

Creating a Vision for the Future of Quitlines!

Closing Plenary

Tuesday, August 18

3:00 – 4:00 p.m.

NAQC Board of Directors and CEO

NAQC Conference 2015

Ravinia Crowne Plaza Hotel

Atlanta, Georgia

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Background on Future Vision for Quitlines

2011

- Board held discussions

2012 / 2013

- Staff drafted vision
- Dr. David Tinkelman developed issue paper
- Gained feedback from membership (World Café)
- Final vision and recommendations published in an executive summary

Our Task Today

- Consider our 2013 vision (a “living document”)
- Hear your ideas about whether vision needs to be changed and what our priorities should be as we move forward
- Share what we learned with full membership
- Move forward in creating a new vision

Next speaker....

**Linda Bailey
President & CEO**

Future Vision for Quitlines!

Future Vision of Quitlines

- **An increase in availability of evidence-based cessation services, including QLs**
- **Sharing the cost of QL services between public and private sectors**
- **Increase in the proportion of smokers who use evidence-based cessation services**
- **Enhanced skills for reaching and treating priority populations**
- **Growing role for the state in coordination of services and quality assurance**
- **Growing use of technology by QLs**
- **Well-funded research enterprise to spur innovation & advancement in cessation**

Attendee's Feedback At Buzz Groups

Sustainability:

stable funding, ACA, health care partnerships

Technology:

New innovations, including eReferral, consumer choice, digital hub

Priority Populations:

Reach, LGBT, low SES, behavioral health

Service Standards:

National standards, balance access & effectiveness

Next speaker....

Wayne Tormala

Immediate past-chair, NAQC Board

Future Vision for Quitlines!

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Question #1

- Has this vision for the future withstood the test of time?
- Is this the right list of topics for describing the future of quitlines?
- Are there topics that should be added or deleted?

Question #2

- How are we doing in moving toward the vision?
- Where have we made progress and where do we need to invest more heavily?

Question #3

- Which 1-2 topics are most important?
- What action would you like to see NAQC take on these topics?

Question #4

- What action has your organization taken or do you hope to take in the coming year to move forward on this vision?

Next speaker....

YOUR COMMENTS!

Future Vision for Quitlines!

Next speaker....

**Linda Bailey
President & CEO**

Future Vision for Quitlines!

Next Steps

- **Synthesize feedback and share with attendees and members**
- **Develop updated vision**

Thank you!