

Developing A Shared Research Agenda: The Next 20 Years

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Overview

- Where we stand currently?
- What forces will shape our future?
- What opportunities and challenges are ahead?



Current State of the Evidence



- Telephone Counseling for Smoking Cessation (Stead, 2006)
- U.S. Public Health Services Guideline (Fiore, 2008)
- A Systematic Review of Interventions for Smokers Who Contact Quitlines (Stead, 2007)
- Community Preventive Services Task Force (2001)

A Success Story

Quitlines have been successful because the researchers who developed them did so thoughtfully based on science, and because practitioners have paid close attention to training, protocol fidelity, and continuous improvement. (T. McAfee)

Limitations

- Testing one component of quitline service delivery at a time
- Quitlines provide multiple service delivery approaches



“Drowning in information while starving for knowledge”
(E.O. Wilson)

And there are gaps...



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Gaps in our Knowledge

- How do we reach the majority of tobacco users who are trying to quit without assistance?
- How can tobacco users be served most effectively at a time with historically high utilization, limited resources, and a rapidly changing public health and health care environment?

Gaps in our Knowledge

- How do we make sure the quitline system of tomorrow is serving our diverse communities, including those with mental illness and low SES?
- How do quitlines tap into new technologies that hold great potential for reaching new populations, providing efficiencies in service delivery, and offering cost savings?

Forces Shaping the Future of Quitline Research



Opportunities

- Shift ... “*from the contemporary preoccupation with strength of evidence to a greater emphasis on relevance of evidence.*” (Sanson-Fisher et al, 2007)

Research

Practice

CONNECTIONS.

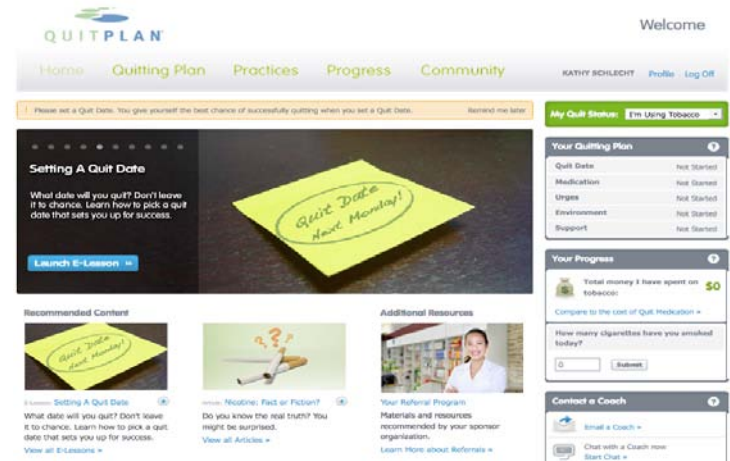
“Offering free nicotine replacement therapy or additional proactive counseling to standard helpline support had no additional effect on smoking cessation.”

(Ferguson et al, 2012)

Challenges



Quitlines are embedded in a larger and rapidly changing context of service delivery



Moving Forward

Use all our research tools

- quasi-experimental studies
- cost effectiveness studies
- case studies
- secondary analysis
- qualitative methods



Tap into Consumer Demand

We need to meet tobacco users where they are

- What services do tobacco users prefer?
- Where can we do better in terms of the user experience?
- Can we improve our communications about services?

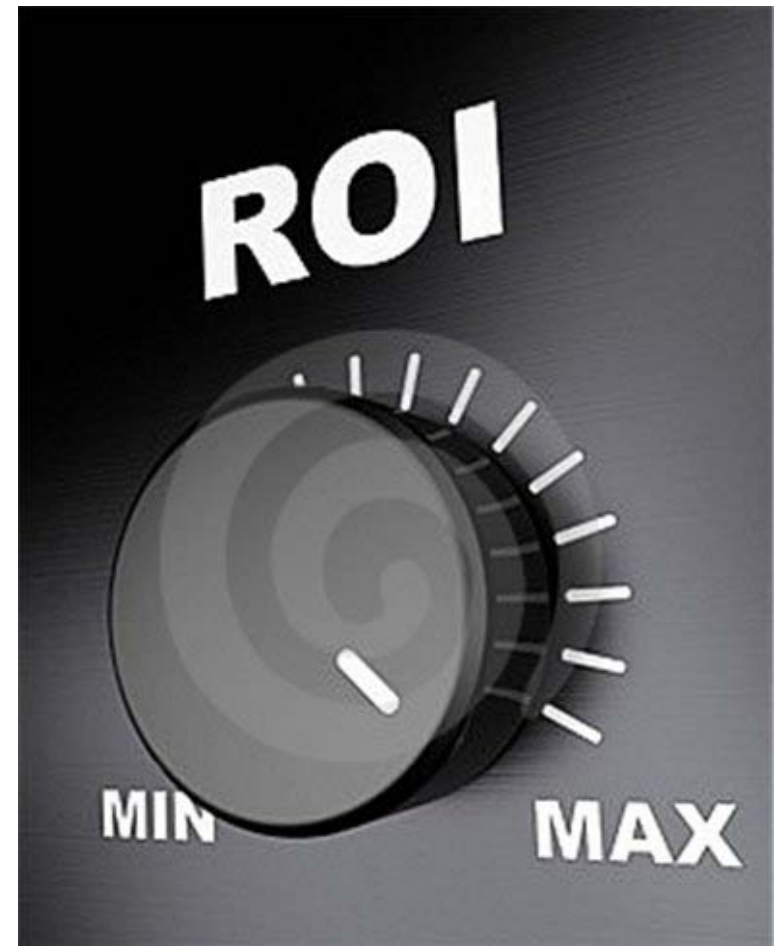
Continue to Build Bridges

“While building a solid discovery linkage to quitlines will be a challenge, it also creates opportunities for quitlines to work together to develop real-world solutions to discovering how to improve care.” (S. Leischow)



Recognize the Political Context

- How do we most effectively use limited resources?
- How do we make the case for funding?



Anchor Research Agenda to Strategy



NAQC Research Agenda

- Tool to focus collective efforts
- Organized by NAQC Strategic Goals
- Research questions paired with potential uses of information

