

# Tobacco Cessation for Cancer Survivors

A Resource Guide for Local Health Departments



# Contents

<b>Contributing Organizations</b> .....	<b>3</b>
<b>Introduction</b> .....	<b>4</b>
<b>Comprehensive Cancer Control Coalitions and Local Health Departments</b> .....	<b>4</b>
<b>Tobacco Cessation and Cancer Survivors</b> .....	<b>4</b>
<b>The Role of Local Health Departments in Promoting Tobacco Cessation to Cancer Survivors</b> .....	<b>5</b>
Maintain Support of Cessation Resources .....	5
Educate Healthcare Providers to Link Cancer Survivors to Cessation Services .....	7
Develop Targeted Messaging to Promote Tobacco Cessation .....	8
<b>Local Health Department Stories from the Field</b> .....	<b>9</b>
Nicotine Replacement Therapy: New York City Department of Health and Mental Hygiene .....	9
Quitline Referral: Ingham County Health Department .....	10
<b>Conclusion</b> .....	<b>11</b>
<b>Resources</b> .....	<b>12</b>
Audio/Video .....	12
Brochures .....	12
Data and Statistics .....	12
Fact Sheets for Tobacco Control Programs .....	12
Guidelines for Tobacco Control Programs .....	13
Healthcare Provider Materials and Resources .....	13
Media .....	15
Web-based Information and Education for the Public .....	15
Cancer Control Plans and Tobacco Quitlines .....	16
<b>References</b> .....	<b>19</b>

# Tobacco-Cessation Resource Guide

## Contributing Organizations

**The National Association of County and City Health Officials (NACCHO)** is the national organization representing 2,800 local health departments. NACCHO supports efforts that protect and improve the health of all people in all communities by developing resources and programs affecting public health policies, health equity, and social justice. NACCHO's mission is to be a leader, partner, catalyst, and voice with local health



departments to ensure the conditions that promote health and equity, combat disease, and improve the quality and length of all lives.

**The American Cancer Society** is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem. Headquartered in Atlanta, Georgia, the organization has regional and local offices throughout the country that support 11 geographical divisions and ensure a presence in every community. The American Cancer Society is dedicated to eliminating cancer as a major

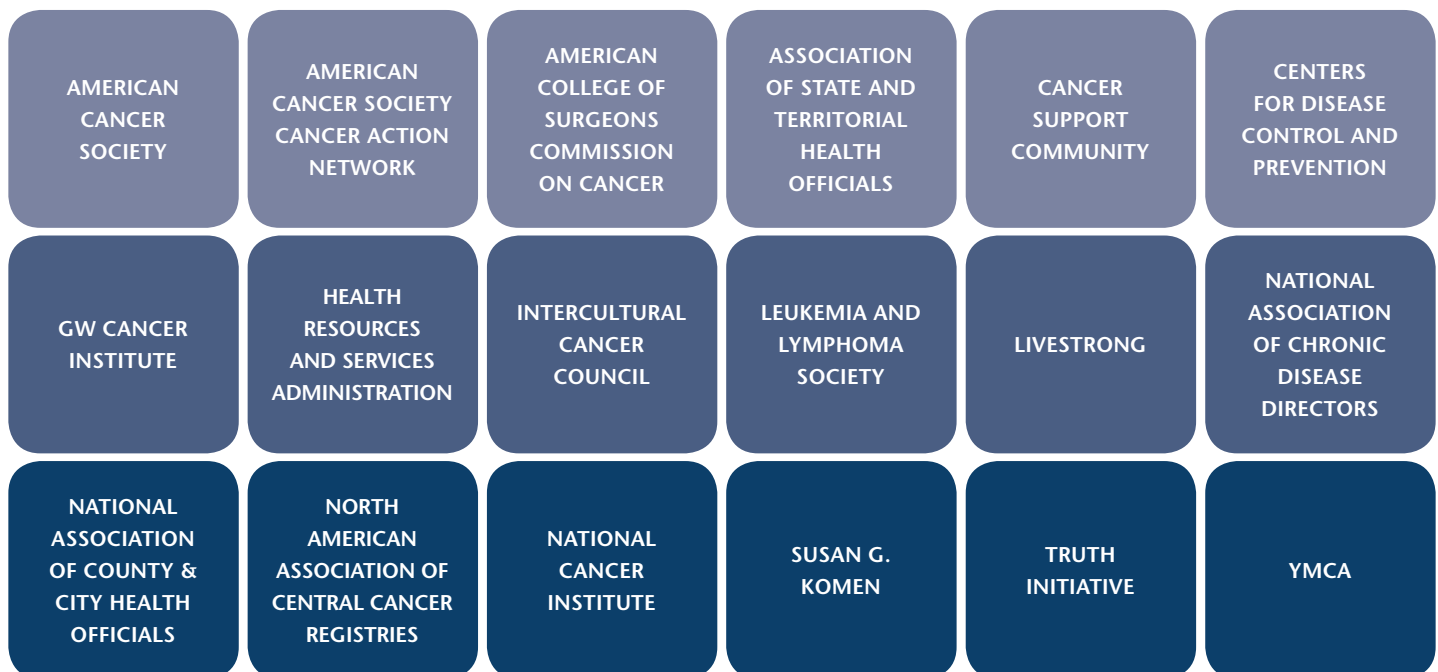


health problem by preventing cancer, saving lives, and diminishing suffering from cancer through research, education, advocacy, and service.

**The CDC's National Comprehensive Cancer Control Program** is a collaborative process through which a community and its partners pool resources to reduce the burden of cancer. The Centers for Disease Control and Prevention (CDC) supports cancer control programs in 50 states, the District of Columbia, seven tribes and tribal organizations, and seven U.S.-associated Pacific Islands/territories to strengthen comprehensive cancer control efforts. The CDC helps states, tribes, and territories build cancer coalitions, examine the cancer burden in their area, prioritize proven strategies for cancer control, and create cancer plans to implement cancer control interventions.

**The Comprehensive Cancer Control National Partnership (CCCNP)** is a group of 18 leading national cancer organizations in the U.S. dedicated to building and strengthening comprehensive cancer control (CCC) efforts across the nation (see Figure 1). The CCCNP has made tobacco cessation in cancer survivors one of its three focus areas. The CCCNP was organized in 1999, and its mission is to assist CCC coalitions to develop and sustain the implementation of CCC plans at state, tribal, territorial, U.S. Pacific island jurisdictional, and local levels through coordination and collaboration. The CCCNP provides technical assistance and training to entities around partnership-building and the use of evidence-based strategies to improve cancer control efforts through funding by the CDC National Comprehensive Cancer Control Program.

FIGURE 1. MEMBERS OF THE COMPREHENSIVE CANCER CONTROL NATIONAL PARTNERSHIP



## Introduction

The American Cancer Society, in partnership with the Comprehensive Cancer Control National Partnership, developed this guide to detail the importance of tobacco cessation for cancer survivors and provide recommendations on how local health departments can use existing resources to link cessation services to cancer survivors.

This resource guide was supported by the Grant or Cooperative Agreement Number DP004969 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

The information in this guide is subject to change at any time. Please visit resource websites for more details on usage permissions.

## Comprehensive Cancer Control Coalitions and Local Health Departments

Local health departments (LHDs) play a key role in minimizing the impact of cancer on their communities. Comprehensive cancer control (CCC) is a strategic approach developed by the CDC to convene stakeholders, including health departments, to implement the following strategies:<sup>1</sup>

- Building coalitions of stakeholders who are willing to share resources and expertise to fight cancer.
- Using data from cancer registries, behavioral risk factor surveys, and other sources to learn more about the cancers and risk factors that impact their communities most.
- Developing and implementing CCC strategic plans to address the burden.
- Setting priorities and leveraging resources to implement evidence-based interventions that support behavioral lifestyle changes to prevent cancer; ensure access to screening and treatment services.
- Paying special attention to the needs and concerns of groups of people in their communities with poor cancer health outcomes.
- Focusing on the needs and concerns of the cancer survivors and their families in their communities, particularly the survivors' (and their families') physical, financial, and emotional well-being.

**Continued tobacco use after treatment increases the risk of a new cancer for up to 20 years after the initial cancer diagnosis.<sup>8</sup>**

Decreasing tobacco use as a means of cancer prevention appears in the CCC strategic plans of 48 states and the District of Columbia.<sup>2</sup> See the Resources section on page 12 for a complete listing of state cancer plans. LHDs play an essential role in implementing these strategies at the community level. LHDs can leverage community partnerships and existing resources to ensure their state CCC efforts are realized and sustained.<sup>3</sup>

## Tobacco Cessation and Cancer Survivors

Tobacco use is a leading cause of preventable illness and death in the United States and is attributed to 32% of all cancer deaths,<sup>4,5</sup> including cancer of the throat, mouth, nasal cavity, esophagus, stomach, pancreas, kidneys, bladder, and cervix.<sup>6</sup>

Approximately 23% of cancer survivors continue to use tobacco during the first year after diagnosis.<sup>7</sup> Tobacco use, particularly smoking, after a cancer diagnosis may result in treatment delays, treatment complications, worsened prognosis, and diminished quality of life for cancer patients and survivors.

The medical advantages of quitting tobacco after a cancer diagnosis are great. Healing the damage caused by tobacco use leads to decreased risk of a second cancer and longer survival.<sup>8</sup> Quitting smoking has immediate and long-term benefits.<sup>9</sup> Despite evidence about the negative effects of continued tobacco use in cancer patients, tobacco cessation remains a challenge in all communities.

Promoting cessation is an evidence-based practice and a key component of comprehensive tobacco control programs.<sup>10</sup> LHDs can modify existing cessation services and outreach to support cancer survivors in tobacco cessation. By maximizing existing resources, LHDs can play a critical role in improving health outcomes for cancer survivors across the county.

## The Role of Local Health Departments in Promoting Tobacco Cessation to Cancer Survivors

A variety of free tobacco cessation resources are available to tobacco users interested in quitting. A list of resources for LHDs is provided beginning on page 12 of this guide. Traditionally, promotion of these resources has focused on cancer prevention. LHDs can take the following steps to expand the reach of existing tobacco cessation resources to ensure they are promoted to and accessible by individuals diagnosed with cancer who want to quit.

### Maintain Support of Cessation Resources

Currently, all 50 states have quitlines, telephone-based help lines that offer tobacco cessation counseling, and no-cost nicotine replacement therapy, as available. See page 16 for a complete list of the state quitlines available. Health departments traditionally promote their state's quitline in several ways, including by (1) working with healthcare providers to develop referral systems to link patients to free cessation services; and (2) developing and promoting the quitline through comprehensive media campaigns.



FIGURE 2. HOW LHDS CAN SUPPORT TOBACCO CESSATION FOR CANCER SURVIVORS



The following table describes tobacco cessation interventions that LHDs can use to expand the accessibility of cessation services to cancer patients and survivors.

**TABLE 1. TOBACCO CESSATION RESOURCES, DESCRIPTION, AND LHD ROLES**

Resource	Description and LHD Role
<p><b>QUITLINE REFERRAL</b></p>	<p>Each state has a quitline dedicated to offering free behavioral counseling to help tobacco users develop and adhere to a personalized quit plan. Some quitlines also offer free nicotine replacement therapy and expanded services for cancer survivors.</p> <p>The Stories from the Field section of this guide on page 10 shares an example of quitline referral for cancer survivors. The Resources section of this guide on page 16 lists the state quitlines.</p> <p>LHDs can promote quitline services by doing the following:</p> <ul style="list-style-type: none"> <li>• Creating targeted advertising and messaging;</li> <li>• Educating community members; and</li> <li>• Engaging healthcare systems and providers.</li> </ul>
<p><b>INDIVIDUAL OR GROUP COUNSELING</b></p>	<p>Individual and group counseling are shown to increase the likelihood of tobacco cessation for cancer survivors and are available at no cost in many communities.<sup>11</sup></p> <p>LHDs can promote individual and group counseling in the following ways:</p> <ul style="list-style-type: none"> <li>• Training staff to provide services;</li> <li>• Promoting existing services using targeted communications;</li> <li>• Referring clients to classes; and</li> <li>• Providing space to host classes.</li> </ul>
<p><b>NICOTINE REPLACEMENT THERAPY</b></p>	<p>Nicotine replacement therapy (NRT) is an FDA-approved form of cessation medication. Use of NRT substantially increases the chance of quitting smoking.<sup>12</sup> Types of NRT include adhesive patches, chewing gum, lozenges, nasal sprays, and inhalers.</p> <p>The Stories from the Field section of this guide on page 9 shares an example of making NRT available using “Quitkits.”</p> <p>LHDs can promote NRT by doing the following:</p> <ul style="list-style-type: none"> <li>• Educating community members;</li> <li>• Engaging healthcare systems and providers;</li> <li>• Funding NRT for cancer survivors; and</li> <li>• Promoting community services that provide NRT free of charge, such as some quitlines.</li> </ul>

## Educate Healthcare Providers to Link Cancer Survivors to Cessation Services

Healthcare providers play an important role in helping cancer patients and survivors quit tobacco use.<sup>11</sup> In a 2010 survey of smokers, fewer than half (48.3%) were advised to quit tobacco during a healthcare visit over the past year.<sup>13</sup>

LHDs can work with primary care providers and oncologists to increase tobacco cessation counseling and referral among cancer survivors. A list of resources that can be shared with healthcare providers can be found on page 13 of this guide.

LHDs can educate healthcare providers on The 5 A's, shown in **Figure 3**, a clinical method for screening patients for tobacco use and furnishing them with and/or referring them to cessation treatments. LHDs can also train healthcare providers and office staff in the use of Fax-to-Quit or e-referral programs that involve electronic health records. These programs allow for immediate referral of a patient to a quitline. First, contact with the patient is made by the service, thus eliminating the need for the patient to follow up. An example of a Fax-to-Quit form is given on page 11. In addition to educating primary healthcare providers about patient referral, LHDs can encourage oncologists to include tobacco cessation in cancer survivorship care plans.

The 5 A's approach calls upon healthcare providers to ask all patients about tobacco use and advise tobacco users to quit. The 5 A's then provides an assessment and intervention framework that will help providers develop an effective cessation intervention plan.



FIGURE 3. THE 5 A'S MODEL

## The 5 A's

### A tobacco cessation intervention model for healthcare providers

<b>ASK</b>	Identify and document tobacco use status for every patient at every visit.
<b>ADVISE</b>	In a clear, strong, and personalized manner, urge every tobacco user to quit.
<b>ASSESS</b>	Is the tobacco user willing to make a quit attempt at this time?
<b>ASSIST</b>	For the individual willing to make a quit attempt, prescribe counseling and (unless contraindicated) pharmacotherapy to assist.
<b>ARRANGE</b>	Schedule follow-up contact, in person or by telephone, preferably within one week after the quit date.

### Develop Targeted Messaging to Promote Tobacco Cessation

LHDs often promote tobacco quitlines using messaging developed and disseminated within their communities. Traditionally, messaging has focused on prevention of illnesses, including cancer. LHDs can expand this messaging to focus on cancer survivors as well. This guide provides a list of media resources available to LHDs starting on page 15. See **Figure 4** for an example of an advertisement that was modified to communicate with cancer survivors.



FIGURE 4. QUITLINE ADVERTISING MODIFIED FOR CANCER SURVIVOR AUDIENCES<sup>5,7</sup>

**As a cancer survivor, you know what it means to stay strong.**



The Quitline can help you quit tobacco for good.

It offers free one-on-one coaching and nicotine replacement therapy.

**Call 1-800-QUIT-NOW  
for more information.**



## Local Health Department Stories from the Field

As the agencies on the front lines of public health in communities, LHDs have the statutory authority to implement policies and programs that ensure cancer survivors have access to tobacco cessation services regardless of their socioeconomic status. LHDs also collaborate with other sectors of the community to create changes in systems and environments to increase the use of cessation services. Following are two examples of local tobacco cessation efforts.

## Nicotine Replacement Therapy: New York City Department of Health and Mental Hygiene



© New York City Department of Health and Mental Hygiene. Reprinted with permission.

New York State Department of Health's quitline collaborated with the New York City Department of Health and Mental Hygiene to promote a limited-time distribution of NYC QuitKits, tobacco cessation services provided free-of-charge to residents who reported tobacco use and a desire to quit.

NYC QuitKits included a coaching guide in different languages and a two-week supply of patches and/or gum depending on the number of cigarettes smoked daily. The state quitline also provided follow-up support in the form of phone calls and e-mails to prevent relapse.

The Department of Health's Nicotine Patch and Gum Program developed a marketing campaign, "Quitting is Hard, Cancer is Harder," featuring a 39-year-old former smoker and stage 4 lung cancer survivor.

To support the campaign, the LHD developed and launched a robust local-level mass marketing plan, placing advertisements on TV, on social media, in newspapers, and on the radio. The LHD also paid to place campaign print ads in the subway, on buses, at bus stops, and on the Staten Island Ferry. The combination of broad promotion/outreach and the time-limited programmatic design, which reminded residents they only had a few days left to receive the services, drove callers to the Quitline. New York City Department of Health and Mental Hygiene is a model for what LHDs can do to create targeted messages. This successful strategy can be replicated by other LHDs to target cancer survivors.

**QUITTING IS HARD  
CANCER IS HARDER**

- Chris, NYC

**Chris got stage 4 lung cancer from smoking at 39.**

**QUIT SMOKING TODAY**  
For free medication and coaching, visit [nysmokefree.com](http://nysmokefree.com) or call 311 or 866-NYQUITS

**NYC Health** | Bill de Blasio Mayor | Mary T. Bassett, MD, MPH Commissioner

©2016 The City of New York, Department of Health and Mental Hygiene. All Rights Reserved. 4/2016

© New York City Department of Health and Mental Hygiene. Reprinted with permission.

## Quitline Referral:

### Ingham County Health Department



Ingham County Health Department in Michigan, in collaboration with the Michigan Cancer Consortium and Michigan

Department of Health and Human Services, launched a tobacco cessation demonstration project. The project was initiated in response to a high incidence of cancer patients and survivors in Ingham County who used tobacco products, a problem exacerbated because medical centers in the area were not referring these patients to existing, free cessation services.

This partnership resulted in new QuitLine screening questions to identify cancer patients and survivors from Ingham County. Once identified, cancer patients and survivors immediately qualified to receive free nicotine patches, gum, and lozenges, as a supplement to the QuitLine's telephonic counseling.

Through this partnership, the Michigan Cancer Consortium worked with the Ingham County Health Department to engage and train 19 local medical centers and Ingham County Health Department clinic staff on evidence-based tobacco cessation intervention strategies, the effects of tobacco use on cancer treatment, and data management for patient referrals and follow-up. The participating provider offices and clinics identified tobacco use behaviors in all patient records and implemented the Fax-to-Quit component of the project to prompt a tobacco cessation intervention for all patients with cancer diagnoses.

For any cancer patient or survivor who reported using tobacco, the Fax-to-Quit form was completed and sent to the Michigan Tobacco QuitLine. This system allowed the QuitLine to initiate contact with the patient. This technique increased enrollment in the QuitLine and provided important counseling support and services to people who may not have had access. See **Figure 5** on page 11 for the Fax-to-Quit form.

A graphic advertisement for the Michigan Tobacco QuitLine. The background is white on the left and blue on the right. The text "You can Quit! We can help!" is written in large, bold, blue letters. Below this, the phone numbers "1-800-QUIT-NOW" and "1-800-784-8669" are listed, followed by the website "www.michigan.gov/tobacco". On the right side, a blue box contains the word "Free!" in a white oval, followed by "Michigan TOBACCO QuitLine" in white text. The bottom right corner of the graphic features a pattern of white dots on a blue background.


**You can Quit!**  
**We can help!**

**1-800-QUIT-NOW**  
**1-800-784-8669**  
**www.michigan.gov/tobacco**

*Free!*  
**Michigan TOBACCO QuitLine**

Funded by the Michigan Department of Community Health

FIGURE 5. MICHIGAN FAX-TO-QUIT FORM



**TOBACCO REDUCTION AND PREVENTION**

**PATIENT FAX REFERRAL FORM** **Fax to: 1-800-261-6259**

Today's Date \_\_\_\_\_

Use this form to refer patients who are ready to quit tobacco in the next 30 days to the Michigan Tobacco Quitline.

**PROVIDER(S): Complete this section**

Provider name \_\_\_\_\_ Contact Name \_\_\_\_\_  
 Clinic/Hosp/Dept \_\_\_\_\_ E-mail \_\_\_\_\_  
 Address \_\_\_\_\_ Phone ( ) - \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_ Fax ( ) - \_\_\_\_\_

Does patient have any of the following conditions: pregnant uncontrolled high blood pressure heart disease

If yes, please sign to authorize the Michigan Tobacco Quitline to send the patient free, over-the-counter nicotine replacement therapy if available. If provider does not sign and the patient has any of the above listed conditions, the Michigan Tobacco Quitline cannot dispense medication.

Provider Signature \_\_\_\_\_

Please Check:  Patient agreed with clinician to be referred to the Michigan Tobacco Quitline.

**PATIENT: Complete this section**

\_\_\_\_ Yes, I am ready to quit and ask that a quitline coach call me. I understand that the Michigan Tobacco Quitline will inform my provider about my participation.  
*Initial*

Best times to call? morning afternoon evening weekend

May we leave a message? Yes No

Are you hearing impaired and need assistance? Yes No

Date of Birth? \_\_\_\_/\_\_\_\_/\_\_\_\_ Gender M F

Patient Name (Last) \_\_\_\_\_ (First) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip Code \_\_\_\_\_ E-mail \_\_\_\_\_

Phone #1 ( ) - \_\_\_\_\_ Phone #2 ( ) - \_\_\_\_\_

Language English Spanish Other \_\_\_\_\_

Patient Signature \_\_\_\_\_ Date \_\_\_\_\_

**PLEASE FAX TO: 1-800-261-6259**  
 Or mail to: Michigan Tobacco Quitline., c/o National Jewish Health®, 1400 Jackson St., S117A, Denver, CO 80206

**Confidentiality Notice:** This facsimile contains confidential information. If you have received this in error, please notify the sender immediately by telephone and confidentially dispose of the material. Do not review, disclose, copy or distribute.

LHDs can play an important role in linking cancer survivors to cessation services.

## Conclusion

Tobacco cessation services must be made available to cancer patients and survivors to improve short- and long-term health outcomes. LHDs play an important role in linking cancer survivors to cessation services. The preexisting tools and resources available for tobacco cessation can be modified by LHDs to target cancer survivors.

LHDs can take the following steps to expand the reach of these resources:

- Maintain support of cessation services;
- Educate healthcare providers and encourage them to link cancer survivors to cessation services; and
- Develop targeted messaging and advertising campaigns to promote tobacco cessation.

# Resources

## Audio/Video



National Association of County and City Health Officials

- Screencast: How to Fund Local Tobacco Cessation Efforts for Survivors, <http://bit.ly/2acoLpp>
- Webinar: Moving toward Integration of Tobacco Cessation in Cancer Survivorship Care Plans, <http://bit.ly/2aHJnEj>

## Brochures



National Cancer Institute

- Clearing the Air, <http://bit.ly/2aees19>
- Forever Free Series Booklet #1: Overview, <http://bit.ly/2aeGr3W>
- Forever Free Series Booklet #2: Smoking Urges, <http://bit.ly/2aitNS8>
- Forever Free Series Booklet #3: Smoking and Weight, <http://bit.ly/2a2jOfz>
- Forever Free Series Booklet #4: What if You Have a Cigarette? <http://bit.ly/2a8VVsq>
- Forever Free Series Booklet #5: Your Health, <http://bit.ly/2aHKsfl>
- Forever Free Series Booklet #6: Smoking, Stress, and Mood, <http://bit.ly/2aunX16>
- Forever Free Series Booklet #7: Lifestyle Balance, <http://bit.ly/2a77xlg>
- Forever Free Series Booklet #8: Life without Cigarettes, <http://bit.ly/2aufg3N>

## Data and Statistics



American Cancer Society

- Cancer Facts and Figures 2017, <http://bit.ly/2ksCPAg>

Centers for Disease Control and Prevention

- Smoking and Tobacco Use Data and Statistics webpage, <http://bit.ly/2aeHiBG>

## Fact Sheets for Tobacco Control Programs



American Lung Association

- Coverage of Tobacco Cessation Medications in Medicaid, <http://bit.ly/2ackDp8>
- Tobacco Cessation as a Preventive Service, <http://bit.ly/2aiwsLK>
- Tobacco Cessation Treatment and Medicaid in the Affordable Care Act, <http://bit.ly/2arckGG>
- Tobacco-Related Provisions of the Affordable Care Act, <http://bit.ly/2aix0Bb>

# Resources

## Guidelines for Tobacco Control Programs



Centers for Disease Control and Prevention	<ul style="list-style-type: none"> <li>• Best Practices for Comprehensive Tobacco Control Programs, <a href="http://bit.ly/1L41SOp">http://bit.ly/1L41SOp</a> <ul style="list-style-type: none"> <li>» Infrastructure, Administration, and Management, <a href="http://bit.ly/2a4vI9B">http://bit.ly/2a4vI9B</a></li> <li>» Funding, <a href="http://bit.ly/1AYf84w">http://bit.ly/1AYf84w</a></li> <li>» Surveillance and Evaluation, <a href="http://bit.ly/2auguMD">http://bit.ly/2auguMD</a></li> <li>» State and Community Interventions, <a href="http://bit.ly/2aegs9G">http://bit.ly/2aegs9G</a></li> <li>» Cessation Interventions, <a href="http://bit.ly/2aclnKF">http://bit.ly/2aclnKF</a></li> <li>» Mass-Reach Health Communication Interventions, <a href="http://bit.ly/2bfQqVs">http://bit.ly/2bfQqVs</a></li> </ul> </li> <li>• Achieving Equity by Identifying and Eliminating Tobacco-related Disparities, <a href="http://bit.ly/2aHN0da">http://bit.ly/2aHN0da</a></li> </ul>
Department of Health and Human Services	<ul style="list-style-type: none"> <li>• 2014 Surgeon General’s Report—The Health Consequences of Smoking: 50 Years of Progress, <a href="http://bit.ly/1kyA1f3">http://bit.ly/1kyA1f3</a></li> </ul>
National Association of County and City Health Officials	<ul style="list-style-type: none"> <li>• Best Practices for Comprehensive Tobacco Control Programs at the Local Level, <a href="http://bit.ly/22dKAqH">http://bit.ly/22dKAqH</a></li> </ul>
U.S. Preventive Services Task Force	<ul style="list-style-type: none"> <li>• The Guide to Community Preventive Services, <a href="http://bit.ly/1PjBdAv">http://bit.ly/1PjBdAv</a></li> </ul>

## Healthcare Provider Materials and Resources



Agency for Healthcare Research Quality	<ul style="list-style-type: none"> <li>• Five Major Steps to Intervention (The “5 A’s”), <a href="http://bit.ly/2aiygnK">http://bit.ly/2aiygnK</a></li> </ul>
American Cancer Society	<ul style="list-style-type: none"> <li>• American Cancer Society Prevention, Early Detection, and Survivorship Guidelines, <a href="http://bit.ly/2arcnCA">http://bit.ly/2arcnCA</a></li> </ul>
American College of Surgeons	<ul style="list-style-type: none"> <li>• Quit Smoking Before Surgery Program, <a href="http://bit.ly/2arcMvR">http://bit.ly/2arcMvR</a></li> </ul>
American Lung Association	<ul style="list-style-type: none"> <li>• Coverage of Tobacco Cessation Medications in Medicaid, <a href="http://bit.ly/2ackDp8">http://bit.ly/2ackDp8</a></li> <li>• Tobacco Cessation as a Preventive Service, <a href="http://bit.ly/2aiwsLK">http://bit.ly/2aiwsLK</a></li> <li>• Tobacco Cessation Treatment and Medicaid in the Affordable Care Act, <a href="http://bit.ly/2arckGG">http://bit.ly/2arckGG</a></li> <li>• Tobacco-Related Provisions of the Affordable Care Act, <a href="http://bit.ly/2aix0Bb">http://bit.ly/2aix0Bb</a></li> </ul>

# Resources

## Healthcare Provider Materials and Resources, cont.



American Society of Clinical Oncology	<ul style="list-style-type: none"><li>• Cancer Treatment and Survivorship Care Plans, <a href="http://bit.ly/1Hd7O9k">http://bit.ly/1Hd7O9k</a></li><li>• Key Components of Survivorship Care, <a href="http://bit.ly/2a2IDsO">http://bit.ly/2a2IDsO</a></li><li>• Tobacco Cessation Guide for Oncology Providers, <a href="http://bit.ly/2auqsjU">http://bit.ly/2auqsjU</a></li></ul>
Centers for Disease Control and Prevention	<ul style="list-style-type: none"><li>• Fact Sheet: What to Tell your Patients About Smoking, <a href="http://bit.ly/2aszsGo">http://bit.ly/2aszsGo</a></li></ul>
GW Cancer Institute	<ul style="list-style-type: none"><li>• National Cancer Survivorship Resource Center Toolkit, <a href="http://bit.ly/2a8YRp4">http://bit.ly/2a8YRp4</a></li></ul>
Journey Forward	<ul style="list-style-type: none"><li>• Cancer Care Plan Builder, <a href="http://bit.ly/2a4AYd8">http://bit.ly/2a4AYd8</a></li></ul>
National Cancer Institute	<ul style="list-style-type: none"><li>• Smoking in Cancer Care PDQ , <a href="http://bit.ly/2a2mSlx">http://bit.ly/2a2mSlx</a></li></ul>
Substance Abuse and Mental Health Services Administration	<ul style="list-style-type: none"><li>• Tobacco Cessation Toolkit, <a href="http://bit.ly/1sEx97a">http://bit.ly/1sEx97a</a></li></ul>
University of California, San Francisco	<ul style="list-style-type: none"><li>• Smoking Cessation Leadership Center, tools for providers webpage, <a href="http://bit.ly/2abpKm6">http://bit.ly/2abpKm6</a></li></ul>
University of Texas, MD Anderson Cancer Center	<ul style="list-style-type: none"><li>• Tobacco Cessation Course, <a href="http://bit.ly/2aujg4k">http://bit.ly/2aujg4k</a></li></ul>
U.S. Preventive Services Task Force	<ul style="list-style-type: none"><li>• Guide to Clinical Preventive Services, <a href="http://bit.ly/2aiCqfv">http://bit.ly/2aiCqfv</a></li></ul>

# Resources

## Media



American Cancer Society	<ul style="list-style-type: none"> <li>• Great American Smokeout Toolkit for Healthcare Systems, <a href="http://bit.ly/2axpoJa">http://bit.ly/2axpoJa</a></li> </ul>
Centers for Disease Control and Prevention	<ul style="list-style-type: none"> <li>• Tips from Former Smokers Campaign, <a href="http://bit.ly/1BI4tw9">http://bit.ly/1BI4tw9</a></li> <li>• Media Campaign Resource Center, <a href="http://bit.ly/2a4AwwN">http://bit.ly/2a4AwwN</a></li> </ul>

## Web-based Information and Education for the Public



American Cancer Society	<ul style="list-style-type: none"> <li>• Guide to Quitting Smoking, <a href="http://bit.ly/1ItRoxc">http://bit.ly/1ItRoxc</a></li> <li>• Smoking and Cancer Treatment: Danger Ahead blog post, <a href="http://bit.ly/2aejVU6">http://bit.ly/2aejVU6</a></li> <li>• Stay Away from Tobacco webpage, <a href="http://bit.ly/1S2L9OQ">http://bit.ly/1S2L9OQ</a></li> </ul>
American Heart Association	<ul style="list-style-type: none"> <li>• Quit Smoking webpage, <a href="http://bit.ly/1S2L9OQ">http://bit.ly/1S2L9OQ</a></li> </ul>
American Lung Association	<ul style="list-style-type: none"> <li>• Stop Smoking webpage, <a href="http://bit.ly/1qcswnw">http://bit.ly/1qcswnw</a></li> </ul>
Centers for Disease Control and Prevention	<ul style="list-style-type: none"> <li>• Basic Information on Smoking and Tobacco Use webpage, <a href="http://bit.ly/1QygVp2">http://bit.ly/1QygVp2</a></li> </ul>
CVS Health	<ul style="list-style-type: none"> <li>• Everybody Loves a Quitter webpage, <a href="http://bit.ly/1xcYs6E">http://bit.ly/1xcYs6E</a></li> </ul>
National Cancer Institute	<ul style="list-style-type: none"> <li>• Harms of Cigarette Smoking and the Benefits of Quitting webpage, <a href="http://bit.ly/1T9yTyE">http://bit.ly/1T9yTyE</a></li> <li>• Light Cigarettes and Cancer Risk, <a href="http://bit.ly/2aeK0qR">http://bit.ly/2aeK0qR</a></li> <li>• Smokefree.gov website, <a href="http://bit.ly/1XwmOr9">http://bit.ly/1XwmOr9</a></li> </ul>

## Tobacco Quitlines and Cancer Control Plans



Each state and the District of Columbia has a comprehensive cancer control strategic plan. LHDs can align their local work with these plans, linked below.

All 50 U.S. states, the District of Columbia, Puerto Rico, and Guam operate quitlines that can be accessed through 1-800-QUIT-NOW. This toll-free number automatically transfers callers to their state quitline. This easy-to-remember number allows for national promotion of quitline services. Healthcare professionals can refer patients who are interested in quitting to 1-800-QUIT-NOW. Additional promotion information is available on the website for each state quitline.

STATE	COMPREHENSIVE CANCER CONTROL PLAN	QUITLINE
Alabama	The Path to Cancer Control in Alabama, <a href="http://bit.ly/2aFYQoo">http://bit.ly/2aFYQoo</a>	<a href="https://alabama.quitlogix.org">https://alabama.quitlogix.org</a>
Alaska	Alaska Comprehensive Cancer Control Plan, <a href="http://bit.ly/2a0aNDI">http://bit.ly/2a0aNDI</a>	<a href="http://alaskaquitline.com">http://alaskaquitline.com</a>
Arizona	Arizona Cancer Control Plan, <a href="http://bit.ly/2aeMFS4">http://bit.ly/2aeMFS4</a>	<a href="http://www.ashline.org">http://www.ashline.org</a>
Arkansas	Arkansas Cancer Plan: A Framework for Action, <a href="http://bit.ly/2a8MMKf">http://bit.ly/2a8MMKf</a>	<a href="http://www.stampoutsmoking.com">http://www.stampoutsmoking.com</a>
California	California's Comprehensive Cancer Control Plan, <a href="http://bit.ly/2aoxKnZ">http://bit.ly/2aoxKnZ</a>	<a href="http://www.nobutts.org">http://www.nobutts.org</a>
Colorado	The Colorado Cancer Plan, <a href="http://bit.ly/2ariipB">http://bit.ly/2ariipB</a>	<a href="https://www.coquitline.org">https://www.coquitline.org</a>
Connecticut	The Connecticut Cancer Plan 2014-2017, <a href="http://bit.ly/2aIEYrL">http://bit.ly/2aIEYrL</a>	<a href="http://www.ct.gov/dph/tobacco">http://www.ct.gov/dph/tobacco</a>
Delaware	Making Progress, Making a Difference. Turning Action into Results: The Next Five-Year Plan, <a href="http://bit.ly/2aG7I2y">http://bit.ly/2aG7I2y</a>	<a href="http://dhss.delaware.gov/dph/dpc/quitline.html">http://dhss.delaware.gov/dph/dpc/quitline.html</a>
District of Columbia	District of Columbia Cancer Control Plan 2013–2018, <a href="http://bit.ly/2ar3Z6b">http://bit.ly/2ar3Z6b</a>	<a href="http://doh.dc.gov/service/smoking-cessation-programs">http://doh.dc.gov/service/smoking-cessation-programs</a>
Florida	The Florida State Cancer Plan 2010, <a href="http://bit.ly/2aoziyk">http://bit.ly/2aoziyk</a>	<a href="http://www.tobaccofreeflorida.com">http://www.tobaccofreeflorida.com</a>
Georgia	Georgia Cancer Plan 2014–2019, <a href="http://bit.ly/2atbPOg">http://bit.ly/2atbPOg</a>	<a href="https://dph.georgia.gov/ready-quit">https://dph.georgia.gov/ready-quit</a>
Hawaii	Hawai'i State Cancer Plan 2010–2015, <a href="http://bit.ly/2aeQ83b">http://bit.ly/2aeQ83b</a>	<a href="http://www.hawaiiquitline.org">http://www.hawaiiquitline.org</a>
Idaho	Comprehensive Cancer Alliance for Idaho, Strategic Plan Objective 2011–2015, <a href="http://bit.ly/2aoBWUF">http://bit.ly/2aoBWUF</a>	<a href="http://projectfilter.org">http://projectfilter.org</a>
Illinois	Illinois Comprehensive Cancer Control Plan 2012–2015, <a href="http://bit.ly/2adI3bl">http://bit.ly/2adI3bl</a>	<a href="http://www.quityes.org">http://www.quityes.org</a>
Indiana	Indiana Cancer Control Plan, <a href="http://bit.ly/2aaOU49">http://bit.ly/2aaOU49</a>	<a href="http://www.indianaquitline.net">http://www.indianaquitline.net</a>
Iowa	Iowa Cancer Plan, 2012–2017, <a href="http://bit.ly/2a1Ryd6">http://bit.ly/2a1Ryd6</a>	<a href="http://www.quitlineiowa.org">http://www.quitlineiowa.org</a>



# Resources

STATE	COMPREHENSIVE CANCER CONTROL PLAN	QUITLINE
Kansas	Kansas Cancer Prevention and Control Plan 2012 -2016, <a href="http://bit.ly/2a8ue">http://bit.ly/2a8ue</a>	<a href="http://www.kdheks.gov/tobacco/cessation.html">http://www.kdheks.gov/tobacco/cessation.html</a>
Kentucky	Cancer Action Plan: A Blueprint for Cancer Prevention and Control in Our State, <a href="http://bit.ly/2aqMp1P">http://bit.ly/2aqMp1P</a>	<a href="http://www.quitnowkentucky.org">http://www.quitnowkentucky.org</a>
Louisiana	Louisiana Comprehensive Cancer Control Plan 2011–2015, <a href="http://bit.ly/2ai0dfD">http://bit.ly/2ai0dfD</a>	<a href="http://quitwithusla.org">http://quitwithusla.org</a>
Maine	Maine Comprehensive Cancer Control Plan 2011–2015, <a href="http://bit.ly/2ac6k3C">http://bit.ly/2ac6k3C</a>	<a href="http://www.tobaccofreemaine.org/quit_tobacco/Maine_Tobacco_HelpLine.php">http://www.tobaccofreemaine.org/quit_tobacco/Maine_Tobacco_HelpLine.php</a>
Maryland	Maryland Comprehensive Cancer Control Plan, <a href="http://bit.ly/29X1ER2">http://bit.ly/29X1ER2</a>	<a href="http://www.smokingstopshere.com">http://www.smokingstopshere.com</a>
Massachusetts	Massachusetts' Comprehensive Cancer Prevention and Control Plan 2012–2016, <a href="http://bit.ly/2aHBwGO">http://bit.ly/2aHBwGO</a>	<a href="http://makesmokinghistory.org/quit-now/">http://makesmokinghistory.org/quit-now/</a>
Michigan	Comprehensive Cancer Control Plan for Michigan 2009–2015 Mapping a Course for Excellence in Michigan, <a href="http://bit.ly/2a28qAl">http://bit.ly/2a28qAl</a>	<a href="https://michigan.quitlogix.org">https://michigan.quitlogix.org</a>
Minnesota	Cancer Plan Minnesota 2011–2016, <a href="http://bit.ly/2ae28OF">http://bit.ly/2ae28OF</a>	<a href="http://www.quitplan.com">http://www.quitplan.com</a>
Mississippi	Mississippi Comprehensive Cancer Control Plan, <a href="http://bit.ly/2auTEHt">http://bit.ly/2auTEHt</a>	<a href="http://www.quitlinems.com">http://www.quitlinems.com</a>
Missouri	The Burden of Cancer in Missouri: A Comprehensive Analysis and Plan 2010—2015, <a href="http://bit.ly/2a2aQis">http://bit.ly/2a2aQis</a>	<a href="http://on.mo.gov/15JuGwt">http://on.mo.gov/15JuGwt</a>
Montana	Montana Comprehensive Cancer Control Plan 2016–2021, <a href="http://bit.ly/2askfpb">http://bit.ly/2askfpb</a>	<a href="http://tobaccofree.mt.gov">http://tobaccofree.mt.gov</a>
Nebraska	Nebraska Comprehensive Cancer Control State Plan 2011–2016, <a href="http://bit.ly/2a2bXyy">http://bit.ly/2a2bXyy</a>	<a href="http://www.quitnow.ne.gov">http://www.quitnow.ne.gov</a>
Nevada	Nevada State Cancer Plan 2016–2020 Refining Strategies for the Future of Cancer Control in Nevada, <a href="http://bit.ly/2a6Zj2P">http://bit.ly/2a6Zj2P</a>	<a href="https://nevada.quitlogix.org">https://nevada.quitlogix.org</a>
New Hampshire	New Hampshire Comprehensive Cancer Control Plan 2010–2014, <a href="http://bit.ly/2abeBBQ">http://bit.ly/2abeBBQ</a>	<a href="http://www.trytostopnh.org">http://www.trytostopnh.org</a>
New Jersey	Comprehensive Cancer Control Plan: Task force on Cancer Prevention, Early Detection and Treatment in New Jersey 2008–2012, <a href="http://bit.ly/2aHFv68">http://bit.ly/2aHFv68</a>	<a href="http://www.njqitline.org">http://www.njqitline.org</a>
New Mexico	New Mexico Cancer Plan 2012–2017, <a href="http://bit.ly/2aHFIXb">http://bit.ly/2aHFIXb</a>	<a href="http://www.quitnownm.com">http://www.quitnownm.com</a>
New York	2012–2017 New York State Comprehensive Cancer Control Plan, <a href="http://bit.ly/29X6xcu">http://bit.ly/29X6xcu</a>	<a href="http://www.nysmokefree.com">http://www.nysmokefree.com</a>
North Carolina	A Call to Action: North Carolina Comprehensive Cancer Control Plan 2014–2020, <a href="http://bit.ly/2au6S4k">http://bit.ly/2au6S4k</a>	<a href="http://www.quitlinenc.com">http://www.quitlinenc.com</a>
North Dakota	North Dakota Cancer Control Plan 2011–2016, <a href="http://bit.ly/2ae9gum">http://bit.ly/2ae9gum</a>	<a href="http://www.ndhealth.gov/ndquits">http://www.ndhealth.gov/ndquits</a>

# Resources

STATE	COMPREHENSIVE CANCER CONTROL PLAN	QUITLINE
Ohio	The Ohio Comprehensive Cancer Control Plan 2011–2014, <a href="http://bit.ly/2asogK4">http://bit.ly/2asogK4</a>	<a href="https://ohio.quitlogix.org">https://ohio.quitlogix.org</a>
Oklahoma	Cut Out Cancer in Oklahoma: Oklahoma Cancer State Plan 2006–2010, <a href="http://bit.ly/2ar54Le">http://bit.ly/2ar54Le</a>	<a href="http://www.ok.gov/helpline/">http://www.ok.gov/helpline/</a>
Oregon	Oregon Comprehensive Cancer Plan: Our Call to Action 2005–2010, <a href="http://bit.ly/2ar5gKo">http://bit.ly/2ar5gKo</a>	<a href="https://www.quitnow.net/oregon/">https://www.quitnow.net/oregon/</a> or <a href="http://smokefreeoregon.com/resources/quit/i-want-to-quit/">http://smokefreeoregon.com/resources/quit/i-want-to-quit/</a>
Pennsylvania	2013–2018 Pennsylvania Cancer Control Plan, <a href="http://bit.ly/2a8SOAY">http://bit.ly/2a8SOAY</a>	<a href="http://bit.ly/2a5o8LT">http://bit.ly/2a5o8LT</a>
Rhode Island	Rhode Island Cancer Prevention and Control, 2013–2018 Strategic Plan, <a href="http://bit.ly/2a4lcPQ">http://bit.ly/2a4lcPQ</a>	<a href="https://ri.quitlogix.org">https://ri.quitlogix.org</a>
South Carolina	South Carolina 2011–2015, <a href="http://bit.ly/2anHYUh">http://bit.ly/2anHYUh</a>	<a href="http://www.scdhec.gov/quitforkeeps">http://www.scdhec.gov/quitforkeeps</a>
South Dakota	South Dakota Comprehensive Cancer Control State Plan 2015–2020, <a href="http://bit.ly/29X9ES3">http://bit.ly/29X9ES3</a>	<a href="http://www.sdquitline.com">http://www.sdquitline.com</a>
Tennessee	State of Tennessee Cancer Plan 2013–2017, <a href="http://bit.ly/2aiqBpE">http://bit.ly/2aiqBpE</a>	<a href="http://www.tnquitline.org">http://www.tnquitline.org</a>
Texas	Texas Cancer Plan 2012, <a href="http://bit.ly/2audW0K">http://bit.ly/2audW0K</a>	<a href="http://www.dshs.state.tx.us/tobacco/quiyes.shtm">http://www.dshs.state.tx.us/tobacco/quiyes.shtm</a>
Utah	Utah’s Comprehensive Cancer Prevention and Control Plan, 2011–2015, <a href="http://bit.ly/2a2kSQq">http://bit.ly/2a2kSQq</a>	<a href="http://waytoquit.org">http://waytoquit.org</a>
Vermont	2016–2020 Vermont Cancer Plan a Framework for Action, <a href="http://bit.ly/2ar9HEY">http://bit.ly/2ar9HEY</a>	<a href="http://802quits.org">http://802quits.org</a> or <a href="https://vermont.quitlogix.org">https://vermont.quitlogix.org</a>
Virginia	Virginia Cancer Plan 2013–2017, <a href="http://bit.ly/2anKEBp">http://bit.ly/2anKEBp</a>	<a href="https://www.quitnow.net/virginia/">https://www.quitnow.net/virginia/</a>
Washington	The Washington State Plan for Healthy Communities, <a href="http://bit.ly/2a77XhW">http://bit.ly/2a77XhW</a>	<a href="http://www.quitline.com">http://www.quitline.com</a>
West Virginia	The West Virginia Center Control Plan, <a href="http://bit.ly/2abmR4H">http://bit.ly/2abmR4H</a>	<a href="http://www.wvquitline.com">http://www.wvquitline.com</a>
Wisconsin	Wisconsin’s Comprehensive Cancer Control Plan 2010–2015, <a href="http://bit.ly/2a78kjg">http://bit.ly/2a78kjg</a>	<a href="http://www.wiquitline.org">http://www.wiquitline.org</a>
Wyoming	Wyoming Cancer Control Plan 2011–2015, <a href="http://bit.ly/2a8XDtQ">http://bit.ly/2a8XDtQ</a>	<a href="https://wyo.quitlogix.org">https://wyo.quitlogix.org</a>
Guam	Guam Comprehensive Cancer Control Plan 2013–2017, <a href="http://bit.ly/2bG7jd0">http://bit.ly/2bG7jd0</a>	<a href="http://livehealthy.guam.gov">http://livehealthy.guam.gov</a>
Puerto Rico	Puerto Rico Comprehensive Cancer Control Plan 2015–2020, <a href="http://bit.ly/2bgp3id">http://bit.ly/2bgp3id</a>	<a href="http://www.salud.gov.pr/pages/home.aspx">http://www.salud.gov.pr/pages/home.aspx</a>

# References

1. Centers for Disease Control and Prevention. (2016). National Comprehensive Cancer Control Program webpage. Retrieved on September 9, 2016, from <http://www.cdc.gov/cancer/ncccp/>
2. Centers for Disease Control and Prevention. (2016). Comprehensive Cancer Control Plans webpage. Retrieved on September 9, 2016, from [http://www.cdc.gov/cancer/ncccp/ccc\\_plans.htm](http://www.cdc.gov/cancer/ncccp/ccc_plans.htm)
3. National Association of County and City Health Officials. (2013). *Action Guide for Building Local Comprehensive Cancer Control Coalitions: Lessons Learned from Local Health Departments*. Washington, DC: NACCHO. Retrieved on September 9, 2016, from <http://www.naccho.org/uploads/downloadable-resources/Programs/Community-Health/FinalActionGuideDistribute-2.pdf>
4. National Cancer Institute. (2015). Tobacco webpage. Retrieved on September 9, 2016, from <http://www.cancer.gov/about-cancer/causes-prevention/risk/tobacco>
5. American Cancer Society. (2016). *Cancer Facts and Figures 2016*. Atlanta: American Cancer Society. Retrieved on September 9, 2016, from <http://www.cancer.org/acs/groups/content/@research/documents/document/acspc-047079.pdf>
6. U.S. Department of Health and Human Services. (2014). *The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health.
7. Bellizzi, K. M., Rowland, J. H., Jeffery, D. D., & McNeel, T. (2005). Health behaviors of cancer survivors: Examining opportunities for cancer control intervention. *Journal of Clinical Oncology*, 23(34), 8884–8893. <https://dx.doi.org/10.1200/JCO.2005.02.2343>
8. National Cancer Institute. (2014). Smoking in cancer care (PDQ®)–Health professional version: Smoking as a risk factor for second malignancy webpage. Retrieved on September 9, 2016, from [http://www.cancer.gov/about-cancer/causes-prevention/risk/tobacco/smoking-cessation-hp-pdq#section/\\_9](http://www.cancer.gov/about-cancer/causes-prevention/risk/tobacco/smoking-cessation-hp-pdq#section/_9)
9. Institute of Medicine. (2007). *Ending the Tobacco Problem: A Blueprint for the Nation*. Washington, DC: The National Academies Press. Retrieved on September 9, 2016, from <http://www.nap.edu/catalog/11795/ending-the-tobacco-problem-a-blueprint-for-the-nation>
10. Centers for Disease Control and Prevention. (2014). *Best Practices for Comprehensive Tobacco Control Programs – 2014*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. Retrieved on September 9, 2016, from [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/pdfs/2014/comprehensive.pdf](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf)
11. Fiore, M. C., Jaén, C. R., Baker, T. B., et al. (2008). *Treating Tobacco Use and Dependence: 2008 Update—Clinical Practice Guideline*. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service. Retrieved on September 9, 2016, from <http://www.ahrq.gov/professionals/clinicians-providers/guidelines-recommendations/tobacco/>
12. Stead, L. F., Perera, R., Bullen, C., Mant, D., Hartmann-Boyce, J., Cahill, K., et al. (2012). Nicotine replacement therapy for smoking cessation. *The Cochrane Database of Systematic Reviews*, 11. <https://dx.doi.org/10.1002/14651858.CD000146.pub4>
13. Centers for Disease Control and Prevention. (2011). Quitting smoking among adults – United States, 2001–2010. *Morbidity and Mortality Weekly Report*, 60(44), 1513–1519. Retrieved on September 9, 2016, from <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6044a2.htm>

**NACCHO**

National Association of County & City Health Officials

*The National Connection for Local Public Health*

[www.naccho.org](http://www.naccho.org)



The mission of the National Association of County and City Health Officials (NACCHO) is to be a leader, partner, catalyst, and voice with local health departments.

1100 17th St, NW, 7th Floor Washington, DC 20036

P 202-783-5550 F 202-783-1583

© 2017. National Association of County and City Health Officials

*Photo credits: Freemages.com/Heriberto Herrera (Cover, woman with child); Freemages.com/Gerla Brakkee (p. 5); Freemages.com/Tomasz Piskorski (p. 8, man on phone)*