

ENDS: The Quitline Caller's Perspective!

***Afternoon Plenary
Monday, August 17
4:15-5:15 p.m.***

***NAQC Conference 2015
Ravinia Crowne Plaza Hotel
Atlanta, Georgia
August 17-18, 2015***

Our Task Today

- **Panel discussion about ENDS from the quitline caller's perspective**
- **Comments from reactant**
- **Q&As and comments from audience**

Presenters

Linda Bailey, JD, MHS (moderator), NAQC

Brian King, PhD, MPH (panelist), OSH, CDC

Laurie Krupski, PhD (panelist), Roswell Park

Ken Wassum (panelist), Alere Health, Inc.

*Michael Fiore, MD, MPH, MBA (reactant), UW-
CTRI*

Question 1

What is the product landscape?

- Current types of ENDS on the market
- Does the impact vary by type of product

What are the patterns of use?

- % adults “ever used” ENDS
- % adult ENDS users currently using? Daily?
- % adult ENDS users who are dual users

Question 2

What can you tell us about QL callers and their use of ENDS?

- Are exclusive ENDS users calling? Dual users?
- % callers using ENDS in last month? Current users?
- Demographics?

Question 3

What questions do callers have about ENDS as a tool to quit or as a safer alternative to conventional tobacco?

- Have these callers been unable to quit using cigarettes or NRT?
- Are callers using ENDS to quit smoking? Reduce risk? What is their intention?
- What info do they request from coaches?

Question 4

What do we know about –

- Potential risks of ENDS at individual and population levels?
- Potential benefits of ENDS at both levels?
- Effectiveness of ENDS for quitting conventional tobacco products?

Question 5

- Has your organization embraced ENDS use as a strategy for quitting?
- What is your position with regard to treating ENDS users?
- What role does the intention of caller play in decision about quit plan & treatment?
- Do you treat dual users differently than ENDS users?
- What outcomes are you experiencing?

Question 6

- How are quitlines training quit coaches while the field continues to learn about ENDS?
- What can you tell us about coaches attitudes around harm reduction among ENDS users?

Questions 7-9

Do you have any evidence that use of ENDS has reduced the call volume for quitlines?

Quitlines can be a rapid response source of data on ENDS, are there 1-2 questions you would like to see quitlines answer this year?

What is the most important idea/comment you would like to leave us with today?

Comments from Reactant

Michael Fiore, MD, MPH, MBA

Professor of Medicine and Director

Center for Tobacco Research and Intervention

UW School of Medicine and Public Health

Open Microphone

Let's hear from YOU!