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
<table>
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<tr>
<th>Name</th>
<th>Position</th>
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<tr>
<td>Tracey Strader, MSW</td>
<td>Chair</td>
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<td>Chad Morris, PhD</td>
<td>Chair-elect</td>
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<td>Amy Lukowski, PsyD</td>
<td>Treasurer</td>
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<td>Barbara Schillo, PhD</td>
<td>Secretary</td>
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<td>Diane Canova, JD</td>
<td>Exec Cmt Member-at-Large</td>
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<td>Wayne Tormala</td>
<td>Immediate past-chair</td>
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<td>Rob Adsit, MEd</td>
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<td>Chris Anderson</td>
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<td>Kim Holland</td>
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<td>Jeannette Noltenius, MA, PhD</td>
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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!*
Future Vision of 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!