

# Advancing Quitline Practice through Innovations and Research

*NAQC Conference 2017 • March 20-21 • Austin, TX*



# NAQC Conference 2017 - Afternoon Plenary

## *Priorities for Quitlines and for Decreasing Prevalence: U.S. and Canadian Perspectives*

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**Moderator: Linda Bailey, JD, MHS**

**Monday, March 20, 2017, 4:15-5:15 p.m.**

**Austin, Texas**

# Question One

**In both the U.S. and Canada, the current prevalence rate of tobacco use has dropped to about 15%.**

**What activities, especially those related to cessation and quitlines, do you view as having had the most impact on decreasing prevalence rates?**

**What key contribution has your organization made?**

## Question Two

**As we set our sights on decreasing prevalence rates toward single digits, what more is needed?**

**What will be most important?**

**What do you view as the one or two activities that the your organization **MUST** do or encourage others to do so that we continue decreasing prevalence rates over the next 5-10 years?**

## Question Three

**What role do you envision for quitlines in reaching tobacco users over the next 5-10 years?**

## Question Four

**What is the most important activity that you recommend NAQC undertake to help decrease the prevalence rate of tobacco use in North America?**

# Share Your Perspectives!

- **What activities have been key in getting our countries to 15% prevalence rates?**
- **As we aim to decrease prevalence rates toward single digits in the next 5-10 years, what important actions do we need to take?**
- **What role should public/commercial quitlines play in reaching tobacco users, 5-10 years?**
- **What key activities should NAQC undertake?**

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