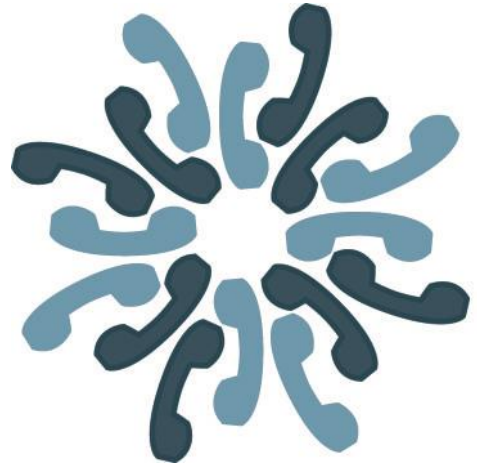




N O R T H A M E R I C A N
QUITLINE
C O N S O R T I U M

*August 26, 2026
1 to 2 pm ET*

FY2026 Annual Survey Training Webinar

Objectives

Review

Review the background of NAQC's Annual Survey.

Discuss

Discuss changes to the FY2026 Annual Survey.

Present

Present sections of the annual survey and share key definitions.

Poll:
Which
describes
your
experience
with NAQC's
Annual
Survey?

This is my first year working on the annual survey.

I have worked on the annual survey for 1-2 previous years.

I have worked on the annual survey for 3-5 previous years.

I have worked on the annual survey for more than 5 years.

Funding for **Annual Survey** is provided through a cooperative agreement from the Centers for Disease Control and Prevention and membership dues. We thank CDC and NAQC members for their support. The contents of this presentation are under the editorial control of NAQC and do not necessarily represent the official views of the funding entities.

Annual Survey Background

Conducted Annually:

- 2004-2006, 2008-2013, 2015 - 2026

Designed to collect information about:

- Quitline services
 - ✓ Technology-mediated services
 - ✓ Pharmacotherapy
 - ✓ Services for youth and other priority populations
- Service utilization
- Demographics of unique individuals
- Evaluation data

Annual Survey Background

The data will be used by NAQC to:

- Report on quitlines' progress and trends over time
- Compile quitline benchmarks
 - ✓ Treatment reach
 - ✓ Spending per adult who smokes
 - ✓ Quit rates
- Support the case for funding quitlines
- Help forecast technical assistance and other needs

FY2026 Annual Survey Timeline

- Survey opens today.
 - ✓ The survey link will be emailed to the state's designated survey responder and copied to other state contacts on file
 - ✓ Service providers will receive a separate email with a copy of the survey
- Survey closes on Wednesday, November 18, 2026
- Data cleaning: November - December 2026
- Data analysis: December 2026 – February 2027
- Benchmarking and presentation of data to NAQC members: March 2027



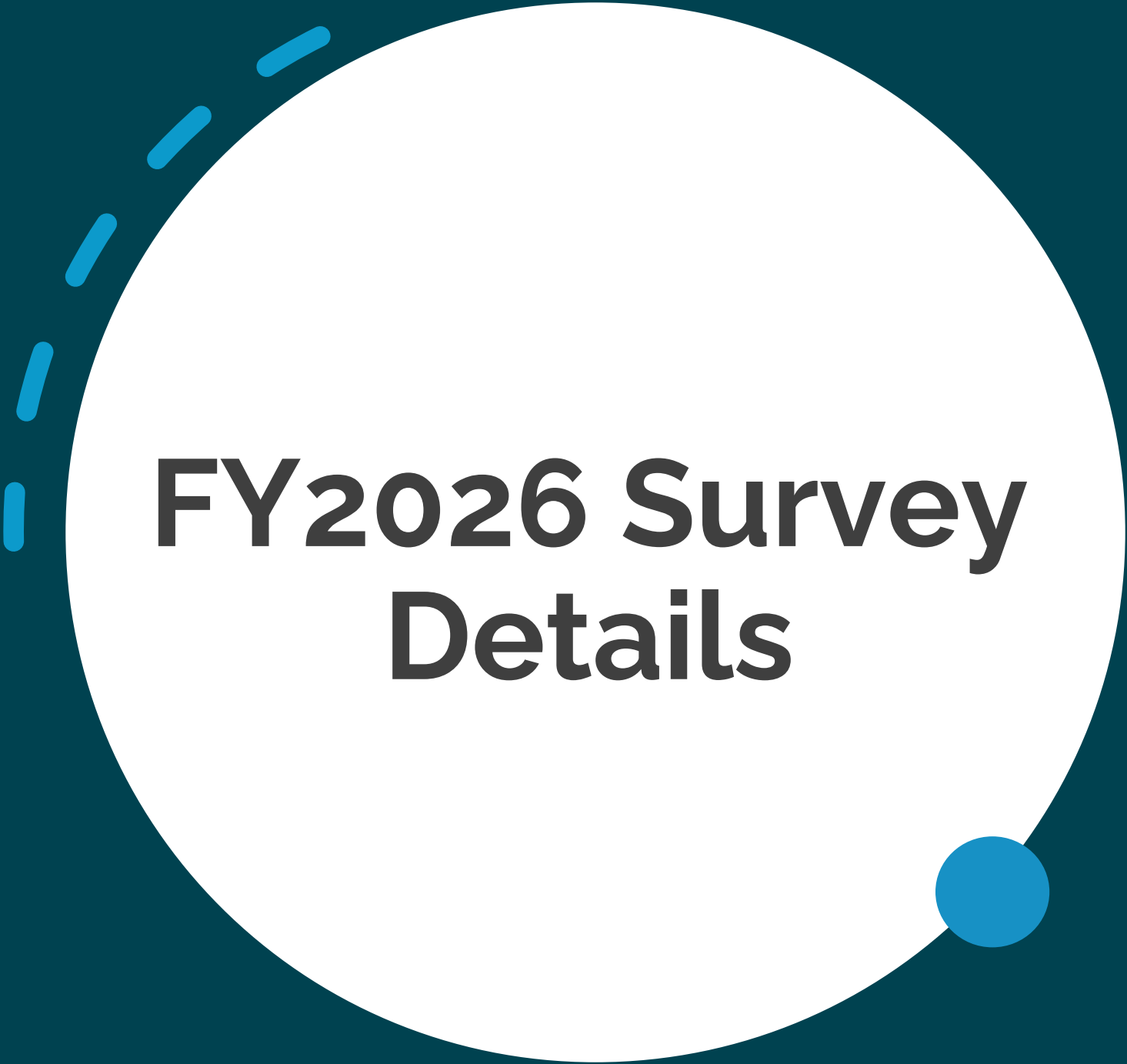
What's New?

Key Changes from FY2025

- Annual survey questions
 - ☐ 72 Questions in FY2025 (with skip patterns)
 - ☐ 70 Questions in FY2026 (with skip patterns)
- Changes to questions on:
 - ☐ Protocols
 - ☐ Medications
 - ☐ Evaluation
 - ☐ Direct calls and web page visits
- New questions on:
 - ☐ Pharmacies
 - ☐ Limits on number of quit attempts
 - ☐ Pouch use
 - ☐ Disaggregated quit rates
- Removed questions on:
 - ☐ Lung cancer screening
 - ☐ Medication for Medicaid participants

Data Collection from Service Providers

- The state [grants permission](#) by October 1 for service provider to submit utilization, MDS, and evaluation data directly to NAQC
- The state is responsible for submitting the answers to questions 1-35 in SurveyMonkey.
- The service provider will provide utilization, MDS, and evaluation data directly to NAQC. The state will receive a copy.
- States that do not grant permission for their service provider to submit data will submit responses to questions 1-70 in SurveyMonkey.

A large white circle is centered on a dark teal background. A dashed blue line starts from the top left and curves around the left side of the white circle. A solid blue circle is positioned at the bottom right edge of the white circle.

FY2026 Survey Details

FY2026 Annual Survey Sections

Survey Section	Number of Items	Survey Question Numbers
1. Contact Information	1	Q1
2. Quitline Services	23	Q2 – Q24
3. Cost-Sharing Partnerships	7	Q25-31
4. Budget & Funding Sources	3	Q32 – Q34
5. Utilization	14	Q35*– Q48
6. Minimal Data Set	11	Q49 – Q59
7. Evaluation	10	Q60 – Q69
8. Comments	1	Q70
Total	70	

*Q35 allows a state to skip sections 5, 6, and 7 if the service provider will submit data directly.

Steps for Submitting Data

1. Survey launch email – August 26, 2026
2. Download the WORD or PDF version from the FY2026 annual survey
<https://www.naquitline.org/page/2026survey>
3. [Grant permission](#) for your service provider to submit data directly to NAQC
4. Designate one staff member to gather all responses
5. Access SurveyMonkey
6. Complete the survey in SurveyMonkey during **one uninterrupted session**

SurveyMonkey Tips

- SurveyMonkey supports the following browsers:
 - ✓ Chrome, Firefox, Safari, Microsoft Edge
- Do not use browser “back” or “forward” arrows!
 - ✓ Use “PREV” and “NEXT”
- Required questions marked with an asterisk *
- Enter “-9” if you are unable to report
- Enter “0” only if no funds received/budgeted or no people to report.
- Directions for responding are listed with each question
- For help, email annualsurvey@naquitline.org or call (800) 398-5489 ext. 703

Reasons for **Error** Messages

- Left a required field blank
 - ✓ Enter a response. Use “-9” for “unable to report.”
- Entered a response in the wrong format
 - ✓ Delete commas, decimals, or other symbols for whole-number responses
 - ✓ Delete commas or other symbols for decimal responses
 - ✓ Enter response within the acceptable range

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Section Details

Section 1: Contact Information

- One question
 - Question 1: Contact information

Section 2: Quitline Services

Question(s)	Topics covered	Who should complete/answer
2	Types of services offered	State (in partnership with service provider)
3-9	For specific populations: • Special outreach or promotion • Incentives • Cessation protocols	State (in partnership with service provider)

Protocols

***8. Did your state's quitline have a cessation protocol for individuals with a behavioral health condition?**

- ☐ Yes CONTINUE to Question 9
- ☐ No SKIP to Question 10
- ☐ Do not know SKIP to Question 10

9. What components are part of your tailored protocol for those with a behavioral health condition?

- ☐ Additional counseling calls beyond the standard amount
- ☐ Additional NRT beyond the standard amount
- ☐ Other cessation medications
- ☐ Coaches with additional training specific to behavioral health conditions
- ☐ Incentives
- ☐ Tailored Web-based or text services
- ☐ None of the above
- ☐ Other (Please specify):

Section 2: Quitline Services

Question(s)	Topics covered	Who should complete/answer
10 - 15	Best and Promising Practices • Services for adults who use e-cigarettes • Cessation Medications	State (in partnership with service provider)
16-17	Working with pharmacies	State (in partnership with service provider)
18-22	Enrollment limits	State (in partnership with service provider)
23-24	Provision of cessation services for youth < 18 years	State (in partnership with service provider)

Medications

12. In FY2026, which of the following medications were provided to quitline participants? Select all that apply.

- ☐ Nicotine patch
- ☐ Nicotine gum
- ☐ Nicotine lozenge
- ☐ Nicotine inhaler
- ☐ Nicotine nasal spray
- ☐ Varenicline tablets
- ☐ Bupropion tablets

Medications

14. In FY2026, what type of cessation medications were offered?

- ☐ At least a 2-week supply of monotherapy NRT
- ☐ At least a 2-week supply of combination NRT (short and long acting)
- ☐ At least a 6-week supply of monotherapy NRT
- ☐ At least a 6-week supply of combination NRT (short and long acting)
- ☐ At least a 12-week supply of Varenicline or Bupropion
- ☐ Do not know

Pharmacies

***16. Are pharmacies formally included as a referral resource for your state's quitline participants?**

General tips:

If your quitline refers participants to a local pharmacy to support their quit attempt, mark "Yes".

☐ Yes

☐ No

☐ Do not know

***17. Is your state quitline interested in learning more about working with community pharmacies to provide quitline participants with additional medication support?**

☐ Yes

☐ No

☐ Do not know

Quit Attempts

Questions 18-22 asks about limits on the number of quit attempts allowed in one year.

***18. In FY2026, was there a limit to the number of times a caller could enroll in counseling in one year?**

☐ Yes

☐ No (skip to Question 20)

19. In FY2026, how many times could a caller enroll in counseling in one year?

***20. In FY2026, was there a limit to the number of times a caller could receive free cessation medications in one year?**

☐ Yes

☐ No (skip to Question 22)

☐ Quitline did not offer medications in FY2026 (skip to Question 22)

***21. In FY2026, how many times could a caller receive free cessation medications in one year?**

Section 3: Cost-Sharing Partnerships

Question(s)	Topics covered	Who should complete/answer
25	Partnership with Medicaid	State (in partnership with service provider)
26-27	Cost-Sharing Partnerships	State (in partnership with service provider)
28-31	Health Systems Change	State (in partnership with service provider)

Health Systems Change

***28. In FY2026, which types of health systems did you work with to increase access to tobacco cessation services? Select all that apply.**

- ☐ Federally Qualified Health Centers (FQHCs)
- ☐ Hospitals
- ☐ Primary care practices
- ☐ Behavioral health

***29. In FY2026, which of the following activities did your program engage in to support tobacco cessation within healthcare systems? Select all that apply.**

- ☐ Initiated partnerships with healthcare systems
- ☐ Engaged healthcare system leaders
- ☐ Trained healthcare professionals
- ☐ Enhanced clinical workflows for tobacco use screening
- ☐ Implemented referrals to behavioral cessation services, including quitlines

Health Systems Change

***30. Did your state tobacco control program engage with any of the following to improve cessation benefits for their members/enrollees? Select all that apply.**

- ☐ Medicaid
- ☐ Medicare
- ☐ State employee insurance
- ☐ Commercial insurance plans
- ☐ State marketplace plans

31. What type of activities did you engage in with these entities?

- ☐ Enhancements to cessation benefits provided
- ☐ Removal of prior authorization
- ☐ Removal of cost sharing or co-payments
- ☐ Execution of agreements to draw down federal matching funds
- ☐ Provider education and training about available cessation services
- ☐ Beneficiary education and training about cessation services

Section 4: Budget & Funding Sources

Question(s)	Topics covered	Who should complete/answer
32	FY2026 quitline budget by budget categories	State
33	Funding amounts the state quitline received from key funding sources	State
34	FY2027 quitline budget by budget categories	State

Section 5: Utilization

Question(s)	Topics covered	Who should complete/answer
35	Who will submit utilization, MDS, and evaluation data	State
36-40	Volume for mode of entry • Direct calls by month • Web-based enrollment by month • Referrals	Service provider
41-42	Registrations by mode of entry • Complete registrations • Partial registrations	Service provider
43-48	Unique individuals	Service provider

Section 5: Utilization Key Definitions

Definition of direct call:

A *direct call* is an inbound call to the quitline telephone system, regardless of whether the call was answered. This includes proxy calls, wrong numbers, and prank calls.

Note: Since we no longer have monthly call data for 1-800-Quit-Now, we are requesting monthly data for this survey year in addition to total. If you cannot provide monthly data, please enter "9" (minus nine) rather than leaving the months blank.

Definition of visit to web enrollment page/site:

A *visit to web enrollment page/site* refers to any page view to the state quitline's web enrollment page/site, regardless of whether the view results in any clicks or registration entry. Include only visits to the enrollment page. Do not count all visits to any quitline page.

Section 5: Direct Calls

Time period	Total direct calls
a. January 2025	N=
b. February 2025	N=
c. March 2025	N=
d. April 2025	N=
e. May 2025	N=
f. June 2025	N=
g. July 2025	N=
h. August 2025	N=
i. September 2025	N=
j. October 2025	N=
k. November 2025	N=
l. December 2025	N=
m. January 2026	N=
n. February 2026	N=
o. March 2026	N=
p. April 2026	N=
q. May 2026	N=
r. June 2026	N=
s. <u>Total</u> direct calls to the quitline in FY20206	N=

Section 5: Utilization Key Definitions

Definition of referral:

A referral is a client referral to the quitline from:

- ✓ A health professional (e.g., health care provider, dentist, pharmacist)
- ✓ A state service or community-based service organization (e.g., WIC, Head Start, workforce development)

On behalf of a patient or client who expressed interest in assistance with quitting tobacco that generates an outbound call initiated from the quitline to the participant.

Section 5: Utilization Key Definitions

Definition of registration:

Registration refers to completing the Minimal Data Set questions asked by the state quitline of individuals seeking cessation assistance to enroll the individual in cessation services regardless of the service selected (e.g., phone, web, text, NRT Starter Kit).

Definition of partial registration:

Partial registration refers to completing a limited set of questions *by design* (not the full Minimal Data Set) asked by the state quitline of individuals seeking cessation assistance to enroll the individual in cessation services.

Section 5: Utilization Key Definitions

Definition of web enrollment:

Web enrollment is completing an online registration (i.e., Minimal Data Set) form for enrollment in cessation services offered by the state quitline and completed via the state quitline's web enrollment page/site.

Section 5: Utilization Key Definitions

Definition of unique individual:

A ***unique individual*** is a single unique unduplicated individual.

- A unique individual can be someone who:
 - ✓ Smokes
 - ✓ Chews
 - ✓ Uses ENDS
 - ✓ Uses another commercial tobacco product
- And can be:
 - An individual that currently uses tobacco products or
 - An individual that recently quit who is interested in staying quit (i.e., have not been quit at intake or registration for more than 30 consecutive days).

Section 5: Utilization Key Definitions

Definition of received evidence-based services:

Received evidence-based services includes receipt of one or more of the following:

- Began at least one counseling call with a cessation coach/ counselor
 - **Note: Intake/Registration time does not qualify as a counseling call**
- Received FDA-approved cessation medication
 - **Note: the act of mailing cessation medications to a quitline participants is considered receiving cessation medications.**
- Received web-based or text intervention
 - Text messaging, web-based interactive counseling, web-based chat rooms
 - **Note: Intake/Registration does not qualify as an intervention**

Section 5: Utilization Key Definitions

Definition of counseling call:

A counseling call is defined as a:

- ✓ Telephone-based,
- ✓ User-centered,
- ✓ Tailored,
- ✓ In-depth,
- ✓ Motivational interaction

between a cessation coach/counselor and participant.

This does not include time spent on intake/registration or administration.

Section 5: Utilization Key Definitions

Definition of FDA-approved cessation medications:

FDA-approved cessation medications include:

- Nicotine Replacement Therapy (NRT) in the form of gum, patch or lozenge
- Nicotine Inhaler
- Nicotine Nasal Spray
- Bupropion (Wellbutrin)
- Varenicline (Chantix)

Section 5: Utilization Key Definitions

Definition of web-based or text intervention:

- Text messaging, web-based interactive counseling, web-based chat rooms

Note: Intake/Registration does not qualify as an intervention.

Section 6: Minimal Data Set (MDS)

Question(s)	Topics covered	Who should complete/answer
49-59	Demographics of quitline participants that received evidence-based cessation services: • Gender identity • Age • Education • Ethnicity • Race • Sexual orientation • Reporting a behavioral health condition • Insurance status • Reporting e-cigarette use • Reporting pouch use	Service provider

Pouch Use

58. Of the total number of unique individuals receiving counseling or medications through the quitline as reported in Question 44, Rows A-C, how many in FY2026 were asked about pouch use?

Directions:

- Enter a number in each row. If no unique individuals were reported in a given category, enter a **"0" (zero)** in that row.
- Enter whole numbers with **no decimals or other symbols**.
- If you are unable to report the number, enter **"9" (minus nine)** rather than leaving it blank.

N=

***59. Of the total number of unique individuals receiving counseling or medications through the quitline as reported in Question 44, Rows A-C, how many in FY2026 reported using pouches?**

Directions:

- Enter a number in each row. If no unique individuals were reported in a given category, enter a **"0" (zero)** in that row.
- Enter whole numbers with **no decimals or other symbols**.
- If you are unable to report the number, enter **"9" (minus nine)** rather than leaving it blank.

N=

Section 7: Quit Rate Evaluation

Question(s)	Topics covered	Who should complete/answer
60-69	• State quitline evaluation data from most recent evaluation. • Please do not provide evaluation data that was reported on previous annual surveys.	State, service provider, or independent evaluator

Section 7: Quit Rate Evaluation

64. Which of the following practices did you apply in the evaluation?

Check all that apply.

- ☐ The denominator for the quit rate calculation included ONLY individuals who reported currently using tobacco (any use within the past 30 days) or having quit within the past 30 days.
- ☐ The quit rate calculations included only individuals who consented to follow-up at 7 months after registration (if consent was obtained at intake).
- ☐ The quit rate calculation included only those who received either counseling (provided by phone) or medications (provided by phone or web).
- ☐ The follow-up survey to assess quit status was conducted on average seven months after registration for services for each registrant (plus or minus 2 weeks).
- ☐ The follow-up survey to assess quit status for conventional tobacco used the question: "Have you used any tobacco, even a puff or a pinch, in the past 30 days?"
- ☐ The follow-up survey to assess quit status for electronic nicotine delivery systems (ENDS) used the question: "Have you used an e-cigarette or other electronic vaping product in the past 30 days?"
- ☐ The calculated quit rate for conventional tobacco was a responder rate that divided the number of people reporting no use of conventional tobacco in the past 30 days by the number of people responding to the survey.
- ☐ The calculated quit rate for conventional tobacco plus ENDS was a responder rate that divided the number of people reporting no use of conventional tobacco or ENDS in the past 30 days by the number of people responding to the survey.

Evaluation

68. Some quitlines are calculating quit rates for groups based on services received. If your state quitline calculates quit rates for individuals in the following groups, please provide the quit rate for conventional tobacco only.

QUIT RATE CALCULATIONS: NAQC's [Calculating Quit Rates, 2015 Update](#) paper recommends calculating two standard quit rates:

- 1) Calculate the 30-day point prevalence quit rate for conventional tobacco.
- 2) Calculate the 30-day point prevalence quit rate for conventional tobacco plus Electronic Nicotine Delivery Systems (ENDS).

For step-by-step instructions on calculating the recommended standard quit rates, please use the [Implementation Guide](#).

Directions:

- Enter whole numbers to **one decimal place with no commas or other symbols**.
- If you are unable to report the number, enter **"-9" (minus nine)** rather than leaving it blank.

Example: 28.22% should be entered as "28.2"

Type of service received	Quit Rate for conventional tobacco
a. Counseling (began at least one session) by phone <u>and</u> FDA-approved cessation medications provided either through the quitline or through a web-based system.	
b. <u>Only</u> counseling (began at least one session) by phone [Do NOT include intake or registration as counseling].	
c. <u>Only</u> FDA-approved cessation medications provided either through the quitline or through a web-based system.	
d. <u>Only</u> web and/or text intervention [Do NOT include intake or registration as intervention].	

Evaluation

69. Did your state's quitline calculate quit rates for any specific populations in FY2026? Please check all that apply.

- ☐ The state's quitline did not calculate quit rates for any specific populations
- ☐ Behavioral health conditions (i.e., depression, anxiety, PTSD, and other mental health conditions)
- ☐ Other substance use (i.e., those who use or have an addiction to alcohol and other drugs)
- ☐ African American or Black
- ☐ Asian
- ☐ Native Hawaiian and Other Pacific Islander
- ☐ American Indian and Alaska Native
- ☐ Hispanic or Latino
- ☐ People with disabilities
- ☐ Youth (under 18 years)
- ☐ Young Adults (aged 18-24 years)
- ☐ Pregnant/postpartum
- ☐ LGBTQI+
- ☐ Low socio-economic status
- ☐ ENDS users (exclusive or dual users seeking to quit ENDS) – *youth under age 18 years*
- ☐ ENDS users (exclusive or dual users seeking to quit ENDS) – *adults*
- ☐ People who use cannabis
- ☐ People who use menthol cigarettes/products
- ☐ Other (Please specify):

Section 8: Final Comments

Question(s)	Topics covered	Who should complete/answer
70	Opportunity to provide NAQC Staff with feedback/comments about the survey. ✓ Provide additional context about your responses to specific items ✓ Provide comments about the survey process ✓ Anything NAQC should consider for future surveys	State, service provider, or independent evaluator

Important Information

How Annual Survey Data will be Used

- Summary report presented to NAQC members through a webinar and posted on NAQC's website
- Benchmarking (reach, spending, and quit rates) and ranking
- Populate quitline profile "metrics" section
 - <https://www.naquitline.org/page/mappage>
- Publications and reports (aggregate data)
- Data are available to NAQC members in general and member researchers for additional analysis

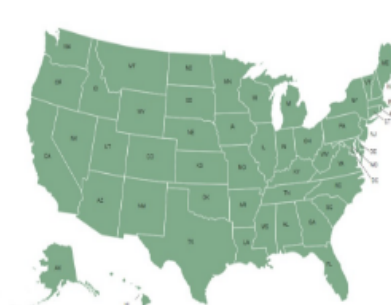
***Profiles** are visible to the public, featuring the most current quitline information for US and Canadian quitlines.*



View NAQC's Quitline Map [Here](#)

Quitline Profiles

Quitlines are **FREE** science-based services that help people who use any form of tobacco quit and are available in all 50 states, the District of Columbia, each U.S. territory, and all ten Canadian provinces. Get more information about quitline services available in your area by clicking on the images below. Profile pages include details about services offered, hours of operation, referral programs, and more for quitlines in each state, territory, and Canadian province.



You can also connect with your local quitline by dialing the numbers below.

Note: North American Quitline Consortium does not provide cessation services.

U.S. Residents

For service in English

Telephone: 1-800-QUIT-NOW (1-800-784-8669)

Website: www.smokefree.gov

For service in Spanish

Telephone: 1-855-DEJALO-YA (1-855-335-3569)

Website: <http://espanol.smokefree.gov/>

Text QUITNOW to 333888 for free help in English and

Canadian Residents

For service in English

Telephone: 1-866-366-3667

Website: www.gosmokefree.gc.ca/quit

For service in French

Telephone: 1-866 JARRETE (1-866-527-7383)

Website: www.vivezsansfume.gc.ca/abandon

Poll:

How are you feeling about working on the Annual Survey?

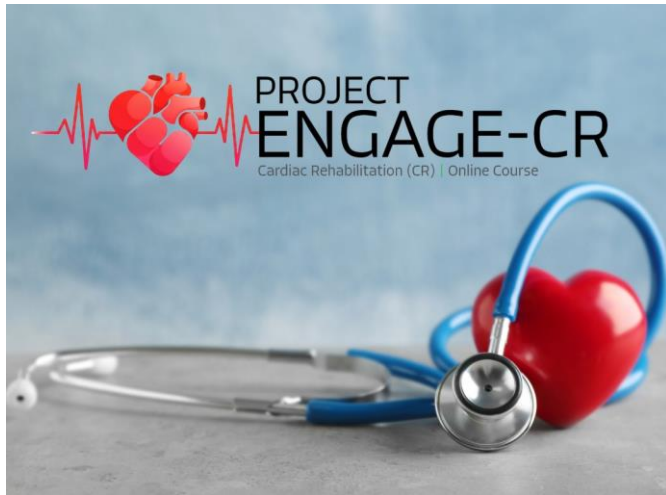
I understand the survey and am ready to work on it!

I mostly understand the survey but still have a few questions.

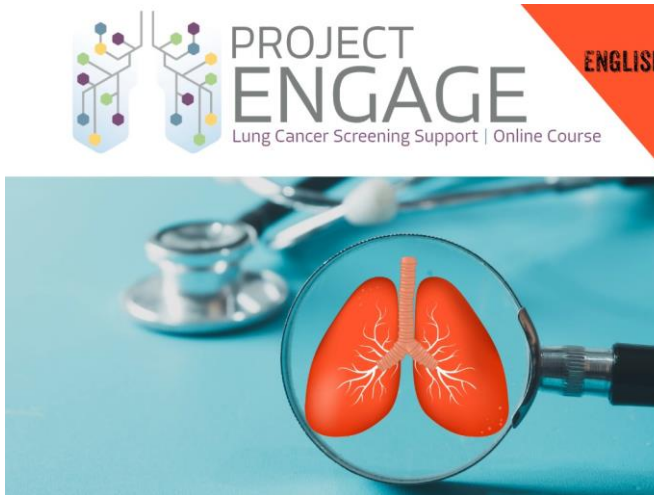
Help! I have a lot of questions before I can work on the survey.

Expand Your Knowledge and Earn CE Credits

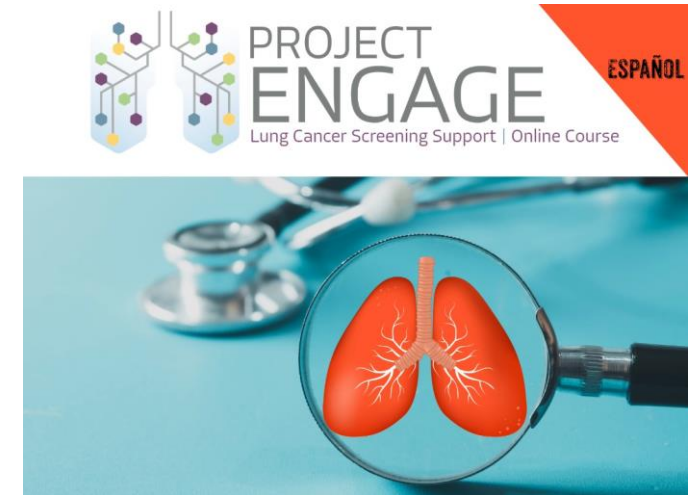
As an approved CTTTP provider, NAQC offers **10+ CE credits** each year for members through webinars, asynchronous online learning, and virtual multi-day trainings. Learn more at:
[**https://www.naquitline.org/tts**](https://www.naquitline.org/tts)



[**Cardiac Rehabilitation
Course: From Risk to
Recovery**](#)



[**Lung Cancer Screening
Course: Conversations That
Save Lives**](#)



[**Spanish-Language
Course: Conversations That S
ave Lives**](#)



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Questions & Answers

