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NAQC

ANNUAL MEETING

Promote | Engage | Sustain | Innovate

Advancing Quitline Excellence Together!

APRIL 15-16, 2026

AGENDA





The FY 2026 Annual Meeting will highlight quitline program innovation and successes in promotion, programs and protocols for priority populations, success stories, and sustainability efforts. The virtual experience will include plenary sessions, breakout sessions, meetups and networking opportunities, and an exhibitor hall designed to foster collaboration and idea exchange across the quitline community.

This program is under review by the Council for Tobacco Treatment Training Programs to award 10 continuing education contact hours for tobacco treatment providers who successfully complete the program.

Our Mission

Serve a consortium of trusted partners across North America to advance access, use, and effectiveness of treatment services for commercial tobacco products.

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2026 Annual Meeting Agenda

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Annual Meeting Agenda

DAY 1 – April 15, 2026

Time	Session Type/ Track	Title and Learning Objectives	Speaker(s)
11:00 -11:50 pm ET	Plenary 1	Opening Remarks and Status of U.S. Quitlines	<p>Thomas Ylioja, PhD, MSW, <i>President & CEO, North American Quitline Consortium</i></p> <p>Katie Mason, MPP, <i>Research and Evaluation Manager, North American Quitline Consortium</i></p>
11:50-12:45 pm ET	Plenary 2	Commercial and Flavored Tobacco Products	<p>Megan Diaz, PhD, <i>Managing Director, Research, Truth Initiative Schroeder Institute</i></p> <p>Michael Tynan, MPH, <i>Sr. Advisor, State & Local Tobacco Control Initiatives, CDC Foundation</i></p>
12:45 – 1:15 pm ET	Exhibitor Hall and Networking Roundtables	Meet Plenary Speakers	
1:15 – 2:30 pm ET	<p>Breakout Session A</p> <p>Track: Addressing Disparities</p>	Presentation 1	<p>Presenter:</p> <p>Mikayla Pittman, MA, <i>Manager,</i></p>

Time	Session Type/ Track	Title and Learning Objectives	Speaker(s)
	<p>Session Title: <i>Advancing Equity and Access Through Quitline Innovation and Community-Centered Approaches</i></p> <p><i>This session focuses on health equity, culturally responsive design, and expanding access to cessation and screening through quitlines, community partnerships, and tailored engagement strategies.</i></p>	<p>Title: Leveraging State Quitlines as Messengers to Improve Access to Lung Cancer Screening: Lessons From the Illinois Lung Cancer Screening Initiative</p> <p>Description: Tobacco use is the leading risk factor for lung cancer, yet many individuals engaged in tobacco cessation programs, especially those facing social and systemic barriers, are not referred for recommended lung cancer screening. This session highlights the Illinois Lung Cancer Screening Initiative and the collaboration between the State Tobacco Quitline and Lung Health Navigators to integrate education, risk assessments, and bidirectional referrals. The model provides person-centered support across the care continuum, from risk assessment and shared decision-making to low-dose CT screening, follow-up, and survivorship, while addressing barriers to care. Early results show increased screening engagement and enhanced coordination with cessation services. Learn how this scalable, evidence-informed approach can expand early detection, support tobacco cessation, and reduce disparities, offering a practical framework for integrating lung cancer screening into public health programs.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Summarize the evidence supporting lung cancer screening with low-dose CT (LDCT) scans and identify populations at highest risk. 2. Describe how state quitlines can serve as public health access points to improve lung cancer screening uptake. 3. Identify lessons from the Illinois model to integrate lung cancer screening into existing quitline protocols, providing person-centered approaches for other states. 	<p>Nationwide Lung Cancer Screening, American Lung Association</p> <p>Co-Presenters: Laura Huaracha, <i>Senior Manager</i>, Lung Health Navigator, American Lung Association Alexandria Kelsey, <i>Manager</i>, Health Promotions, American Lung Association Nicolle Mannion, <i>Director</i>, Nationwide Lung Cancer Education, American Lung Association</p>
		<p>Presentation 2</p> <p>Title: Talking Circles Alaska: Assessing the Alaska Tobacco Quitline for</p>	<p>Presenter: Kellie Jorgensen, MS, <i>Tribal Health Liaison</i>, State of Alaska Department of Health, Division of Public Health, Chronic</p>

Time	Session Type/ Track	Title and Learning Objectives	Speaker(s)
		<p>Effectiveness and Engagement in a Culturally Responsive Qualitative Evaluation Process in Alaska Native Communities</p> <p>Description: This presentation shares findings from a culturally responsive qualitative evaluation of Alaska’s Tobacco Quit Line (ATQL) and tobacco cessation services focused on Alaska Native communities across the state. Using talking circles conducted in all seven public health regions of Alaska, a 2-year qualitative evaluation study of the ATQL, this evaluation explored participant satisfaction with quit line services, barriers to enrollment and engagement, and opportunities to strengthen culturally relevant tobacco cessation support. The session highlights Alaska Native perspectives on improving access, communication, and service delivery, as well as satisfaction and quit outcomes from routine quit line program evaluations. Attendees will gain practical insights into combining both community-informed and data driven approaches to tailor Quitline services, enhance outreach, and reduce tobacco-related disparities in tribal and rural settings.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. <i>Discuss the role of the Alaska Tobacco Quitline and its importance as an evidence-based tobacco cessation service.</i> 2. <i>Describe disparities in tobacco use and Quitline utilization among Alaska Native people and the role of ATQL in addressing these inequities.</i> 3. <i>Explain how culturally responsive qualitative methods, including talking circles, were used to evaluate effectiveness, satisfaction, and barriers to Quitline services in Alaska communities.</i> 4. <i>Analyze the impact of incorporating local community partners—particularly from Alaska Native populations and rural communities—on evaluation design, participant engagement, and study outcomes.</i> 5. <i>Evaluate strategies and key findings related to Quitline satisfaction and cessation services.</i> 	<p>Disease Prevention and Health Promotion, Tobacco Prevention and Control Program</p> <p>Co-Presenters: Ja’Kyra Austin, <i>Epidemiology Specialist I</i>, State of Alaska Department of Health; Christy Knight, <i>Program Manager</i>, Tobacco Prevention and Control, State of Alaska Department of Health</p>

Time	Session Type/ Track	Title and Learning Objectives	Speaker(s)
		<p>6. <i>Apply insights from this evaluation to inform culturally relevant Quitline practices, outreach strategies, and service enhancements in Alaskan communities.</i></p>	
		<p>Presentation 3</p> <p>Title: A Qualitative Exploration of Quitline Perceptions Among African American and Hispanic or Latino Adults Who Smoke</p> <p>Description: Tobacco cessation remains one of the most cost-effective healthcare interventions, with Quitlines (QL) being an accessible and proven method for supporting adults who smoke (AWS). However, the quit ratio remains lower for African American/Black (AA/B) and Hispanic/Latino/a (H/L) AWS compared to their non-Hispanic White counterparts. This study investigates the effectiveness and equity of current QL services in serving AA/B and H/L AWS. Through in-depth qualitative interviews with AWS across five states, we explored their experiences and perceptions of smoking cessation QL services. Participants included both QL users and non-users, with data collected on their awareness, perceptions of QL services, and barriers to engagement. Findings revealed that tailored advertising and culturally matched coaching could enhance the effectiveness of QL services for AA/B and H/L smokers. Recommendations for improving QL engagement and cessation outcomes among these populations will be discussed.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. <i>Evaluate the effectiveness of Quitline services for diverse populations.</i> 2. <i>Understand the process of conducting qualitative interviews and analyzing data for tobacco cessation studies.</i> 3. <i>Identify strategies to improve Quitline services for African American/Black and Hispanic Latino/Latina adults who smoke.</i> 	<p>Presenter: Sophia Allen, PhD, MBA, Assistant Professor, Penn State College of Medicine</p>

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	<p>Breakout Session B</p> <p>Track: Promotion and Reach</p> <p>Session Title: <i>Health Systems Change, Incentives, and Partnerships to Drive Quitline Engagement</i></p> <p><i>This session focuses on systems-level change, provider engagement, and incentive-based strategies that strengthen quitline utilization and sustain participation across diverse populations and settings.</i></p>	<p>Presentation 1</p> <p>Title: Reversing the Trend: How Health Systems Change Drove Provider Referrals in a Rural State</p> <p>Description: Discover how the Montana Tobacco Use Prevention Program partnered with National Jewish Health to revitalize provider engagement through health systems change. We will share key resources and strategies that led to a 43% rise in provider referrals for Quit Now Montana.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Describe core components of the Health Systems Change Program and how they were tailored for rural and Tribal communities. 2. Identify strategies that successfully re-engaged health care providers and increased referrals. 3. Review the impact of the partnership on referrals and program participation. 	<p>Presenter: Nicole Aune, MPH, Section Supervisor, Montana Tobacco Use Prevention Program</p> <p>Co-Presenter: Hannah Wolinsky, Health Systems Change Specialist, National Jewish Health</p>
		<p>Presentation 2</p> <p>Title: Quit Now Indiana Champions: Engaging Health Systems, Healthcare Professionals, and Employers in Evidence-Based Tobacco Cessation Efforts</p> <p>Description: The Quit Now Indiana Champions program was created to encourage and track evidence-based tobacco cessation protocols and to serve as a tool community partners and health system change advocates can use to strengthen relationships with medical providers and employers, promote Quit Now Indiana</p>	<p>Presenter: Natalie Rivich, BA, MALS, Director of Health Systems Change and Cessation Services, Indiana Tobacco Prevention and Cessation</p>

Time	Session Type/ Track	Title and Learning Objectives	Speaker(s)
		<p>services, increase referrals, and expand outreach efforts. The program features four award levels based on metrics and milestones tied to health systems change strategies.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. <i>Discuss evidence-based tobacco cessation strategies.</i> 2. <i>Recognize the value of evidence-based health systems change elements.</i> 3. <i>Conceptualize methods to encourage systems change and recognize tobacco treatment champions.</i> 	<p>Co-Presenter: Holly Simpson, <i>Quitline Director</i>, Indiana Department of Health</p>
		<p>Presentation 3</p> <p>Title: Cash to Quit? Evaluating the Impact of Incentives on Participation in the Colorado Quitline</p> <p>Description: This presentation will examine the incentives offered to Quitline participants in Colorado, the impact these incentives had on Quitline enrollments, and the quit success rates among the first wave of participants, which was limited to users of menthol products.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. <i>Gain an understanding of the Colorado Quitline and trends in nicotine and menthol use.</i> 2. <i>Explain how financial and extended nicotine replacement therapy incentives impact enrollment and quit outcomes.</i> 	<p>Presenter: Keith Cooper, <i>Cessation Intervention Coordinator</i>, Colorado Department of Public Health and Environment</p> <p>Co-Presenters: Tiffany Schommer, <i>Cessation Supervisor</i>, Colorado Department of Public Health and Environment Dr. Daniel Simon, <i>Tobacco and Pulmonary Disease Epidemiologist</i>, Colorado Department of Public Health and Environment</p>
		<p>Presentation 4</p>	<p>Presenter: Krysten Isaac, <i>Vice President</i>, Group</p>

Time	Session Type/ Track	Title and Learning Objectives	Speaker(s)
		<p>Title: How to Increase Quitline Call Volume Through Effective Messaging and Media Placements</p> <p>Description: With national media campaigns evolving, state quitlines must find new ways to drive quitline call-ins. This session explores a proven roadmap for driving call volume through direct response media and audience-specific outreach. Data will be shared demonstrating how identity-based messaging and call-centric creative helped one program achieve a 68% increase in enrollments.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Differentiate between awareness and direct response messaging and their impact on call volume. 2. Apply psychographic segmentation to reach priority populations. 3. Optimize media creative to drive immediate action through direct-call strategies. 	<p>Management Director, Tobacco Control, Rescue Agency</p>
<p>2:30–3:45 pm ET</p>	<p>Breakout Session C</p> <p>Track: Promotion and Reach</p> <p>Session Title: <i>Equity-Focused Strategies to Address Menthol Use, Youth Vaping, and Priority Populations</i></p> <p><i>This session centers on health equity, menthol use, and youth and young adult</i></p>	<p>Presentation 1</p> <p>Title: Multi-Factor Initiatives to Address Menthol Use and Disparities in Rhode Island</p> <p>Description: With the proposed FDA rules banning menthol cigarettes and flavored cigars and proposed legislation banning sales of all menthol and flavored tobacco products, many states are looking to further prioritize community capacity building and tailored cessation resources. In this session, the RI Tobacco Control Program will discuss strategies for addressing menthol-related health disparities including a review of key interventions, related outcomes, and lessons learned.</p> <p>Learning Objectives:</p>	<p>Presenter: Ashnita Raut, Senior Public Health Epidemiologist and Program Evaluator, Rhode Island Department of Health</p>

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	vaping, highlighting culturally responsive interventions, tailored messaging, and innovative engagement strategies to reduce disparities.	<ol style="list-style-type: none"> 1. Understand the impact of the state legislative and community landscape on menthol use and cessation. 2. Identify culturally and linguistically appropriate interventions to address the treatment of menthol use in Rhode Island. 3. Identify evaluation measures for understanding the success of these interventions. 	
		<p>Presentation 2</p> <p>Title: Inspiring Quit Attempts: Core Values, Unique Needs, and Proven Strategies to Promote Cessation</p> <p>Description: Health disparities among Black menthol users and young adults who vape are undermining progress in tobacco control. While 85% of Black adults who smoke use menthol and nearly 19% of young adults vape, quitline utilization remains below 15% for these groups. This session explores the intersection of equity and effective messaging strategies to reverse these trends. Presenters from the Hawai'i Department of Health, Illinois Department of Public Health, and Rescue Agency will share insights from three unique research initiatives. Join us to gain data-driven insights and practical tools for designing inclusive, high-impact campaigns that successfully boost quitline enrollment among priority populations.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Identify five core values that can motivate someone to quit tobacco and describe how these values can be leveraged in cessation media campaigns. 2. Describe three unique messaging needs of young adults (18–34 years old) who vape nicotine and how these needs influence cessation strategies. 	<p>Presenter: Harmeet Bath-Deol, MPH, Senior Account Manager, Rescue Agency</p> <p>Co-Presenters: Gail DeVito, MPA, Tobacco Control Program Manager, Illinois Department of Public Health Leslie Yap, MPH, Hawai'i Tobacco Quitline Coordinator, Hawai'i State Department of Health</p>

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		<p>3. <i>Explain at least three effective motivational strategies to encourage people who use menthol tobacco products to quit, based on evidence from recent research.</i></p>	
		<p>Presentation 3</p> <p>Title: More Than a DM: Building a Young Adult Pipeline to Quitlines Through Social Accountability</p> <p>Description: Young adults are one of the least likely age groups to proactively engage quitline services, despite high nicotine use during the prevescalation stage—the transitional period between experimentation and entrenched dependence. This session explores how Quit the Hit, a five-week Instagram-based cessation intervention, builds quit readiness and post-group utilization of state-operated clinical cessation services. We will share engagement and behavioral outcomes, discuss how developmental alignment reduces early engagement barriers, and examine how digital peer-group models can expand the cessation funnel and strengthen quitline reach and sustainability.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. <i>Define the concept of prevescalation and explain why young adulthood (ages 18–24) represents a critical window for early cessation intervention.</i> 2. <i>Identify developmental and modality barriers that contribute to underutilization of quitline services among young adults.</i> 3. <i>Describe how a social media–based group intervention can function as a readiness-building front door to state quitlines.</i> 4. <i>Explain how digital peer accountability models can expand the cessation funnel and strengthen quitline reach and long-term sustainability.</i> 	<p>Presenter: Brionna Zimmerman, Account Supervisor, Rescue Agency</p>

Time	Session Type/ Track	Title and Learning Objectives	Speaker(s)
	<p>Breakout Session D</p> <p>Track: Service Delivery</p> <p>Session Title: <i>Building What's Next— Performance, Outcomes, and Emerging Modalities in Quitline Services</i></p> <p><i>This session focuses on program performance reporting and improvements, plus newer service modalities (text and AI) and what they mean for reach and outcomes.</i></p>	<p>Presentation 1</p> <p>Title: 802Quits: Tobacco and Nicotine Treatment Report on Enrollment, Usage, and Outcomes for Vermont's Quitline</p> <p>Description: This presentation will provide a detailed summary of 802Quits nicotine and tobacco treatment services in Vermont, including enrollment, usage, and outcomes. The results may be used to identify successes, opportunities for growth, and opportunities for program improvement both in Vermont and across states.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Understand the landscape of the tobacco quitline services in Vermont, including utilization demographics. 2. Learn novel approaches to increasing utilization of quitline services, such as contingency management protocols. 3. Explore ways to expand Vermont's experience to other state quitline programs. 	<p>Presenter: Dana Bourne, MPH, Tobacco Treatment Specialist, Vermont Department of Health</p> <p>Co-Presenter: Melissa Chapman Haynes, Director of Evaluation, Professional Data Analysts</p>
		<p>Presentation 2</p> <p>Title: Utilization and Outcomes of 2QuitSD, a Personalized Text Coaching Service of the South Dakota QuitLine</p> <p>Description: This presentation will highlight the new text coaching service of the SD QuitLine, 2QuitSD. The structure and timing of 2QuitSD program services will be reviewed. Evaluation efforts examined how the introduction of this text coaching service in 2024 impacted SD QuitLine enrollments, examining demographics, service utilization, quit rates, and satisfaction. Recommendations and further areas</p>	<p>Presenter: Debbie Lancto, BA, Tobacco Program Director, Avera</p> <p>Co-Presenter: Jennifer Kerkvliet, Director of Population Health Evaluation Center, South Dakota State University</p>

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		<p>of enhancement will be highlighted to improve the utilization and impact of text coaching as an alternative to phone coaching.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. <i>Understand how the hybrid text coaching service of the SD QuitLine is structured.</i> 2. <i>Examine the impact of introducing personalized text coaching on QuitLine enrollments, participant satisfaction, and quit rates compared to prior-year benchmarks.</i> 3. <i>Explore barriers to service utilization and strategies to enhance text coaching's role in tobacco cessation.</i> 	
		<p>Presentation 3</p> <p>Title: Building the Future of Personalized Messaging: Development of and Early Engagement in an AI-Enhanced Text Program Within a State Tobacco Quitline</p> <p>Description: This presentation evaluates “Hope,” the first generative AI-enhanced text messaging program integrated within a state tobacco quitline. Developed in early 2025 with AI and clinical experts, the program offers personalized, real-time support while ensuring rigorous privacy and safety safeguards. Since its pilot launch in September 2025, Hope enrolled nearly 3,500 participants, sending over 180,000 messages with 52% user engagement. Participants averaged 12 interactions across 4 days, with some escalating to live coach support. Ongoing evaluation includes 2-month surveys assessing feasibility, engagement, satisfaction, and quit outcomes. Early findings indicate the feasibility and promising engagement of AI-driven cessation support within quitline services.</p> <p>Learning Objectives:</p>	<p>Presenter: Kristina Mullis, PhD, Associate Director, Program Design and Evaluation, RVO Health</p>

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		<ol style="list-style-type: none"> 1. <i>Understand the development and implementation process of an AI-enhanced text message program for tobacco cessation within a quitline.</i> 2. <i>Evaluate early AI program pilot outcomes related to user engagement, feasibility, and participant interaction.</i> 3. <i>Identify potential benefits and challenges of integrating generative AI technology into a state tobacco quitline text program.</i> 	
3:45–4:00 pm ET	Break		
4:00-5:00 pm ET	<p>Rapid Video Session: Promotion in Action — Innovative Strategies to Expand Reach, Engagement, and Impact</p> <p>Track: <i>Promotion and Reach</i></p> <p>Format: Rapid Session (5-minute recorded presentations followed by live Q&A with presenters)</p> <p><i>This rapid session features a series of short, high-impact presentations showcasing innovative approaches to improving quitline service promotion and reach, increasing</i></p>	<p>Rapid Presentations</p> <ol style="list-style-type: none"> 1. Closing the Gap: How Grassroots Funding Complements Statewide Tobacco Programs in Delaware — Sarah Cattie, Delaware Division of Public Health 2. Using Limited-Time Offers to Increase Tobacco Helpline Utilization — Katherine Qualls Fay, Christin Kirchenbauer, Laura Beebe, Oklahoma Tobacco Helpline 3. Integrating Tobacco Referrals Into Care Management for Priority Patients — David Spaulding, MaineHealth Center for Tobacco Independence 4. Centering Cultural Competency in Quitline Design: Michigan Quitlink’s Community-Informed Approach — Denise Vital and Jihan Aiyash, Michigan Department of Health and Human Services 5. Expanding Quitline Reach Through Coordinated Promotion: Enrollment Trends from New Jersey’s 2023 Campaign — Isabella Osorio Cuellar and Anna Johnson, New Jersey Department of Health 6. Partnering With Community-Based Organizations to Promote Quit Partner™: Minnesota’s Experience — Paula Keller, Minnesota Department of Health 7. Easier Said Than Done: Launching a Commercial Tobacco Treatment Campaign in Minnesota — Michael Sheldon, Minnesota Department of Health 	

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	<i>utilization, and strengthening community and health system partnerships.</i>		
5:00-6:00 pm ET	Networking Roundtables (Sponsored), Exhibitor Hall		Placeholder First Last Name, Title, Organization

DAY 2 – April 16, 2026

Time	Session Type/ Track	Title and Learning Objectives	Speaker(s)
11:00 -11:50 pm ET	Networking Roundtables (Sponsored), Exhibitor Hall	<p>Roundtable Networking Topic: <i>Updating Quitline Metrics for an Evolving Tobacco and Nicotine Landscape with Professional Data Analysts</i></p> <p>As tobacco and nicotine use patterns shift—particularly with increasing exclusive e-cigarette use—traditional cessation program metrics may no longer fully capture program reach, engagement, or quit outcomes. This roundtable will bring together participants to explore how programs can modernize evaluation approaches to better reflect current patterns of tobacco and e-cigarette use.</p> <p>Guided by evaluation experts from Professional Data Analysts, the discussion will examine challenges and opportunities in expanding reach and quit rate metrics, including how to define denominators, whether to report combined or separate outcomes for different product users, and how to compare revised metrics to historical data. Participants will have the opportunity to share current practices, explore emerging approaches, and discuss practical considerations for adapting</p>	

Time	Session Type/ Track	Title and Learning Objectives	Speaker(s)
		<p>metrics to ensure programs can accurately assess impact and inform future services.</p> <p>Discussion prompts may include:</p> <ul style="list-style-type: none"> • <i>How are current cessation metrics falling short in capturing exclusive e-cigarette users or multi-product users?</i> • <i>What considerations should inform updates to reach and quit rate calculations?</i> • <i>How can programs balance continuity with historical reporting while adapting to new nicotine use patterns?</i> • <i>What evaluation approaches or data strategies are states currently testing or considering?</i> 	
12:00-1:00 pm ET	<p>Rapid Video Session: Innovations in Action — Expanding Quitline Impact Through Equity and Service Delivery</p> <p>Format: Rapid Session (5-minute recorded presentations followed by live Q&A with presenters)</p> <p><i>This rapid session features a series of short, high-impact presentations showcasing innovative approaches to improving</i></p>	<p>Tracks Featured: Addressing Disparities and Service Delivery</p> <p>Track: Addressing Disparities</p> <p>Track Title: <i>Reaching Priority Populations Through Tailored Approaches</i></p> <ul style="list-style-type: none"> • Effective Partnerships to Build Cessation Capacity Among Justice-Involved Populations — Victoria O’Connor, Rhode Island Department of Health • Skills for Tobacco Quit Preparation: Feasibility and Acceptability of a Two-Week Emotion Regulation Skills Training to Manage Urges to Smoke — Mona Baishya and Bradley Collins, Temple University • Massachusetts Quitline Special Population Programs — Janet Gomez and Hannah McGinnes, Massachusetts Department of Public Health <p>Track: Service Delivery</p> <p>Track Title: <i>Strengthening Systems, Workforce, and Innovation in Quitline Programs</i></p>	

Time	Session Type/ Track	Title and Learning Objectives	Speaker(s)
	<p><i>quitline service promotion and reach, increasing utilization, and strengthening community and health system partnerships.</i></p>	<ul style="list-style-type: none"> • Enhancing the Coach Development Model for the Maine QuitLink — Amy Giles and Robyn Duffy, MaineHealth Center for Tobacco Independence • Lessons from a Quitline Video Visit Pilot in Maine — Amy Giles, MaineHealth Center for Tobacco Independence • Crafting a Comprehensive Quitline Manual to Enhance Service Delivery — Heidi Larson, Minnesota Department of Health • Sustaining Quitline Referrals Through County Partnerships: An Arizona Health Systems Change Model — Priscilla Bennett, Arizona Department of Health Services 	
<p>1:00-2:15 pm ET</p>	<p>Breakout Session E</p> <p>Track: Promotion and Reach</p> <p>Session Title: <i>Using Data, Evaluation, and Research to Strengthen Quitline Reach and Impact</i></p> <p><i>This session highlights how evaluation, surveillance, and research can inform quitline design, messaging, and outreach—particularly for young adults and emerging tobacco products.</i></p>	<p>Presentation 1</p> <p>Title: Quitline Opportunities to Reach Young Adults Who Use E-Cigarettes: Learnings From Hawai‘i</p> <p>Description: This session presents the results from a 2025 statewide survey of adults in Hawai‘i ages 18–34 who use e-cigarettes. The survey assessed knowledge, attitudes, and behaviors related to e-cigarette use, cessation, and messaging. Respondents were interested in quitting e-cigarettes, with over half making a recent quit attempt and even more intending to quit within the next year. While a majority were aware of the Hawai‘i Tobacco Quitline, very few used any cessation resources in their quit attempt. Respondents also had relatively low interest in using cessation support in the future. This session will share additional findings from the study, such as perceptions of vaping and reasons people wanted to quit. We will share opportunities to reach young adults who use e-cigarettes, including media channels to conduct outreach, messages that may resonate with this group, and potential Quitline services to highlight in promotional materials.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. <i>Increase understanding of young adult attitudes and behaviors around quitting e-cigarettes.</i> 	<p>Presenter: Heather Zook, <i>Senior Evaluator</i>, Professional Data Analysts</p> <p>Co-Presenters: Emily Subialka Nowariak, MA, <i>Associate Director of Evaluation</i>, Professional Data Analysts Charity Chen, <i>Senior Statistician II</i>, Professional Data Analysts Ronan Murray, <i>Associate Evaluator I</i>, Professional Data Analysts Amelia Arechy, <i>Public Health Educator</i>, Hawai‘i State Department of Health</p>

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		<ol style="list-style-type: none"> 2. <i>Learn about media channels that quitlines can use to reach young adults who use e-cigarettes.</i> 3. <i>Identify opportunities to promote the quitline to young adults, including resonant messaging and services to highlight.</i> 	
		<p>Presentation 2</p> <p>Title: Developing and Promoting New York State’s DropTheVape Text Program</p> <p>Description: Roswell Park Comprehensive Cancer Center overcame a variety of hurdles to develop and promote a New York State Department of Health texting program to address youth vaping and resources for overcoming nicotine addiction, called “DropTheVape” and part of services for the New York State Quitline. Through carefully crafted contact lists and expanded digital materials, Roswell Park reached more than 25,000 contacts throughout schools, community centers, health clinics, and more locations—timed strategically during back-to-school season. Roswell Park achieved its goals for program enrollment and promotional material engagement just two and a half months into a four-month campaign, with enrollment continuing to rise following paid media and social media efforts.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. <i>Understand how tailored text program messaging can engage young people to overcome addiction to vapes and other commercial tobacco products.</i> 2. <i>Learn how to creatively use diverse digital marketing materials on a limited budget.</i> 3. <i>Identify strategies for collaborating with statewide and regional partners to expand reach.</i> 	<p>Presenter: Tony Astran, MPA, APR, TTS, PR and Communications Manager, Roswell Park Comprehensive Cancer Center (for the New York State Quitline)</p>

Time	Session Type/ Track	Title and Learning Objectives	Speaker(s)
		<p>Presentation 3</p> <p>Title: Cost-Effective Communication Strategies: Owned Media in Tobacco Control</p> <p>Description: This session examines the use of owned media as a cost-effective communication strategy to support tobacco control efforts. It highlights evidence-based recommendations from the Community Preventive Services Task Force and presents an example from the MaineHealth Center for Tobacco Independence, which utilizes social media platforms to engage public and professional audiences. Discussion topics include strategic planning, content development, and performance outcomes that demonstrate how organic social media campaigns can enhance awareness and connection with target audiences.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Describe how communication strategies influence knowledge, attitudes, and behaviors related to commercial tobacco use. 2. Define and differentiate owned, paid, and earned digital marketing strategies. 3. Describe the process for developing a strategic social media calendar for organic media. 4. Analyze owned media impact using key performance metrics. 	<p>Presenter: Allyson Quinn, BA, Program Manager, MaineHealth Center for Tobacco Independence</p>
	<p>Breakout Session F</p> <p>Track: Service Delivery</p> <p>Session Title: <i>Quitlines as Gateways to Chronic</i></p>	<p>Presentation 1</p> <p>Title: Tobacco Quitline Creates a Pipeline for Chronic Disease Management and Education that Reinforces Cessation</p> <p>Description: Tobacco contributes to chronic lung disease such as asthma and</p>	<p>Presenter: Cindy Trubisky, MEd, MCHES, AE-C, Senior Director, Nationwide Health Promotions, Asthma, American Lung Association</p>

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	<p>Disease Care and Whole-Person Support</p> <p><i>This session focuses on integrating quitlines with chronic disease screening/education and strengthening service pathways beyond cessation.</i></p>	<p>COPD through worsening symptoms. It is vital to encourage and support cessation for adults who smoke- roughly 18% with asthma and 38% with COPD compared to 13.6% without. The Lung Association established a way to screen Quitline callers for symptoms of COPD and to identify those with asthma or COPD for referral to guidelines-based self-management education. This motivates and activates individuals resulting in improved clinical outcomes, quality of life, knowledge, confidence, and satisfaction, while reinforcing cessation. The influence and successful outcomes of this telephonic program by Lung Health Navigators (LHN) has established new educational pathways for high-risk participants in the Quitline services. The integration of LHNs into Quitlines allows for trusted relationships in a sustainable bidirectional method for Quitline callers and those that seek out asthma or COPD educational service.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Describe and summarize this innovative and successful educational program modality for Quitline callers asthma and COPD screening. 2. Describe program outcomes that identify Quitline adult callers with COPD for referral and guidelines-based care for COPD and asthma. 3. Apply learnings by identifying ways to integrate these learnings into Quitline protocols – including Lung Health Navigation educational services into clinical and community practices. 	<p>Co-Presenter: Nicole Goldsboro, BS, Director, Nationwide Health Promotions, American Lung Association</p>
		<p>Presentation 2</p> <p>Title: Modernizing Quitline Referral Outreach in Maine Through Multi-Modal Engagement</p> <p>Description: This session explores Maine QuitLink evolution from manual phone-based outreach to referred patients to a multi-modal referral outreach strategy combining text, automated call, and selective live follow-up. Learn how this</p>	<p>Presenter: Amy Giles, Senior Program Manager, MaineHealth Center for Tobacco Independence</p>

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		<p>innovative model reduced barriers, improved patient engagement, and optimized staff resources, resulting in a 96% increase in enrollments from referrals compared to pre-pilot performance. Discussion will include lessons learned, data-driven refinements, and practical insights for integrating technology with human touch to strengthen tobacco treatment referral systems.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Describe why Maine QuitLink moved from phone-only outreach to a multi-modal approach. 2. Identify key design elements of a hybrid outreach model that combines automated communication with targeted human follow-up. 	
2:15-2:40 pm ET	Break - Exhibitor Hall and Networking Roundtables		
2:40 – 3:45 pm ET	<p>Breakout Session G</p> <p>Track: Addressing Disparities</p> <p>Session Title: <i>Driving Engagement and Retention in Quitline Services Through Incentives, Systems Change, and Strategic Partnerships</i></p>	<p>Presentation 1</p> <p>Title: Building Relationships to Support Tobacco-Free Recovery Strategies in Behavioral Health</p> <p>Description: This session will highlight the disproportionate tobacco-related burdens the most at-risk individuals face. We will discuss effective partnerships and evidence-based, low burden strategies for addressing this social justice issue using a tiered approach and tailored technical assistance and training.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Describe the tiered health systems change strategies adopted by Indiana tobacco-free recovery grantees. 	<p>Presenter: Natalie Rivich, BA, MALS, Director of Health Systems Change and Cessation Services, Indiana Tobacco Prevention and Cessation</p>

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	<p><i>This session centers on program design, incentive-based engagement, behavioral health integration, and system-level strategies to improve quitline participation and outcomes—especially among priority populations.</i></p>	<ol style="list-style-type: none"> 2. <i>Understand how Indiana used relationship-building to support and sustain health systems change practices.</i> 3. <i>Apply lessons learned to implement health systems change strategies that support policy change and evidence-based tobacco treatment.</i> 	
		<p>Presentation 2</p> <p>Title: Motivating Participation: Incentive-Based Coaching Engagement in a Pregnancy and Postpartum State Quitline Program</p> <p>Description: This presentation evaluates the impact of financial incentives on coaching call engagement within a pregnancy and postpartum (P&P) tobacco quitline program. Starting April 2025, a state tobacco quitline offered \$30 e-gift cards for completed coaching calls, up to \$300 annually. Compared to 17 non-incentivized states, this state saw significantly higher call completion rates (31% vs. 13%) and greater participant engagement (59% vs. 36% completing at least one call). Enrollees in this state averaged 2.6 calls versus 1.6 in other states. Incentives totaled approximately \$7,920 during the study period. Findings suggest financial incentives effectively boost engagement in priority population quitline services, warranting further study on cost-effectiveness and long-term cessation outcomes.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. <i>Describe the impact of financial incentives on coaching call engagement within pregnancy and postpartum quitline programs.</i> 	<p>Presenter: Kristina Mullis, PhD, Associate Director, Program Design and Evaluation, RVO Health</p>

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		<ol style="list-style-type: none"> 2. <i>Analyze engagement data between incentivized and non-incentivized pregnancy and postpartum quitline programs.</i> 3. <i>Evaluate considerations for implementing financial incentives in quitline services, including cost-effectiveness, delivery methods, and potential effects on long-term cessation outcomes.</i> 	
		<p>Presentation 3</p> <p>Title: Menthol and Motivation: Boosting Retention and Quit Rates with Incentives</p> <p>Description: Retaining quitline participants in phone coaching can be difficult. Offering incentives increases retention and quit success. In April 2021, Minnesota’s quitline, Quit Partner, implemented a menthol incentive program. Minnesota adults who smoke menthol cigarettes and enroll in phone coaching are eligible to receive monetary incentives after completing each of the first three coaching calls. Program utilization was analyzed before and after adding incentives. Quit outcomes were also evaluated. Prior to adding incentives, people who smoked menthols completed fewer calls than people who smoked non-menthols. After adding incentives, not only did the rates of call completion increase among adults who smoke menthols, but these rates were higher than those of adults who do not smoke menthols. People who smoke menthols also quit at higher rates than people who do not smoke menthols. States may wish to consider implementing targeted incentive programs to support health equity efforts.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. <i>Identify specific health risks associated with menthol cigarette use.</i> 2. <i>Describe the impact of a menthol incentive program on quitline retention and quit rates.</i> 	<p>Presenter: Heidi Larson, Commercial Tobacco Cessation Programs Coordinator, Minnesota Department of Health</p> <p>Co-Presenter: Diana Zaato, CTPC Community Evaluator, Youth, Minnesota Department of Health</p>

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		<p>3. <i>Discuss the role of incentives as a strategy to support health equity in tobacco cessation programs.</i></p>	
	<p>Breakout Session H</p> <p>Track: Service Delivery</p> <p>Session Title: <i>Youth and Young Adult Digital Cessation—Designing Services That Fit Real Life</i></p> <p><i>This session focuses on digital-first cessation tools for youth/young adults, including program outcomes and participatory design.</i></p>	<p>Presentation 1</p> <p>Title: Development of Innovative Digital Tools for Special Populations: Youth and Young Adults</p> <p>Description: This session explores the development and impact of the My Life My Quit™ mobile HIPAA compliant application, a youth-driven digital cessation tool designed to engage adolescents and young adults. Presenters will share how youth and young adult feedback shaped app design, enhanced engagement, informed new digital assets, and supported state quitlines in expanding reach, relevance, and sustainability for younger populations.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. <i>Describe how youth-centered and participatory design approaches can strengthen engagement with digital cessation tools.</i> 2. <i>Identify key features of the My Life My Quit™ mobile application that support youth and young adult quit attempts.</i> 3. <i>Discuss how youth and young adult feedback can inform scalable digital assets and programming across support services.</i> 4. <i>Apply lessons learned to enhance promotion, reach, and sustainability of digital tools for special populations within quitline systems.</i> 	<p>Presenter: Alex Hurst, MHA, <i>Executive Director</i>, National Jewish Health</p> <p>Co-Presenters: Katie Carradine, <i>Senior Account Manager</i>, National Jewish Health Maria Rudie, <i>Director</i>, Products and Services, National Jewish Health</p>
		<p>Presentation 2</p>	<p>Presenter: Kelly Carpenter, PhD, <i>Principal Scientist</i>, Center for Wellbeing Research,</p>

Time	Session Type/ Track	Title and Learning Objectives	Speaker(s)
		<p>Title: Evaluating a Young Adult mHealth Vaping Cessation Program Through State Quitlines: Outcomes, Satisfaction, and Multi-Product Use Behaviors</p> <p>Description: The Live Vape Free (LVF) program is an mHealth vaping cessation intervention combining SMS/multimedia support with mailed nicotine replacement therapy (NRT), offered free to young adults aged 18-26 within tobacco quitlines. In 2024, an LVF evaluation survey engaged 805 participants across 13 states who reported high rates of daily vaping and multi-product tobacco use. At 3 months, 55% of respondents reported vaping abstinence for 7+ days, with an intent-to-treat quit rate of 21%. Most participants used NRT and rated the program highly, with 92% likely to recommend it. Findings highlight the prevalence of multi-product use and the importance of tailored cessation messaging to address emerging nicotine products among young adults.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. <i>Analyze participant engagement, satisfaction, and vaping cessation outcomes in a young adult mHealth vaping cessation program in state tobacco quitlines.</i> 2. <i>Examine patterns of multi-pattern tobacco and nicotine use among young adults and their impact on vaping cessation success rates.</i> 3. <i>Identify considerations for tailoring vaping cessation programs to address multi-product use and emerging nicotine products to improve quit outcomes in young adults.</i> 	RVO Health
3:45-4:45 pm ET	Plenary 3	Controversies in Artificial Intelligence for Cessation	<p>Lorien Abroms, D.Sc., M.A., <i>Professor of Prevention and Community Health, Milken Institute School of Public Health, The George Washington University</i></p> <p>April Carcone, PhD, MSW., <i>Professor of Research, Family Medicine and Public Health Sciences, Wayne State University</i></p>

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4:45-5:00 pm ET	Closing Remarks		Thomas Ylioja, PhD, MSW, <i>President & CEO</i> , North American Quitline Consortium