



Monday, June 8, 2009

8AM - 10AM

Registration Open

Encanto Ballroom Entrance

Phoenix Sheraton Downtown, 2nd Floor

10AM - 11:30AM

Welcome and Opening Plenary Session

Encanto Ballroom

Decreasing Prevalence and Increasing Parity: The Emerging Role of Quitlines

Healthy People 2020, the CDC's updated *Best Practices*, Canada's *Federal Tobacco Control Strategy* and the U.S. *National Action Plan for Tobacco Cessation* all place a solid focus on reducing tobacco use prevalence, increasing cessation attempts and addressing health disparities. Over the past 5 years, the quitline community, working individually and as a Consortium, has become recognized as a key contributor to reducing tobacco use prevalence in North America. Our contributions and efforts have positioned us well for the work ahead.

In this opening plenary, Dr. Gregory Holzman will highlight the critical role of cessation resources in achieving national goals, and most notably the increasing role of quitlines in decreasing tobacco use prevalence. He will also address the opportunity for quitlines to take a leadership role in eliminating health disparities resulting from tobacco use.

Gregory S. Holzman, MD, MPH - Chief Medical Executive, Michigan Department of Community Health

11:30AM - 12:30PM

Welcome Luncheon

Encanto Ballroom

12:45PM - 2:15PM

Session One (*Participants may select one of the following sessions to attend.*)

Estrella Conference Room

Quitline Innovations for Weight Concerned Smokers

The panel will describe the role of quitlines in bringing research to practice and provide an example of a novel quitline intervention to increase cessation and limit weight gain. 2,000 smokers were randomized to a 5-call standard quitline or an 8-call integrated intervention with specially trained Quit Coaches and Weight Coaches. Partners at the state level will discuss important considerations when funding research trials such as the Oklahoma project and implications of both the recruitment and utilization results.

Tracey Strader, MSW - Executive Director, Oklahoma Tobacco Settlement Endowment Trust; Sally Carter, MSW, LCSW - Director of Planning and Cessation Systems Tobacco Use Prevention Service, Oklahoma State Department of Health; Terry Bush, PhD - Research Scientist and Mary Kokstis, Sr. Client Services Director, Free & Clear, Inc.

Maryvale A Conference Room

Taking Fax-Referral Programs to New Frontiers

Massachusetts has prepared to increase provider referrals in FY 2010 from 3,800 to more than 8,000. To prepare for this expansion, improvements are needed in both the fax-referral program and cost-sharing partnerships in Massachusetts. This session will address three improvement areas: (1) What are critical operational standards and goals for fax-referral programs and how should they be monitored? (2) How do we move from fax to electronic transmission of enrollment information and e-transmission of client-level data back to health plans and institutional providers? (3) What strategies will increase partner and healthcare provider engagement, sustain fax referral programs and deepen relationships with large health care organizations?

Donna D. Warner, MBA - Director, Planning and Program Development Massachusetts Tobacco Control Program; Ann Marie Rakovic, CSW - John Snow, Inc.; John Bry, MPH - Cessation Program Coordinator, Massachusetts Tobacco Control Program

Encanto Ballroom

Finding Common Ground: Opportunities with Behavioral Health Partners

As smoking prevalence declines across the country, a larger percentage of remaining smokers include individuals with mental illnesses and substance use disorders. Quitlines vary considerably in their ability to serve these smokers. Many initiatives are under way to improve services to this key population. Some states and localities have provided special training to both quitline and behavioral health providers to improve services. These trainings will be outlined as part of a broad description of various federal, state and local efforts to help these smokers quit. One national initiative, a partnership between the Smoking Cessation Leadership Center and the federal Substance Abuse and Mental Health Services Administration that involves 100 Pioneers

for smoking cessation, will be highlighted. Specific challenges and opportunities when partnering with the behavioral health community will be addressed.

Connie Revell, MA - Deputy Director, Smoking Cessation Leadership Center; **Gail Hutchings, MPA** - President, Behavioral Health Collaborative; **Linda Aragon, MPH** - Director, Tobacco Control & Prevention Program, Department of Public Health County of Los Angeles; **Kirsten Hansen, MPP** - Curriculum Development Manager, Center for Tobacco Cessation and California Smokers' Helpline

South Mountain Conference Room

Lessons from Two Years of Post-NRT Media Campaigns

This session will discuss 8 state-level, quitline-focused media campaigns that occurred after free NRT was provided to quitline callers. Information about the development of the media campaigns will be presented to inform others who are creating similar campaigns and examples will be provided. Discussion will focus on how reach and outcomes among target populations inform the type, focus and success of campaigns with varied priorities.

Emily Burns, MD, MSPH - Instructor of Epidemiology, Colorado School of Public Health; **Deb Montgomery Osborne, RD, MPH** - Director Cessation Initiatives, State Tobacco Education and Prevention Partnership

2:15PM - 2:30PM Break

2:30PM - 4:00PM

Session Two (Participants may select one of the following sessions to attend.)

Estrella Conference Room

Online NRT: Increasing Utilization & Access

The New York State Smokers' Quitline offers free NRT through both online and phone support. Through an analysis of historical data including website registration and phone sessions, the presentation will identify quitline utilization patterns and cessation attempts by both web and phone clients.

Shannon Carlin-Menter, PhD - Evaluation Coordinator, Roswell Park Cancer Institute; **Paula Celestino, BS** - Project Director, Roswell Park Cancer Institute

Maryvale A Conference Room

What Can KIQNIC Do For You?

The *Knowledge Integration in Quitlines-Networks That Improve Cessation* (KIQNIC) project will collect data from the quitline community over the next four years. This interactive session will inform participants about KIQNIC and provide an opportunity to help the researchers determine how to effectively provide feedback to quitlines to help them improve their organizations and NAQC.

Scott J. Leischow, PhD - Professor, Department of Family and Community Medicine, Deputy Director, Strategic Partnerships and Policy, Arizona Cancer Center

Encanto Ballroom

Engaging Health Plans to Provide Cessation Coverage

Private health plans and employers have been absent partners in public health efforts to promote tobacco cessation. Come learn about a process to engage these critical players to support better coverage benefits and the quitline as a cost-effective tool. Participants will gain an understanding of how to build a partnership with shared objectives.

Deb Montgomery Osborne, RD, MPH - Director of Cessation Initiatives, Colorado Department of Public Health and Environment; Claire Brockbank - Consultant, Segue Consulting

South Mountain Conference Room

Making the Case for Quitlines to Policy Makers: A Perspective From Wisconsin

This session will kick off with a discussion about strategies and methods to influence legislators as they make quitline funding decisions. Presenters will include real-world examples of materials to distribute and provide plenty of opportunity for questions, answers and discussion.

Moira Harrington, BA - Communications Director, University of Wisconsin Center for Tobacco Research and Intervention; Kate Kobinsky, MPH, CHES - Wisconsin Tobacco Quit Line Coordinator, University of Wisconsin Center for Tobacco Research and Intervention

4:00PM - 5PM

A Dialogue With the Board

Encanto Ballroom

During this interactive session, NAQC's Board of Directors will provide an update on their key activities in 2008/2009 (including goals for 2015, relationship with pharmaceutical industry, and other issues) and will seek input from members. There will be an opportunity for NAQC members to ask questions about the Board's activities and other issues. In addition, David Willoughby, Board Chair, will announce the results of NAQC's milestone election of the Board by its membership.

5:30PM - 7:00

Hosted Dinner and Reception

1130 Restaurant at the Arizona Center
455 N 3rd Street, #1130, Phoenix, Arizona

Tuesday, June 9, 2009

8AM - 8:30AM

Breakfast on your own

8:30AM - 10AM

Session Three *(Participants may select one of the following sessions to attend.)*

Estrella Conference Room

The following two workshops have been combined into one session.

Driven to the Quitline: Mobilizing Partners

This presentation will illustrate how the Canadian Cancer Society Smokers' Helpline has significantly increased its client base with the Society's hosting of the provincial *Driven to Quit Challenge*. Participants will learn how to mobilize public health and community cessation partners and how a quitline can be effectively integrated as a key source of support to participants in a quit and win challenge to increase reach and enhance quitting efforts.

Donna Czukar - Director, Cancer Information and Support, Canadian Cancer Society

QuitNow & WIN: Zero to 60 in 50 Days

The first province-wide *Quit & Win* contest for British Columbia was planned and executed in 50 days. This session will highlight several innovative promotional activities implemented to increase the contest's reach to as many smokers as possible.

Suzanne Gaby - Manager, QuitNow Services; Frankie Best - Project Manager, Tobacco Program, Ministry of Healthy Living and Sport

Maryvale A Conference Room

Improving Reach: Making the Most of Limited Funds

Learn effective, low-cost strategies to engage media, partners and funders in expanding quitline reach through integration with other programs. Following a presentation, participants will form roundtables to develop outreach plans. Materials will include press releases, brochures, media creatives, fax-referral forms and survey tools.

Julie Hare - Director, Public Information Unit and Quitline Coordinator, Alabama Department of Public Health

Encanto Ballroom

Do People with Mental Illnesses and Substance Use Disorders Have Equal Access to Quitlines and Other Smoking Cessation Services? Should They?

In this session, experts will discuss whether people with mental illnesses and substance use disorders have equal access to quitlines and other cessation services, whether they should and what needs to be done to achieve parity for this large, underserved group of smokers. Findings from studies related to this topic will also be presented.

Steven A. Schroeder, MD - Director, Smoking Cessation Leadership Center, moderator; **Tim McAfee, MD, MPH** - Chief Medical Officer, Free & Clear, Inc.; **Gail Hutchings, MPA** - Behavioral Health Policy Collaborative; **Stephen S. Michael, MS** - Director, Arizona Smokers' Helpline, University of Arizona; **Chad Morris, PhD**, University of Colorado School of Medicine, Department of Psychiatry

South Mountain Conference Room

The Ins and Outs of Government Health Systems: A Medicaid Story

Using a joint project of the Michigan Department of Community Health, the Bureau of Medicaid Managed Care and the American Cancer Society Quitline as an example, this session will explore the intricacies of working with government health systems, including Medicaid.

Gregory S. Holzman, MD, MPH - Chief Medical Executive, Michigan Department of Community Health; **Karen S. Brown, MPA** - Tobacco Dependence Treatment Specialist, Michigan Department of Community Health

10AM - 10:15AM Break

10:15AM - 11:45AM

Session Four <i>(Participants may select one of the following sessions to attend.)</i>

Estrella Conference Room

Evaluation of Quitline NRT Distribution

Based on the recent experiences of the Pennsylvania Tobacco Prevention and Control Program, this roundtable will focus on planning, implementing and evaluating quitline NRT distribution initiatives. Successful components of this initiative and its evaluation will be discussed, and presenters will brainstorm with the audience how to improve similar future initiatives.

Michelle Henry, BA -Research Associate, Public Health Management Corporation; **Jennifer D. Keith, MPH** - Research Associate, Public Health Management Corporation

Maryvale A Conference Room

Raising COPD Awareness: A Community Collaboration

COPD is the 4th leading cause of death in the U.S., and 80-90% of COPD cases are linked to smoking. Quitlines can play a vital role in the treatment of COPD through

cessation for diagnosed patients who are still smoking. By collaborating with local COPD coalitions, quitlines can maximize the potential to reach health providers with awareness messages.

Shannon Vaffis, MPH - Outreach and Referral Manager, Arizona Smokers' Helpline

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Using Quitline Data Effectively

Having high-quality data is a necessary component of being able to support and promote quitlines. But once you have good data, what do you do with them? How do you use them to tell your quitline's story, to advocate for additional resources or to make the case for the quitline's relevance as part of a comprehensive tobacco control program?

This session will present *2008 NAQC Annual Survey* data, demonstrate how information about quitlines (individually or collectively) can be used effectively for different purposes and discuss how it can be packaged for different audiences. Participants will learn about existing data sources and how to combine other data with their own quitline's intake and follow-up evaluation results to provide both context and meaning. In addition, they will have an opportunity to provide feedback about the types of national quitline data that would be most interesting and useful to individual quitlines in the U.S. and Canada.

Jessie Saul, PhD - Director of Research, NAQC

South Mountain Conference Room

The following two workshops have been combined into one session.

The Tobacco Free Pregnancy Initiative of West Virginia

The *West Virginia Tobacco Free Pregnancy Initiative* was created to address WV's high smoking and pregnancy rate. WV's tobacco use rate by pregnant women is almost triple the national average at 27.2%. This session will focus on the strategies employed by the WV Division of Tobacco Prevention to collaborate with many healthcare entities and community partners to address this epidemic.

Kathy Danberry, MS - Tobacco Cessation Program Manager, West Virginia Division of Tobacco Prevention

Development of a Post-Partum Protocol

Presenters will discuss the need for and process used to develop and implement an evidenced-based cessation protocol for women in the post-partum stage of pregnancy. Challenges and opportunities resulting from this collaborative inter-agency effort will be highlighted.

Ines Alex Parks, MS - Senior Manager, Priority Populations, American Legacy Foundation; Cathy Melvin, MPH, PhD - Sheps Center Program Director and Senior Research Fellow, The University of North Carolina at Chapel Hill; David Kapelle, LCSW - Counseling Initiatives Specialist, American Cancer Society

11:45AM - 12:45PM

HOT TOPIC Luncheon

Encanto Ballroom

Join us for an hour of networking, problem-solving, brainstorming and sharing. Simply grab your lunch, find a table and begin! **HOT TOPIC** tables and facilitators:

Working with Health Systems

Elizabeth Fildes, Nevada Tobacco Users' Helpline

Linking Quitlines to Hospital-Based Cessation

Sharon Lee, Canadian Cancer Society, Ontario Division

Partnering with Medicaid

Jennifer Singleterry, American Lung Association

Minimal Data Set (MDS) and Quality Standards: Technical Assistance and Resource Table

Jessie Saul, NAQC

Promoting Quitlines to Priority Populations

Barb Zupko, University of Waterloo

Federal Tobacco Tax Increase and Increased Volume: Lessons Learned

Pamela Lockett, Information and Quality Healthcare, Inc.

Quit Rates vs. Cessation Attempts vs. Reach: Are We Measuring Success the "Right" Way?"

Cynthia Goto, Hawaii Department of Health

Benchmarking 101

Stephen Michael, University of Arizona

Developing Inter-Organizational Partnerships

Connie Revell, Smoking Cessation Leadership Center

Increasing the Reach of Quitline Services

Tim Cowan, MaineHealth

The Number on the Pack - Developments in German-Speaking Quitlines and the European Network of Quitlines

Peter Lindinger, German Federal Centre for Health Education

12:45PM - 2PM
Closing Plenary Session
Encanto Ballroom

The Economic Crisis and Its Impact on The Work Ahead

With many quitlines facing significant reductions in budgets, 2010 appears grim. In the face of the current economic and financial crisis, we must anticipate that quitline services “as usual” will no longer do. This closing session will focus our attention and our energy on the future, most notably how the current economic crisis may impact tobacco use rates, help-seeking behavior, funding for our services and those who are harmed most by tobacco use. Plenary speakers will clearly describe the actions we can all take to sustain and expand the capacity and reach of quitlines despite the obvious challenges ahead.

***Bishwa B. Adhikari**, PhD - Health Economist, Office on Smoking and Health, Centers for Disease Control and Prevention; **Peter Fisher** - Vice President, State Issues, Campaign for Tobacco-Free Kids; **Jeannette Noltenius**, MA, PhD - National Coordinator, National Latino Tobacco Control Network*