



NAQC Webinar Map Profile Manager Training

Project Background Information

*Linda Bailey, JD, MHS
President & CEO, NAQC*

Linda Bailey provided the profile managers with background information for the quitline map redesign project as well as its timeline. The funding for the project came from a grant from the RWJF and a CDC contract. The profiles contain a lot of new information that national advocates and health care organizations have been asking for. This includes information on how to refer patients to quitlines and quitline metrics. National advocates have been asking NAQC to share information with them on utilization, reach, funding levels and quit rates for several years. During the past year, many of members encouraged NAQC to make the data public. NAQC is responding to member requests by making key metrics available on each profile. The metrics include:

1. Callers: *number of tobacco users calling quitlines; number of tobacco users receiving services; number of tobacco users registering for Web-based services; and number of tobacco users referred to quitlines.*
2. Calculations: *amount of funding per smoker for services and medications; amount of funding per smoker for media/promotions; promotional reach; treatment reach; and NAQC's standard quit rate.*

The timeline for the public launch is as follows:

- *Sept 1-15: profile managers to review and make changes to their profiles.*
- *Sept 15-22: NAQC staff to make any needed technical changes and announce the new webpages to the full membership and the public.*

Overview of Changes to the Map and Profiles
How to Access Your Online Profile?
Administrative Profile Fields
Public Launch Timeline

Natalia Gromov
Office Manager, NAQC

Natalia Gromov encouraged the profile managers to access their profiles while on the call and follow the presentation on how to make and save changes to the profiles as well as identify administrative profile fields which are being updated by NAQC staff only.

There are two ways to access the quitline map: 1) by using a direct link <http://map.naquitline.org>; 2) by clicking on the quitline map button located on the front page of the NAQC website. This feature will be available after the public launch of the map.

There are six reports on the map page which are driven from the information on the quitline map profiles. The reports are: 1) print US or Canadian profiles; 2) free and discounted cessation medication, 3) quitline administration and financing, 4) web-based services, 5) specialized materials, and 6) service providers.

The quitline profile manager link on the bottom right corner of each profile will direct you to the administrative portal. Each quitline profile has its own unique set of username and password which was sent to them on Monday, August 30th.

To save changes, please click on the button located at the bottom of each tab. Once the change is saved, you will see a green notification window that will appear on the top of your profile page. Use tooltips for additional information and context.

The administrative field on your profile are shaded in gray and can only be updated by NAQC staff. Those fields are:

- Operation Date
- Smoke-Free Laws – Updates twice/year by NAQC staff. Data source: Americans for Nonsmokers' Rights and Canadian Cancer Society
- Tobacco Tax Rates – Updated twice/year by NAQC staff. Data source: Tobacco-Free Kids and Canadian Cancer Society

- Quitline Metrics (Callers and Calculations) – Updated once/year by NAQC staff.
Data source: the most recent NAQC annual survey (source of the data appears in gray font on the profile).

You will receive an e-mail notification twice a year reminding you to update your profile, however you can update your profile as needed to reflect the most current information. A month prior to each notification, NAQC will update the tax rate and smoke-free law information. NAQC staff will update quitline metrics data once it is available in the spring/summer.

Natalia also went over the public launch timeline and took questions and comments at the end of the call.

Q & A and Discussion

*Natalia Gromov
Office Manager, NAQC*

Q: Is the provided password our permanent password or will we be prompted to change it?

A: This is your permanent password, so please save it for your records. You can always retrieve the password by contacting NAQC at profiles@naquitline.org . Please remember not to share your login information with those who you do not want to access your data.

Q: Are the profile managers responsible for updating their quitline metrics information?

A: NAQC staff will update the information once a year when the most recent annual survey information is available. Bi-annual reminders will be sent to the profile managers to updated their profiles.

Q: Where can we identify the translation services offered through the quitline?

A: The field is located under the “phone numbers” tab in your administrative portal under “supported languages” section.

Q: Can hours of operations, particularly closing time, be extended to reflect the AM hours?

A: Yes. This issued has been addressed by the website vendor.

Q: Smoke free laws in North Carolina on the backed seem to be correct, but the change is not reflected on the online profile. Can this be corrected?

A: This issue has been addressed by website vendor.

Q: I have issues viewing the map page. The map itself is not loading. What should I do?

A: Please make sure that you are visiting the correct map page at <http://map.naquitline.org>. You will need Flash 10.0 installed on your computer in order to see the quitline map. The download link is located below:
<http://www.adobe.com/software/flash/about/>.

Q: I am unable to edit the “closed on” dates. What should I do?

A: This issue has been addressed by the website vendor. The field character count has been increased to 500.

For technical assistance please contact Natalia Gromov at 602-279-2719 ext 1 or profiles@naquitline.org.