

2020 Tobacco Cessation: A Report of the Surgeon General

WEBINAR EVALUATION FACT SHEET

On June 24, 2020, the **American Cancer Society Comprehensive Cancer Control Initiative** aired a webinar that covered the prevalence and disparities of cigarette smoking among US adults, patterns of cessation among smokers, biological insights into tobacco cessation, the health benefits of cessation, the public cost benefits of cessation, nicotine dependence interventions that are known to work for individuals, and clinical-, system-, and population-level strategies that promote tobacco cessation.

The webinar was presented by **Brian King, PhD, MPH**, Deputy Director for Research Translation with the Office on Smoking and Health of the Centers for Disease Control and Prevention and **Linda Bailey, JD, MHS**, President and CEO of North American Quitline Consortium.

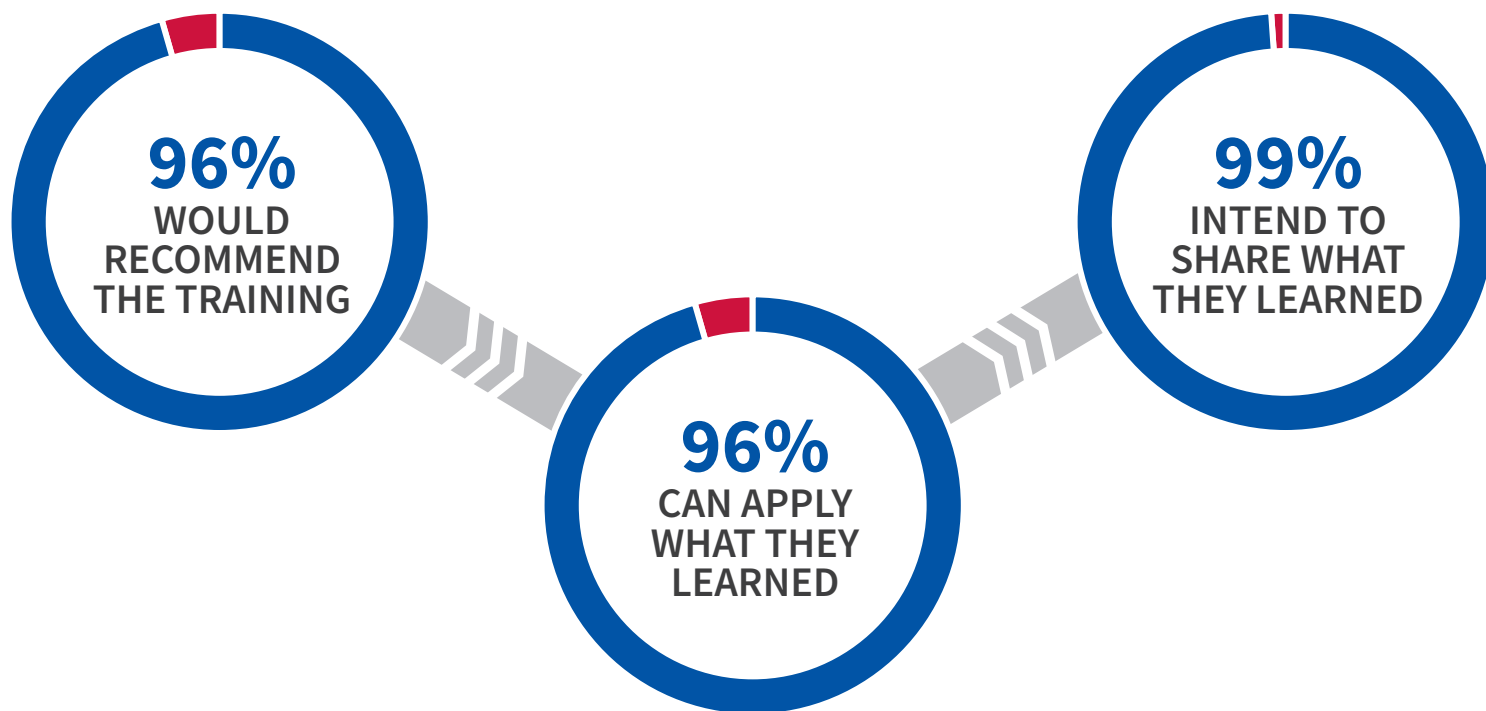
375 individuals attended the webinar, with 58 participants completing both pre- and post-surveys.



THE MAJORITY OF RESPONDENTS HAD POSITIVE FEEDBACK ABOUT THE WEBINAR

PARTICIPANTS
SAID

Note: Percentages are rounded and may not sum to 100%.





HOW DO YOU INTEND TO USE OR SHARE THIS INFORMATION WITH YOUR COALITION?

% OF PARTICIPANTS

19%	Discuss During Coalition Meeting
17%	Identify Evidence-Based Interventions to Implement
15%	Expand or Revise Existing Activities/Materials
14%	Include in Communications Materials: Newsletter, Email Updates, Social Media
11%	Engage New Partners
9%	Develop New Activities/Materials
9%	Train Coalition Members on the Topic
6%	Other
1%	I Do Not Intend to Use or Share the Information/Strategies Discussed in This Webinar



PRE-WEBINAR

POST-WEBINAR

64% → 81%
OF RESPONDENTS

HAVE A GREATER UNDERSTANDING OF THE NUMBER OF DEATHS RELATED TO CIGARETTES AND SECONDHAND SMOKE, THE PROPORTION OF PEOPLE WHO SMOKED AND QUIT, TOBACCO CESSATION AND CANCER RISK REDUCTION, AND WHAT INCREASES THE LIKELIHOOD OF TOBACCO CESSATION.



For more information about the ACS CCC team, contact Katie Bathje, Director, Comprehensive Cancer Control Initiative, Katie.Bathje@cancer.org