NAQC's *Quality Initiative* is dedicated to working with the NAQC membership and other partners to develop measures most important to improving quality for quitlines.

**NAQC Advisory Council Meets to Discuss Quality Initiative**

On March 10, the NAQC Advisory Council met to:

- Come to agreement on white paper topics for 2008 based on input from membership;
- Gather input and agree on criteria and process for selection of authors;
- Provide recommendations for possible authors for each white paper;
- Gather input and agree on the white paper review and approval process; and
- Finalize dates for their August and November in-person Advisory Council meetings.

Outcomes from this meeting are highlighted below.

**White Paper Topics for 2008**

After hearing a description of the project requirements for this initiative and a full discussion, the Council advised that the white paper topics for 2008 include:

1. Development of a Quality Framework for Quitlines
2. A Standard Measurement Paper on Reach
3. A Standard Measurement Paper on Quit Rate

If budget allows, we will at the very least begin a paper on Contact/Call Center Metrics.

**Author Selection**

NAQC has contracted with the following people to author our 2008 Quality Initiative White Papers:

**Development of a Quality Framework for Quitlines**
Stephen S. Michael, MS  
Director, ASHLine  
University of Arizona

**A Standard Measurement Paper on Reach**
Sharon Cummins, PhD  
Research Coordinator, California Smokers’ Helpline  
University of California, San Diego

**A Standard Measurement Paper on Quit Rate**
Larry An, PhD  
Professor  
University of Minnesota, Department of Medicine  
and  
Michael G. Luxenberg, Ph.D.  
President  
Professional Data Analysts, Inc.

**White Paper Review and Approval Process**

The process for reviewing and approving white papers was discussed with Advisory Council members, including the importance of member feedback to drafts and how that feedback will be communicated to the authors and the Advisory

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All members of the Advisory Council will review each white paper and provide comments on them at the August and November in-person meetings. In addition, we will have three Advisory Council members serve as the primary reviewers for each paper. Primary reviewers will be responsible for presenting their critique of the white papers (written and oral) at the August meeting and for co-leading the discussion on the final papers at the November meeting.

Authors will be invited to the August 18 and 19 and November 13 and 14 in-person advisory council meetings to present the drafts and hear critique and feedback from the council. Member-feedback will be compiled and presented to the authors during these meetings as well.

**Updated Quality Timeline**

April 2008
- Authors contracted to write Quality Initiative White Papers.

July 2008
- Drafts of standard measurement papers (reach and quit rate) delivered to NAQC and distributed to members for review on July 1.
- Open written comment process July 2-16 via surveymonkey.
- July 9 and 11 - Conference calls with members to review drafts and provide oral comment.

August 2008
- Feedback from members compiled:
- In-person Advisory Council meeting August 18 and 19:
  - Authors of first two papers present papers.
  - Member feedback shared with author and advisory council.
  - Framework paper discussion/brainstorming.

October 2008
- Draft framework paper due October 13 and sent to Advisory Council for review.
- 22 and 24 - Conference calls with members to review draft and provide oral comment.

November 2008
- In-person Advisory Council meeting on 13 and 14:
  - Final standard measurement papers approved.
  - Draft framework paper presented by author and feedback provided by Advisory Council.
  - Member feedback shared with author and advisory council.

December 2008
- Final draft of framework paper due December 1.
- Advisory Council approval via teleconference no later than December 10.

January 2009
- Conference calls with members on 14 and 16. Presentation of framework paper to members by Advisory Council and Member Input on Next Steps.