Quitline-Related Research Quarterly Conference Call

November 23, 2010
Call Series Purpose

• Provide information about quitline-related research and evaluation work
• Provide connections between researchers and quitlines
• Opportunity to discuss current quitline-related issues and opportunities
Pre-Call Survey

• Three questions
• Identify topics of interest to quitline research community
• Collect examples of current research and evaluation work
• Use results to structure first and future calls
SUMMARY OF PRE-CALL SURVEY
Discussion Topics of Interest

- Research studies and eval projects: 61%
- Methodological issues: 57%
- Topics for future research or eval: 57%
- New technologies for R&E: 52%
- Funding sources for QL research: 52%
- Availability of QL data: 39%
- Resources to do QL R&E more effectively: 30%
- ID collaborators: 13%
How do you hope to benefit?

• Learn about research topics/keep up on what is new in the field
• Help shape the research agenda
• Learn about/discuss research methods
• Networking
• Identify potential collaborators
• Funding
• Data
Current Research and Evaluation

- Adaptations of NAQC MDS
- Evaluation of media impact on call volume and web registrations
- Media evaluations
- Policy impact on cessation programs
- Who uses quitlines? (overall and for various specific populations)
- Relapse prevention
Current Research and Evaluation (2)

- Reducing alcohol use to promote smoking cessation
- Impact of combination NRT
- Satisfaction and experience evaluations
- Utilization evaluation (how many calls did clients receive)/dose-response studies
- Barriers and supports to fax referral system/provider education for fax referral
Current Research and Evaluation (3)

- Cost studies/cost analyses
- Impact of referral type on treatment outcomes
- Network analysis
- Testing innovative promotional strategies
- Testing combinations of innovative programs (e.g., text messaging, etc.), combinations of evidence-based cessation programs
DISCUSSION

• Is there anything that needs to be added to this list?
• Where are areas of overlap/mutual interest?
• What are people planning for future studies?
• What should we do with the list that was circulated?
• How do we keep the list up-to-date?
Tools and Resources

EXISTING RESOURCES
- NAQC Listserv (general)
- Quarterly research conference call series
- NAQC webinars
- Research agenda for quitlines
- MDS for evaluating quitlines

POTENTIAL RESOURCES
- Collection of ongoing research projects on NAQC website
- Research-specific listserv
- Centralized (or more standardized) quitline data collection
- Others?
Potential uses for future calls

• Review updated list of ongoing research
• Feedback on an evolving research agenda
• Discuss specific topics (prepared speaker?)
  • Research and evaluation methodologies
  • New technologies for conducting research and evaluation
  • Funding sources for quitline research
• Discuss current issues for quitline research
DISCUSSION

• What topic(s) should we focus on for the next quarterly conference call?
  • More time to discuss current research projects?
  • Methodological issues? (any nominations?)
  • New technologies?
  • Funding sources?

• Invited speakers vs. summary of participant feedback?
Membership Requirement

• Original intention: limit participation to NAQC members only
• Proposal: open to anyone interested in quitline-related research
• Rationale: easy way to introduce researchers to quitlines, recognition that community of practice extends beyond NAQC boundaries, fewer administrative requirements
Thank You!

To provide additional feedback, please contact:
Jessie Saul, Ph.D.
Director of Research
North American Quitline Consortium
jsaul@naquitline.org
602.279.2719 x6