

# Welcome to NAQC Conference 2015!

## *The Future of Quitlines: Refining and Redefining Our Practices for Success!*

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

# Conference Stats!

## 187 Attendees

- Canada (10), Germany (1), US (176)
- 72 QL Funders
- 45 QL operators
- 70 Partners, researchers and others
- 5 NAQC staff
- 69 Presenters

# Overview

**Theme:** The Future of Quitlines – Refining and Redefining Our Practices for Success!

**Monday:** 3 plenaries, 1 buzz group, 12 breakout sessions, reception

**Tuesday:** 2 plenaries, 1 buzz group, 16 breakout sessions, lunch & learn networking

# Agenda Planning Committee

**Rob Adsit (UW-CTRI)**

**Paula Celestino (RPCI)**

**Marietta Dreher (ClearWay MN)**

**Amanda Graham (Legacy)**

**Gail Luciano (CCS)**

**Catherine Saucedo (SCLC)**

**Joyce Swetlick (NC)**

**Hilary Tindle (TN)**

**Ken Wassum (Alere)**

**Katy Wynne (SC)**

# Abstract Review Workgroup

**Anne Barnhill (MT)**

**Jack Boomer (BC)**

**Tracy Crane (U AZ)**

**Laurie Krupski (RPCI)**

**Ryan Reikowsky (U AZ)**

**Vickie Tucker (MS)**

**Anne Betzner (PDA)**

**Teresa Brown (NH)**

**Jenny Hyde (AK)**

**Jodi Radke (CTFK)**

**Abby Rosenthal (consultant)**

**Jennifer Singleterry (ALA)**

# Staff

**Jazmine Blount**

**Emma Goforth, MPH**

**Natalia Gromov**

**Deb Osborne, MPH**

**Maria Rudie, MPH**

# Sponsors

**Become an EX**  
**ClearWay Minnesota**  
**CVS Health**  
**GSK**  
**Pfizer**

**Canadian Cancer Society**  
**Smoking Cessation Leadership Center**

# Opening Plenary

## Redesigning QUITPLAN® Services: A Case Study from ClearWay Minnesota<sup>SM</sup>

- **Paula Keller, M.P.H., Director of Cessation Programs**
- **Marietta Dreher, Director of Marketing and Communications**
- **Mary Kokstis, Vice President, Client Services**
- **Barbara Schillo, Ph.D., Vice President**





# Buzz Group!

## Questions for Each Individual

1. What do you view as the 2-3 priorities for refining and redefining quitlines for the future?
2. What stakeholder group do you represent (funder, QL operator, researcher, national organization, other)

## Question for the Table

1. What is the single most important action we need to take to refine and redefine quitlines for the future?

Online submission at: <https://www.surveymonkey.com/r/BUZZ1>