



NORTH AMERICAN QUITLINE CONSORTIUM

Annual Conference 2009

Building on Our Strengths and Embracing Our Future:
Quality, Access and Emerging Practice



June 8–9, 2009
Phoenix, Arizona

North American Quitline Consortium

***Has It Really Been Five Years?
A Look Back on Our
Accomplishments with an Eye On
Our Future***

Linda A. Bailey, JD, MHS
President & CEO

Spring 2004



A program of the
Legacy Foundation



A 501(c)3 with a
budget of \$400,000
in Year One



Over \$1,000,000 in
Year Three



Our First Services to Members

- Conference Call Series
 - 60 calls on 30 topics
- Connections
 - Quitline specific research, training, funding opportunities, news and events



September 2005

The Minimal Data Set for Evaluating Quitlines

IMPLEMENTATION BEGINS!



Summer 2008



NAQC Policy Playbook

A Guide to Promoting Quitlines During Policy Change

An online resource focused on promoting quitlines following passage of smokefree laws or tobacco tax increases.

<http://naquitline.org/playbook/>



Calls Volumes to 800-QUIT-NOW*

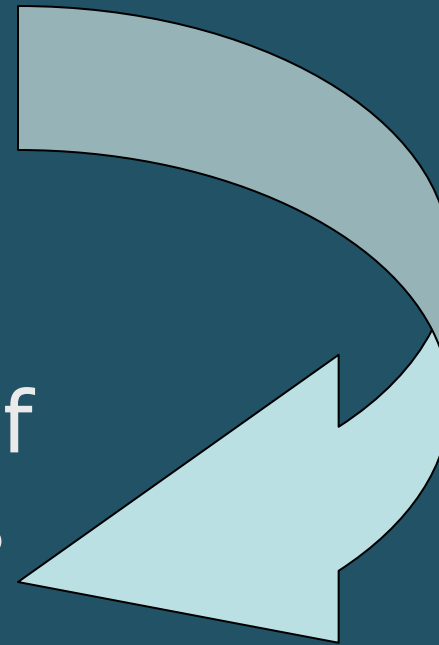
Month	2007	2008	2009
January	52,796	88,797	76,685
February	35,543	37,082	91,316
March	42,150	60,065	203,374
April	41,081	48,810	114,389
May	48,224	41,852	67,824
Total for January-May	171,570	234,754	553,508
Total for year	471,764	591,659	TBD

**Please note that 800-QUIT-NOW only counts calls that are relayed through the national number. About 35 states have local toll-free numbers as well, so the compiled numbers underestimate the actual calls to quitlines.*





September 2008



NAQC hires Director of
Research and renews
focus on research
agenda and
infrastructure.

What Has Changed? Budget for Services (Median)

In 2005 vs 2008 (US)

\$621,696

\$993,968

In 2005 vs 2008 (Can)

204,893

\$221,500

What Has Changed? Proactive Services

In 2004/2008

34/53

U.S. quitlines offered proactive services.

In 2005/2008

8/10

Can. quitlines offered proactive services.

What Has Changed? Internet-Based Services

33 U.S. quitlines and
7 Canadian quitlines
are offering internet-based quitting
programs.

In 2004 only **6** of you were doing so.

What Has Changed? Fax Referral Programs

In 2005

27

U.S. quitlines had implemented a fax-referral program.

That number is now

49.

In Canada that number has gone from

1 to 10.

What Has Changed? Cessation Medications Delivered by Quitlines

In 2005

18

North American quitlines offered free cessation medications.

That number is now

38.

Key Focus Areas for NAQC

- Sustainability and funding for quitlines
- Resources on improving reach and quit rates, with an emphasis on how to better reach and serve priority and under-served populations
- Continuing efforts under the quality improvement initiative to develop standards
- Improving communication efforts

NAQC Annual Conference - 2009



Building on our strengths and embracing our future.

- Quality
- Access
- Emerging practices

THANK YOU!

...and now to introduce

Dr. Gregory Holzman, MD, MPH