

Cancer Information Service

a program of the National Cancer Institute



Moving An HHS Initiative Into Practice

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NATIONAL
CANCER
INSTITUTE

NCI's Cancer Information Service (CIS)

- A program of the National Cancer Institute, National Institutes of Health
- Established in 1976
- Serves the entire U.S., Puerto Rico, the U.S. Virgin Islands and the U.S. associated Pacific Territories
- Partnership Program, Contact Centers, Research Program

Cancer Information Service Points of Access

■ 1-800-4-CANCER

- 1983: Implemented nationwide
- 1986: Information in English and Spanish

■ 1-877-44U-QUIT

- 2002: Implemented NCI's smoking quitline number

■ Online (Live Help), Email, Phone

HHS Initiative Plan

- February 3, 2004, Secretary Thompson announced plans for a National Smoking Cessation Quitline Network which would provide all smokers in the United States access to support and latest information to help them quit

HHS Initiative

■ Goals of the Initiative

- Establish a national network to deliver cessation services
- New national access number
- Integrate new number in all clinics, schools and community-based tobacco control programs

HHS Initiative (Cont)

- Components of the Initiative
 - CDC to fund states with existing quitline services
 - States without quitlines to establish a quitline service
 - The National Cancer Institute to establish 1-800-QUIT-NOW telephone number
 - CIS will handle calls for states without quitlines

National Partners

- National Cancer Institute - Cancer Information Service
- Centers for Disease Control and Prevention - Office of Smoking and Health (OSH)
- The North American Quitline Consortium (NAQC)

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- NAQC funded by the American Legacy foundation
- Additional funds by national tobacco control partners
- Connects health departments, quitline service providers, researchers and national organizations in US and Canada
- Provides leadership and a unified voice to promote quitlines

Progress Toward Implementation - 2004

- February: Planning meeting between NCI and CDC/OSH
- February-March: Meetings with other stakeholders
- April: Regional planning group meeting
- June: CDC/NCI presentation made to National Cancer Advisory Board

Regional Quitline Network Meetings

- 5 regional meetings from June 15 through July 22, 2004
- Goals
 - Coordinate promotion between national and state quitlines
 - Impact of HHS quitline initiative on state tobacco control programs
 - Create partnership between stakeholders to initiate, expand and maintain quitlines

Progress Toward Implementation - 2004 (Cont)

- September: Supplemental funding awarded by CDC to 49 states, DC and 5 U.S. Territories
 - Increase hours of operation
 - Hire bilingual counselors
 - Build linkages with local health care systems
 - Promote quitlines to more individuals

Quest for 1-800 Number - 2004

- September: Number identified
 - 1-800-QUIT-NOW (1-800-784-8669)

- October: Number tested in focus groups
 - Ease of remembrance and use
 - Staffing of quitlines and provision of services
 - Concerns about using a toll-free quitline
 - Perceived credibility of sponsoring organizations

Quest for 1-800 Number - 2004 (Cont)

- November: Number implemented
 - Single point of access
 - Easy to remember
 - Use in national promotions

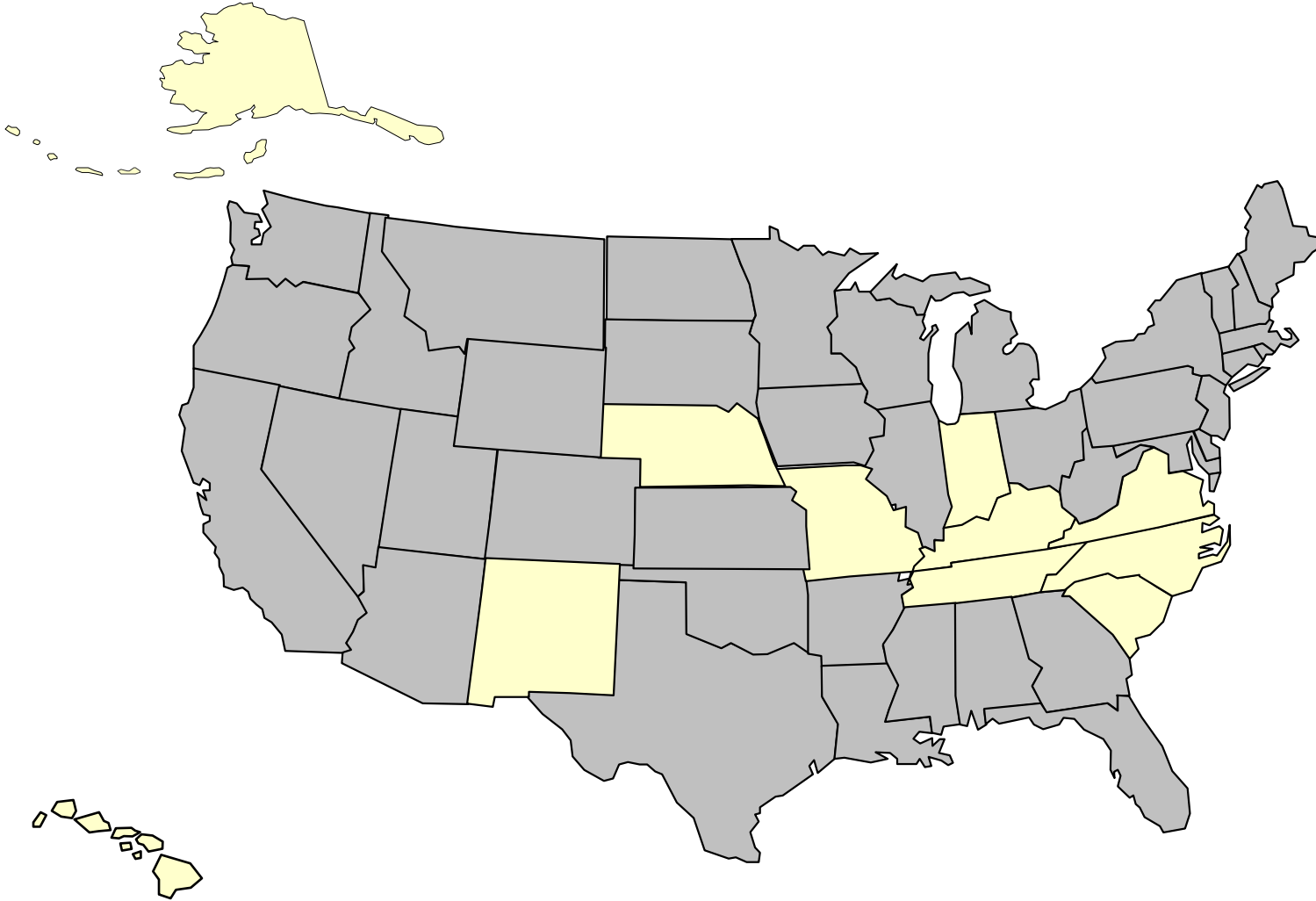
HHS Press Release

- November 10, 2004 HHS Secretary Thompson announced the establishment of a National Network of Tobacco Cessation Quitline Initiatives
 - 1-800-QUIT-NOW (1-800-784-8669)
 - HHS Web site (www.smokefree.gov)
 - Make all HHS campuses tobacco-free, and all HHS employees eligible for participation in tobacco cessation programs

1-800-QUIT-NOW Call Routing

- Calls to the national access number will be routed electronically, based on area codes to their designated state quitline services
- Calls to the national access number from states not currently providing quitline services will be routed to the NCI's Smoking Quitline operated by the CIS
- Calls to the national access number from Canada will be routed to a Canadian quitline service

The National Network



1-877-44U-QUIT

- Why retain NCI's 1-877-44U-QUIT number?
 - Branding
 - Familiar to NCI and its partners
 - Appears in AHRQ publications
 - Converting to 1-800-QUIT-NOW could be wrongly interpreted as the federal quitline for the nation
 - Potential impact on state quitline funding

Next steps

- Convene working groups of senior level cessation experts
- State quitline training program (CDC)
- Identify and develop new partnerships
- Monthly call data report to states

Tobacco-Free HHS

- January 1, 2005 all Divisions of HHS will implement tobacco-free policy on all campuses
- All federal employees who want to quit will have access to treatment opportunities
- Tobacco cessation program will provide free treatment services through local clinics run by Federal Occupational Health Services (FOHS) and CDC

Future Directions

- Evaluation plan
- Business plan
- Impact on services