Acknowledging the Important Contributions of Members!
August 2015

NAQC thanks all of its members for your many contributions to our collective work and progress. You take membership seriously by actively participating in webinars, the listserv, surveys, the review process for papers and reports and many other activities. We are grateful for your time and effort!

NAQC would like to extend a special thank you to those of you who have served on the board, leadership committees, and expert workgroups this past year. Our special thanks go out to.......

Board of Directors: The Board of Directors is comprised of NAQC members who are committed to the organization’s advancement and sustainability. Directors are elected by the membership and serve three-year terms; officers are elected by the directors and serve one or two-year terms. The board meets quarterly and governs the organization under the Carver Policy Governance model. The Board includes: Tracey Strader, MSW (chair), Chad Morris, PhD (chair-elect), Barbara Schillo, PhD (Treasurer), Amy Lukowski, PsyD (Secretary), Diane Canova, JD (member-at-large), Rob Adsit, MEd, Chris Anderson, Kim Holland, Jeannette Noltenius, MA, PhD, and Wayne Tormala (immediate past-chair). Dr. Sharon Campbell’s term on the Board recently ended, after six year’s of service. Linda Bailey, JD, MHS, and Natalia Gromov provide staff support to the Board.

Advisory Council: The Advisory Council is a leadership group comprised of NAQC members. It provides advice and guidance on programmatic issues to NAQC’s CEO and staff. Since 2008, the Advisory Council’s priority has been the Quality Improvement Initiative – recommending topics to address, providing feedback to draft issue papers to ensure that they are relevant and not overly burdensome to the field and recommending approval of the issues papers to NAQC. Members are appointed by the CEO and serve three-year terms. Over the past year, the following members have volunteered for this important activity: Rob Adsit, MEd (term expired July 2015), Laura A. Beebe, PhD, MPH, Jack Boomer, MPA, Paula Celestino, MPH, Sharon E Cummins, PhD, Sally Herndon, MPH (term expired July 2015), Paula Keller, MPH, Mary Kokstis (term expired July 2015), Anna Landau, MPH, David Spaulding, BA, Miranda Spitznagle, MPH, Melissa Matin-Shepard (term expired July 2015), Hilary Tindle, MD, MPH, Erik Augustson, PhD (liaison), and Stephen Babb (liaison). Currently, we are seeking four new members for the Council. Interested? Talk to Linda Bailey!

Agenda Planning Committee: This year’s Agenda Planning Committee was charged with identifying a theme for the conference and developing the plenary sessions. Since May, the committee has met two to three times a month. They have successfully delivered on their charge, identifying a theme and plenary sessions that speak to the most critical issues facing the quitline community today! Members of the committee include: Rob Adsit, MEd, Paula Celestino, MPH, Marietta Dreher, Amanda Graham, PhD, Gail Luciano, Catherine Saucedo, Joyce Swetlick, MPH, Hilary Tindle, MD, Ken Wassum and Kat Wyne, EdD.

Abstract Review Workgroup: The Abstract Review Workgroup completed a truly important and intensive task for this year’s conference. In late June and early July, they reviewed nearly 50 abstracts that were submitted for presentation during the breakout sessions. They rated each abstract and then together discussed the strengths and weaknesses of the abstracts. As a result of their review process, we have 28 stellar breakout session presentations to meet the individual needs and interests of attendees. The workgroup includes: Anne Barnhill, Anne Betzner, PhD, Jack Boomer, MPA, Teresa Brown, BS, TTS, Tracy E. Crane, MS, RD, Jenny Hyde, MS, PhD, MPH, Laurie Krupski, PhD, Jodi Radke, Ryan C. Reikowski, MA, MPH, Abby Rosenthal, MPH, Jennifer Singleterry, MA, and Vickie Tucker, MS, CHES.

eReferral Workgroup: Since 2011 a workgroup comprised of quitline service providers, state managers and health care institutions has been engaged in developing capacity to refer smokers from health care institutions to quitlines through the health care institution’s electronic health records (EHRs). We call this eReferral. In addition to sharing their knowledge with each other, the workgroup has co-
authored an Issue Paper on Referral Programs (2012), developed many web-based resources including 11 case studies on implementing eReferral, offered webinar trainings to NAQC members, and most recently, completed a technical guide on eReferral. The workgroup is staffed by Linda Bailey, JD, MHS, and includes: Rob Adsit, MEd, Chris Anderson, Teresa Brown, BS, TTS, Kevin Burns, Robin Daigh, MBA, Arthur Davidson, MD, MSPH, Evan Frankel, Mike Garcia, Stephen Gillaspy, PhD, Kara Gordon, Shelley Karn, EdD, Mary Kokstis, Anna Landau, MPH, Joy L. Leuthard, MS, LSWA, Marty Maness, MBA, Barbara Moeykens, MS, Colin McDonough, Anthony Mayorlist, Kristin Powers, MHA, Srinivasas Seshadri, PhD, Barry Sharp, MSHP, MACM, MCHES, David Spaulding, Anna Schulze, MSW, Hilary Tindle, MD, MPH, Elisa Tong, MD, Vickie Tucker, MS, CHES, and Robert Wittenstein.

Enhancing eReferral Capacity for Quitlines Project: North American Quitline Consortium launched a project in May 2015 to establish national capacity among state quitlines for engaging in eReferral with healthcare organizations. Four state teams comprised of the state quitline funder (Arizona, Illinois, Mississippi, and South Dakota), the state quitline service provider (American Lung Association/Illinois Tobacco Quiltine, Avera McKennan Hospital, Information & Quality Healthcare and Arizona Smokers’ Helpline), and a healthcare institution that serves predominately underserved populations have been convened to carry out an eReferral pilot project. At the end of the project lessons learned, training materials, case studies, technical tools and other resources on eReferral will be available on the NAQC website and will be disseminated to the cessation and tobacco control communities as well as the healthcare sector. We anticipate this project will increase referrals to quitlines and help integrate quitlines into healthcare institutions. Emma Goforth staffs this project. The primary state and quitline contacts are: Gail Devito, MPA, Kiley Hump, MS, Pamela Lucket, MCC, LPC, CTTS, Michael Mark, Conny Mueller Moody, MBA, Cheryl Pitzl, Ryan Claire Reikowski, MA, MPH, Vickie M. Tucker, MS, CHES, and Courtney Ward, MPA. This project is funded by Pfizer Independent Grants for Learning and Change, and conducted in collaboration with Smoking Cessation Leadership Center.

MDS Workgroup on Electronic Nicotine Delivery Systems (ENDS): The Minimal Data Set (MDS) is a standard set of intake and follow-up questions used by all quitlines in North America and many quitlines outside of this region. The MDS was first completed in mid-2005 and was adopted by all quitlines in the U.S. and Canada by early 2006. It includes REQUIRED and OPTIONAL questions, and provides an important benefit of standardized questions for evaluating all quitlines. In May 2015, NAQC established a workgroup to provide recommendations on Electronic Nicotine Delivery Systems (ENDS) questions for the MDS. With the creation of the MDS ENDS workgroup, NAQC’s goal was to create a set of standardized questions on ENDS that reflects the growing science-base on ENDS and cessation, as well as current practice among quitlines. This work was guided by the principle of doing minimal harm to existing data collection efforts. The workgroup is staffed by Maria Rudie, MPH, and includes: Pamela Lucket, MCC, David Homa, MPH, PhD, Amy Lukowski, PsyD, Yvonne Ewanicke, BSc, Katrina Vickerman, MA, PhD, Paula Celestino, BS, Joyce Swetlick, MPH, Jenny Kerkvliet, MA, LPC, NCC, Sharon Cummins, PhD, Kathy Danberry, MS, EdD.

Public-Private Partnership Activities (PPP): In December 2011 NAQC launched the Public-Private Partnership initiative to assist states in advancing comprehensive cessation coverage through building cost-sharing partnerships with private and public insurers. Four years later, nearly a dozen states remain dedicated to the cause and have achieved a number of successful partnerships that help sustain their state quitlines and increase access to quitline services for their residents. These states are leaders and have contributed in great ways to the consortium, building a body of knowledge and expertise for quitlines nationwide. They include: Arizona (Courtney Ward and Krista Walker) Florida (Jennifer Harris and Gregg Smith), Kentucky (Bobbye Gray), Maryland (Sara Wolfe), Massachusetts (Anna Landau), New Hampshire (Teresa Brown), North Carolina (Joyce Swetlick), Rhode Island (Dana McCants-Derisier), Utah (Sandy Schulties) and most recently joining the initiative Washington (Joella Pyatt) and Oklahoma (Paola Klein). This project is staffed by Deb Osborne.

Staff
The NAQC team brings expertise, dedication and commitment to the work of advancing the quitline community.

Linda Bailey, JD, MHS, President & CEO
Ms. Bailey is the founder of NAQC, and provides leadership and strategic vision for the organization.

Emma Goforth, MPH, Manager of Programs
Ms. Goforth is responsible for NAQC’s training and technical assistance activities, staffing the quality improvement initiative, webinar series, and Medicaid activities.

Natalia Gromov, Administrator
Ms. Gromov manages many business operations for NAQC, including bookkeeping, communications, membership activities, meeting planning and support to NAQC’s President & CEO.

Deb Osborne, MPH, Manager, Public-Private Partnerships
Ms. Osborne works to help states enhance their capacity to meet the demand for quitline services and sustainability through the development of public-private partnerships.

**Maria Rudie, MPH, Research Manager**

Ms. Rudie serves as the lead research and evaluation staff within NAQC and is responsible for the annual survey of quitlines, minimal data set (MDS) activities, evaluation of the CDC cooperative agreement and literature reviews on best practices.

For questions or to volunteer for a group, please contact staff at 800-398-5489 or Natalia Gromov at NGromov@NAQuitline.org.