Welcome to the FY2013 NAQC Annual Survey of Quitlines Training Webinar!

- We’ll get started at 1:00 p.m. Eastern Time
- To mute your line: *6
- To unmute your line: #6
- For Operator Assistance: 00
- To ask a question, click on the “Q&A” menu
- We will be recording the webinar and posting it to the “2013 Survey” web page
The FY2013
NAQC Annual Survey of Quitlines
Training Webinar

Stephanie Smith-Simone, PhD, MPH
Director of Research & Evaluation
North American Quitline Consortium

February 2014
Training Objectives

By the end of the training, participants will:

- Understand FY2013 NAQC annual survey major topics
- Understand major changes from the FY2012 survey
- Access and use SurveyMonkey
- Know how to indicate “unable to report”
- Know where to get help
- Understand how survey data will be used
- Be able to teach others in their organization all of the above, as needed

https://www.surveymonkey.com/s/FY20132NAQCANNUALSURVEY
FY13 Annual Survey Overview

- Annual Survey Background
- Biggest Changes from FY12
- FY13 Survey Sections and Mechanics
- FY13 Survey Section Details

https://www.surveymonkey.com/s/FY20132NAQCANNUALSURVEY
Annual Survey Background

Conducted Annually 2004-2006, 2008-2012

• Previous Research Partners:
  – 2010 Westat
  – 2008 and 2009 Evaluation, Research and Development Unit, University of Arizona
  – 2006 Center for Tobacco Research and Intervention, University of Wisconsin
  – 2005 University of California, San Diego
  – 2004 Tobacco Technical Assistance Consortium

Informs research and practice

2011, 2012, 2013 no research partners
2011 Westat helped combined data sets
2012 Professional Data Analysts, Inc. helped combine data sets into a single data set
BIGGEST CHANGES FROM FY12

• Not Surveying Canada in FY13

• NEW E-Cigarette Questions

• Utilization Section
  – Definition clarifications for:
    » “click-to-call” calls CTCs
    » Unique tobacco user
    » Unique referral

https://www.surveymonkey.com/s/FY20132NAQCANNUALSURVEY
For extensions email annualsurvey@naquitline.org
The 8 Annual Survey Section Categories are exactly the same as FY12
This year there are 72 questions
Majority of section questions are exactly the same as FY12
Biggest changes are in Utilization (Q#42 – Q#46 e-cigs) and simplifications and clarifications to the budget section
FY13 Annual Survey Mechanics

- SurveyMonkey data collection tool (same tool as FY11 and FY12) available at:
  https://www.surveymonkey.com/s/FY20132NAQCANNUALSURVEY

**Important Test**

- Go to SurveyMonkey FY13 Annual Survey page:
  https://www.surveymonkey.com/s/FY20132NAQCANNUALSURVEY
- **Enter** responses for Question 1 (contact information)
- **Exit** the survey (close your browser)
- **Go back** to the survey page:
  https://www.surveymonkey.com/s/FY20132NAQCANNUALSURVEY

https://www.surveymonkey.com/s/FY20132NAQCANNUALSURVEY
Important Test (continued)

- IF YOUR RESPONSES ARE STILL THERE
  you can exit and return to the survey at any time.

- IF YOUR RESPONSES ARE NOT THERE
  SurveyMonkey does not recognize your computer
  due to issues with firewalls or cookies. You will
  need to gather all the information using the PDF
  or Word versions of the survey, and then enter all
  the data at one time to avoid losing information
  and having to re-enter it multiple times.

Missing guidance forward.
Key respondent will be notified, and sent a “launch” email on Thursday. If you are the right person and did NOT get an email today, please contact us immediately.

If you do not have a copy of your FY12 survey responses and would like a copy, please email annualsurvey@naquitline.org to have them sent to you.
“-9” means you don’t know or are unable to report
If asked to report “0”, then you asked and are able to report about the question and “0” respondents reported to that inquiry
Reasons for Error Messages

- Left a required field blank
  - Enter a response. Use “-9” for “unable to report.”
- Entered a response in the wrong format
  - Delete commas, decimals, or other symbols for whole-number responses
  - Delete commas or other symbols for decimal responses
  - Enter response within the acceptable range
2013 ANNUAL SURVEY
SECTION DETAILS
Section 1: Contact Information
*Required, 1 item, Q#1

- Section 1 exactly the same as FY12

TIP:
Fill out contact information, then leave the survey. Come back using the same URL. If your contact info is still there, you will be able to leave and return to the survey at any time FROM THAT COMPUTER. If it is not there, you will need to enter all survey data at one time.

*REQUIRED item
If we have any questions, we will follow-up with you by phone and/or email using this contact information.
Section 2: Quitline Information
3 items, Q#2 – Q#3b

• Section 2 exactly the same as FY12

• Q#2* - Required
  • Quitline profile up-to-date as of 1 Jan 2014?
  • To view, update, or seek technical assistance about your profile go to: http://map.naquitline.org/

• Q#3a* & Q#3b*
  • Quitline fiscal year start and end dates FY2013 and FY2014

Info will be used to supplement annual survey data (reduce burden on quitlines).
If you are unsure about your quitline fiscal year start and end dates, please email annualsurvey@naquitline.org to have them sent to you.
Note that all other profile fields are editable by quitlines to ensure they are up-to-date.

Quitlines can “opt out” of metrics reporting by contacting NAQC

Context for quitline metrics can be added to help interpret the metrics as they are reported; additional information provided on the survey about evaluation are currently added as the default to the context field. Those can be edited or added to by quitline profile administrators.
Language-specific services important to ask with national Spanish portal coming online – baseline for FY2012, examine differences in FY2013, TIPS 2 campaign impact, etc.

These questions were all asked in FY10, FY12, and now again in FY13, but not in FY11. (Method for assessing language preference different in FY11)

National Asian Quitline utilization numbers will be captured through UCSD’s reporting system; do NOT report on tobacco users served by UCSD counselors!
“Spoke with counselors/specialists/coaches” = NOT intake or registration staff.

Do **NOT** include those served by National Asian Quitline.
Hours per week counseling available in each language

Number of tobacco users who spoke with a counselor in each language
Section 3: Quitline Services
Q#13, **NEW** Item!

- **NEW** Specialized counselor training for:
  - E-Cigarette/Electronic Nicotine Delivery System (ENDS) users
In order to have the ability to answer other sections (e.g., Utilization, MDS, Evaluation, and Comments) we have made the Budget Section items not required online. We do, however, want you to please answer the budget questions but we also want you to be able to answer as many questions online as possible.

CDC ARRA funding expired, therefore category deleted in FY13

Gov’t and Private Funding Sources same as FY12
In WORD document, see page #11.

a. **TOTAL quitline budget [Row (a.): Column (3.)]** must be the sum of [Row (a.): Column (1.) + Row (a.): Column (2.)]. Total quitline budget from state tobacco control budget is the sum of Rows (b. – i.) in Column (1.). Total quitline budget from other sources is the sum of Rows (b. – i.) in Column (2.). If the quitline budget cannot be easily divided into sub-categories, enter the **total** in **Row (a.): Column (3.)** and enter “-9” (minus nine) in each of the Rows (b. – i.): Column (1.) and Rows (b. – i.): Column (2.).

i. Other (quitline-specific) budget funding includes any other quitline-specific items/categories not specified in Rows (b. – h.): Column (1.) and Rows (b. – h.): Column (2.) that are quitline-specific but did not fit into the categories listed in Rows (b. – h.).

j. Other (NONquitline-specific) budget funding includes any other NONquitline-specific items/categories included in the tobacco control budget that are **NOT** quitline-specific (e.g., prevention funds). \[j:3 = k:3 - a:3\]
k. **TOTAL state tobacco control program budget** [Row (j): Columns (1. – 3.)] must include the total quitline budget from Row (a): Columns (1. – 3.) AND total NONquitline-specific budgets from Row (j): Columns (1. – 3.), this may include more cessation and prevention programs for the state, including online or in-person services. If the state tobacco control program budget is handled by a separate organization, enter "-9" (minus nine) rather than leaving it blank.
Do NOT report on National Asian Quitline callers – we will collect utilization numbers directly from UCSD’s reporting system.

Q39 Row (E.) – Used to calculate NAQC treatment reach and used as a baseline for all MDS questions in Section 6
Explain CTCs classified as DIRECT vs. CTCs classified as REFERRALS – 5 minute rule
Section 5: Utilization

• REFERRAL

Definition of REFERRALS:
Referrals are client and self referrals to the quitline from health professionals, other intermediaries or services (including websites) that generate an outbound call initiated from the quitline to the tobacco user.

• Q#31: REFERRAL SOURCES
☐ Other [please specify]. For example, if the quitline has CTC capability but does NOT have the capability to answer immediately (i.e., cannot answer within 5 minutes) and classifies the call-back record generated from the CTC as a REFERRAL, then specify that interaction here.
Section 5: Utilization

- **UNIQUE TOBACCO USER**

  **Definition of UNIQUE TOBACCO USER:**
  A **unique tobacco user** is a single unique unduplicated tobacco user who called the quitline for any reason in your FY13. A unique tobacco user can be a smoker, chewer, etc., and can be a current user or recent quitter interested in staying quit.

- **UNIQUE REFERRAL**

  **Definition of UNIQUE REFERRAL:**
  A **unique referral** is a single unique unduplicated referral that was referred to the quitline for any reason in your FY13. A unique referral is analogous to a unique tobacco user but it is for individuals who were referred to the quitline rather than called the quitline.
For this question, report only on those who received service, not those who requested service. Report current or recent tobacco users only; not those calling for help for a friend or family member or other non-tobacco users.

For the purposes of this question, we define “received” service as anyone who received quitline self-help materials and/or began at least one counseling call with the quitline and/or received medications through the quitline.

INSTRUCTIONS: include each tobacco user in EITHER row A OR row E regardless of the number of times they registered for services. Report each person only once, and in the column for the TOTAL (highest cumulative) amount of service they received during the fiscal year.

EXAMPLE: If a tobacco user registered for services twice in FY12, received materials only the first time, and received telephone counseling the second time, ONLY report them in row B (and E). If a tobacco user received telephone counseling for a first registration and NRT for a second registration, they would be counted once in row B, once in row D, and ONLY ONCE in row E. The only tobacco users who should be reported in row A are those who ONLY received self-help materials during the fiscal year, and did not receive any counseling or

<table>
<thead>
<tr>
<th>Question</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Q#39:</strong> Unique tobacco users receiving services</td>
<td></td>
</tr>
<tr>
<td>a.</td>
<td>Self-help materials ONLY with no counseling (do not include self-directed web-based program users here)</td>
</tr>
<tr>
<td>b.</td>
<td>Counseling (began at least one session) by phone [Do NOT include intake or registration as counseling]</td>
</tr>
<tr>
<td>c.</td>
<td>NEW: Counseling (began at least one session) by web. [Do NOT include intake or registration as counseling]</td>
</tr>
<tr>
<td>d.</td>
<td>Medications provided (NRT or other FDA-approved medications for tobacco cessation) either through the quitline or through a web-based system</td>
</tr>
<tr>
<td>e.</td>
<td>Total tobacco users provided counseling OR medications OR both counseling and medications [Do NOT include those who received only self-help materials here.] (Note: This is the number that will be used to calculate treatment reach using the NAQC standard calculation.)</td>
</tr>
</tbody>
</table>
medications.
Section 5: Utilization
Q#42 – Q#46 NEW Items

- QL inquiry about E-cigarette Use
- How many E-cigarette Users
- Reasons for E-cigarette Use
- Frequency of E-cigarette Use
- Quitting E-cigarette Use
Do **NOT** include those served by the National Asian Quitline – we will collect utilization data from UCSD’s reporting system.

### Section 6: Minimal Data Set (MDS)
Same as FY12, 10 Items, Q#47 – Q#56

- FROM Q#39, ROW (E.) -- REPORT ON THE POPULATION OF UNIQUE TOBACCO USERS RECEIVING COUNSELING AND/OR MEDICATIONS
- Sex
- Age
- Education
- Ethnicity
- Race
- Sexual Orientation
- Chronic Health Conditions or Behavioral Health Issues
- Insurance status and Type
Section 7: Evaluation
Same as FY12, 14 Items, Q#57 – Q#70

- Time period for registration and data collection
- NAQC standard quit rate
  - Confirmation of NAQC standard quit rate calculation (6 questions)
- Was consent obtained?
  - How many were asked to consent?
  - How many provided consent?
- Size of total follow-up sample
- Total # of follow-up survey respondents
Completing the survey – click “DONE.” Will be able to re-enter survey to change things by using the same URL (unless the test using contact info does not work).

To obtain a PDF of your responses, email annualsurvey@naquitline.org
How Annual Survey Data Will Be Used

- Summary report presented to NAQC members
- Full set of findings available on NAQC website
- Selected variables in table format (see 2010, 2011, and 2012 pages)
- Data are available to members and researchers for additional analysis
- Publications and reports (aggregate data)
- Benchmarking work (reach, spending, and quit rates)
- Populate quitline profile “metrics” section
If we have any questions, we will follow-up with you by phone and/or email
Q&A

DISCUSSION
For more information on the 2013 Annual Survey, please contact:

Stephanie Smith-Simone, PhD, MPH
Director of Research & Evaluation
North American Quitline Consortium
Ph: 800-398-5489 x708
Email: ssmithsimone@naquitline.org