Moving An HHS Initiative Into Practice
May 2, 2005

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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
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
November: Number implemented

- Single point of access
- Easy to remember
- Use in national promotions
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
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