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*

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