



**2015 Special Webinar**  
**FY2013 Annual Survey – Data Presentation Webinar!**  
**March 11, 2015**

**SUMMARY**

**Overview**

On March 11, 2015, Maria Rudie, NAQC Research Manager, presented the FY2013 Annual Survey data. The presentation focused on the highlights from data collected during the FY2013 Annual Survey of State Quitlines, with updates on progress toward NAQC's 2015 Strategic Goals.

**What did we learn to improve our practice?**

Below are some highlights from the FY2013 Annual Survey data.

- The total sum of state quitline budgets was \$125,468,946 (N=47).
- The median total quitline budget was \$1,669,275 (N=47)
- Median budget for services & medications was \$1,135,408 (N=42)
- Median Spending per Smoker was \$1.69 (N=42)
- 52% of state quitlines (n=25) are claiming or intending to claim FFP (Medicaid Match)
- Total number of direct calls for FY2013 was 1,328,478
- The sum total of referrals received by state quitlines was 184,358
- The total number of completed intakes/registrations for FY2013 was 493,157
- Total Number of Unique Tobacco Users Served in FY2013 was 427,848
- Promotional Reach for FY2013 was 1.07%
- Registration Reach for FY2013 was 1.22%
- Treatment Reach for FY2013 was 1.08%
- Overall Quit Rate for State Quitlines in FY2013 was 31.6% (surpasses 2015 goal of 30%)
- For FY2013, there was a decrease in the number of people served by quitlines who were uninsured and an increase in the number of people served who were enrolled in Medicaid. A likely impact of the Affordable Care Act.

NAQC is working on revisions to the Annual Survey of Quitlines to both reduce the number of questions asked and ensure only essential questions are asked. The goal is to gather high quality, comprehensive data from quitlines on services, budget, utilization and outcomes, while keeping the reporting burden to a minimum. NAQC anticipates a revised Annual Survey for FY2015 will be conducted late summer/early fall 2015. If you have questions about the Annual Survey please contact Maria Rudie, NAQC Research Manager ([mrudie@naquitline.org](mailto:mrudie@naquitline.org)).

If you or a partner organization would like access to NAQC data for research purposes please contact Maria Rudie, NAQC Research Manager ([mrudie@naquitline.org](mailto:mrudie@naquitline.org)).

[SLIDES](#)

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