

**Partnership Behind EX[®]:
National Alliance for Tobacco Cessation**

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Establishing the Alliance

- **Role of American Legacy Foundation**
 - Legacy was a driver of the concept and the initial year implementation
 - The foundation committed to provide staffing and logistical support as Alliance is established
 - The long term goal is to participate as any other member

Situation

- Evidence-based treatments exist, but consumer awareness, utilization low
- “Quitlines” available in every state and connected by national portal number
- **Stalled adult smoking prevalence rates**
- Smoke-free laws and tobacco excise taxes at state and local levels
- **Where is the national public health message on quitting smoking?**

Idea

- Replicate the impact of the Fairness Doctrine anti-tobacco public service campaign
- Implement earlier recommendations for a national campaign
- **Establish and collectively fund a sustained national public education collaborative for tobacco cessation *that is coordinated with efforts at the state and local levels***

Rationale

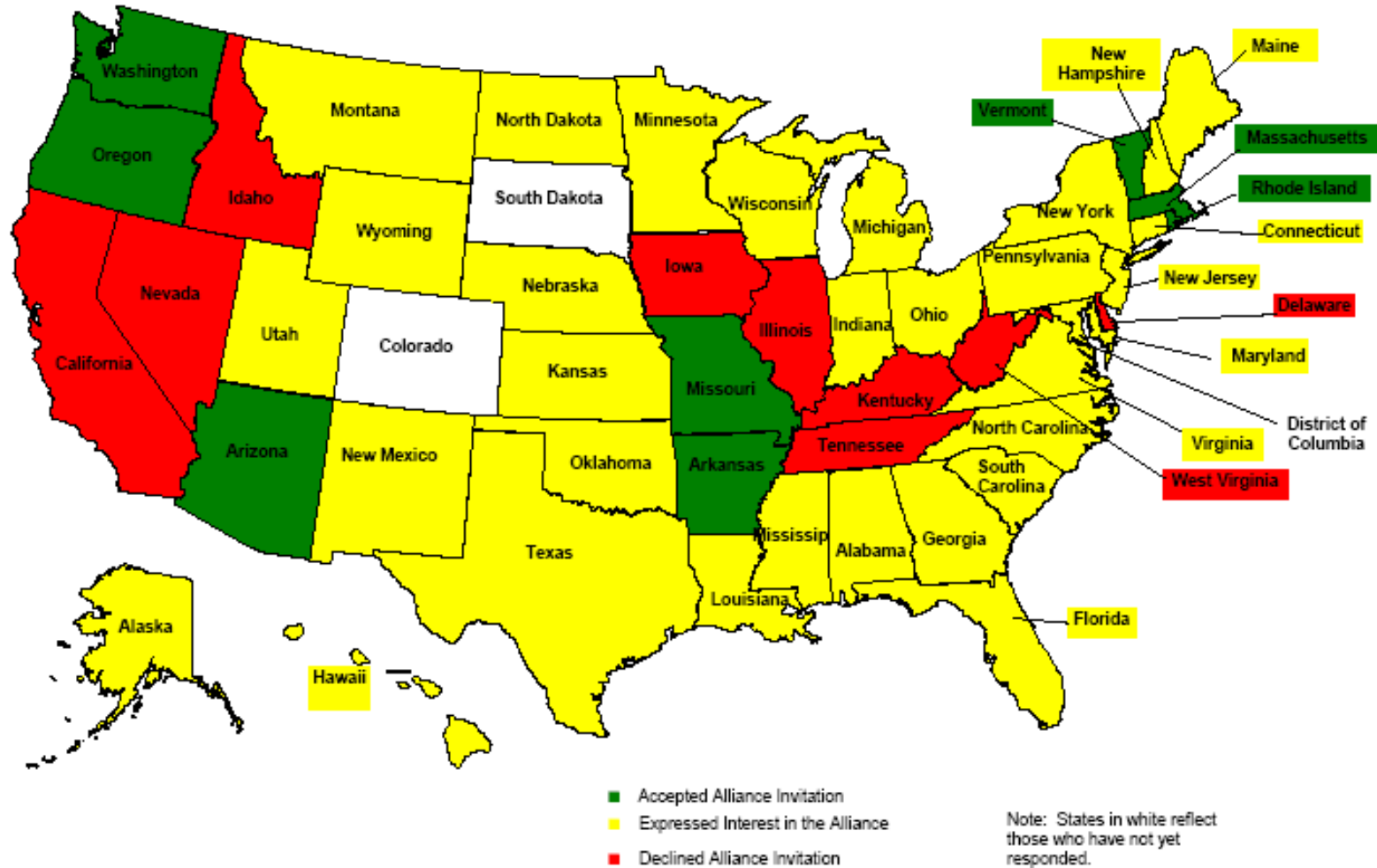
- Media campaign effectiveness
- Media buy efficiency
- Leverage with national outlets
- Shared costs
- Collective wisdom

Process

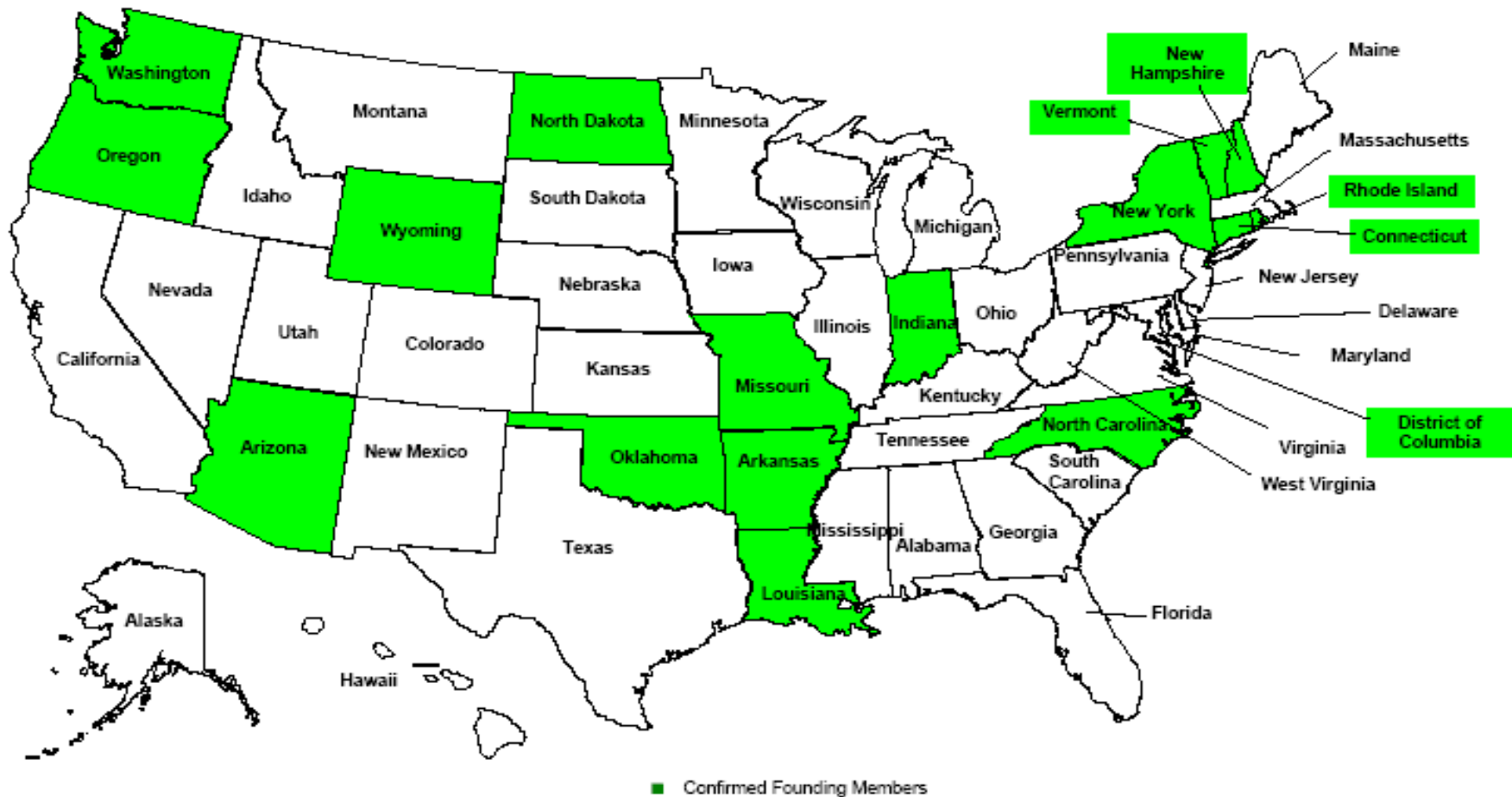
- **Jan. 2006:** Initial state alliance meeting
- **April 2006:** Ad hoc advisory committees formed
- **Sept. 2006:** First of four campaign pilots begins
- **Oct. 2006:** Conference call briefings
- **June 2007:** Mailing to informally gauge interest
- **Fall 2007:** Outreach and briefings
- **Early 2008:** Requests for commitment



Current Status of State Interest in the Alliance



Current Status of Founding Membership in the Alliance



National Partners



If you build it, they will _____.

- Tell you why it won't work.
- Question the rationale / reasoning behind it.
- Worry about the impact in their backyard.
- Want to learn more about it.
- Need time to understand it.
- Offer valuable feedback and insights.
- Help you find compromise solutions.
- Want proof that it works.
- Put their faith in it.

For More Information

National Alliance for Tobacco Cessation
www.theNATC.org

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