

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

7. Launch an ongoing, extensive, national paid media campaign on cessation to help Americans quit using tobacco.

American Cancer Society

- The Great American Smoke-out, which is promoted every year in November, offers support tools – including the Society’s telephone-based cessation counseling service, Quitline[®] – and desktop and social networking applications to help people quit and stay quit.
- The American Cancer Society has an official YouTube channel that features videos of its ad campaigns. Ads for smoking cessation including one for the Great American Smokeout (GASO), as well as video-clips of media that mention GASO, appear on the channel (e.g., Jimmy Kimmel Live).
- ACS has provided funding and advice to support the development and maintenance of www.treatobacco.net, a web site which offers science-based information on nicotine dependence treatment in 10 languages
- ACS has partnered with other organizations in supporting the Legacy Foundation’s become-an-EX campaign.

Agency for Healthcare Research and Quality

- To help inform kids and adults about how smoking affects children, the U.S. Department of Health and Human Services’ Agency for Healthcare Research and Quality teamed with National Football League Hall of Fame inductee, Darrell Green [formerly Washington Redskins], himself a community and youth advocate, to develop the Smoking Cessation PSA Campaign. AHRQ produced four 30 second spots that received tremendous air play in primetime over the course of the campaign run. In 2008, the Health Improvement Institute awarded AHRQ with the Award of Excellence for the 30 second PSA titled: *Score By Quitting [Touchdown!]*.

American Nurses Association

- As previously stated, ANA/ANF continue to be a partner in the Tobacco Free Nurses campaign.

C-Change

- C-Change, in partnership with the Ad Council, has developed a communications program that utilizes the collective strengths of private companies, nonprofits, and government agencies to address Americans with consistent, evidence-based messages about the early detection and prevention of cancer. There are two messages/graphics that emphasize quitting smoking to reduce one’s risk for cancer and quitting tobacco to reduce one’s risk for cancer. More information can be found at www.c-changeprojects.org/communicationsplan .

Campaign For Tobacco-Free Kids

- Our efforts to secure funding for state and federal tobacco prevention and cessation programs include funding for media campaigns to encourage and motivate quitting, educate about how to quit, and inform about available resources such as quitlines. The efforts include funding

for state tobacco control programs, funding for cessation in the stimulus package, and funding through the Health Reform debate, if possible.