Overview

- National Quitline Data Warehouse (NQDW)
  - Goals, Utility, and Types of Data
  - 2010 - 2011 NQDW Data
  - Data Dissemination plans

Goals of NQDW

- To serve as a continuing national resource for data on the services, utilization, and success of US state quitlines (50 states + DC, Guam and Puerto Rico) for use in monitoring, evaluation, and improvement
- Assist in the evaluation of quitline activities under Component III of the Communities Putting Prevention to Work (CPPW) Initiative, authorized by the American Recovery and Reinvestment Act (ARRA) of 2009
- Assist in the evaluation of quitline activities under Public Prevention Health Fund (ACA) funding
- Assist in the evaluation of the National Tobacco Education Campaign

Utility of NQDW

- The ability to track changes over time, nationally and state-by-state.
- Improve understanding and utilization of individual-level quitline data.
- Facilitate reporting to policy makers such as the HHS Secretary and Congress
- Examination of utilization trends among priority populations

Utility of NQDW (continued)

- Compare single state to national data
- Answer questions on quitlines that a single state can not answer
- Enhanced accountability
- Obtain data for evaluation and program improvement
- Promote the development of ‘best practices’
- Help Office of Smoking and Health improve its technical assistance to states

Structure of NQDW

- NQDW Data Dissemination
  - Data files that each state submitted,
  - Report aggregate state-level data in the State Tobacco Activities Tracking and Evaluation (STATE) System and other publications, e.g., State Tobacco Control Highlights

NQDW Data Received

- NQDW Quitline Services Online Survey
  - Received data from all 53 states/territories for all quarters (100% completion rate)
- NQDW Intake Questionnaire
  - Received data from 52 out of 53 states/territories for all quarters (98% completion rate)
- NQDW 7-Month Follow-up Questionnaire
  - Received data from 49 out of 53 states/territories for reporting period (92% completion rate)

CDC-OHS’s Role in the NQDW

- Provide technical assistance and training to states related to data collection and reporting of:
  - Online Services Survey,
  - Intake survey,
  - 7-month follow-up survey
- Aggregate the data at the state-level and national level
- Report aggregate state-level data in the State Tobacco Activities Tracking and Evaluation (STATE) System and other publications, e.g., State Tobacco Control Highlights

Mechanisms for Data Reporting and Dissemination

- NQDW Data from Online Services Survey for 2010 and 2011 combined (ARRA/CPPW Funding Period)
- NQDW Data from Online Services Survey
- Frequency Reports

NQDW Data Dissemination

- NQDW Project Reports to states
- NQDW Cumulative Services Data and Intake Frequency Reports
- Data Disk to states containing:
  - Data files that each state submitted,
  - Programs used to work with the state’s data,
  - Formatted data files that we created, and
- Reports that we prepared and returned to states
- STATE System
- Tobacco Control State Highlights 2012 (to be released December 2012)
- AMSRRs

CUSMORS

The National Quitline Data Warehouse: Development, Implementation, Utilization, and Dissemination*

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Prevention Health Fund (ACA) funding

Recovery and Reinvestment Act (ARRA) of 2009

Education Campaign

Secretary and Congress

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Tobacco Activities Tracking and Evaluation (STATE) System

Enhanced accountability

Data Dissemination plans

Prevention Health Fund (ACA) funding

Recovery and Reinvestment Act (ARRA) of 2009

Education Campaign

Secretary and Congress