North American Quitline Consortium

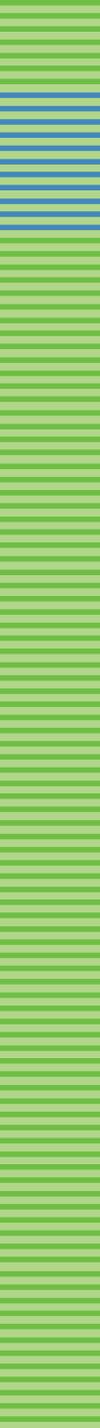
Partnership for Prevention

Robert Wood Johnson Foundation

Substance Abuse & Mental Health Services Administration

United States Department of Veterans Affairs

Vancouver Hospital and Health Sciences Centre



www.tobacco-cessation.org

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