Welcome to the *NAQC Information e-Bulletin*—a special communication designed to provide important, time-sensitive information that may impact quitline operations and services.

### NAQC Participates in U.S. and Canadian Network Meetings

NAQC had the privilege of joining quitline administrators, researchers and service providers at both the Canadian and U.S. national network meetings in February 2007.

While NAQC had the opportunity to share the Consortium’s goals for the coming year, and to highlight preliminary findings from the 2006 Annual Survey of Quitlines, our primary goal at each meeting was to listen. The discussions at the meetings were excellent and afforded NAQC a tremendous opportunity to learn first-hand about the recent successes, the ongoing challenges and the emerging issues facing the quitline community—in order to better inform our future work.

This special e-Bulletin is a summary of what NAQC heard from you that is especially significant to our work as a Consortium.

### U.S. National Network of Tobacco Cessation Quitlines Annual Meeting

The U.S. National Network of Tobacco Cessation Quitlines met to discuss the planning, coordination and impact of national promotions, successful strategies for reaching callers, the importance of sound data collection, and the nuts and bolts of distributing nicotine replacement therapy through quitlines.

Below are some highlights of the U.S. meeting that seem especially significant to our efforts as a Consortium:

- Establish important quality standards or “benchmarks” for quitline operations through a collaborative process facilitated and managed by NAQC.
- Continue to support quitlines’ efforts to respond effectively to national-level promotions and to facilitate information sharing and problem-solving to increase transparency and coordination of these promotions.
• Develop a web-based tool that lists quitline-related research studies that are currently being conducted and those recently completed. This tool will help better link research-to-practice-to-research.
• Begin to explore how lessons-learned and best practices from other fields (mental health; substance abuse) may be integrated with our work.
• Include panels, presentations and/or plenaries on the following topics/issues, at the NAQC annual meeting:
  ○ NRT delivery and design methods, and evaluation results.
  ○ Assigning callers one “quit coach” for the length of their counseling vs. not doing so: what does the literature say and what does our practice tell us?
  ○ Promotion – cumulative effect of a sustained effort vs. spiked increases as a result of a media campaign.
  ○ Are the protocols and numbers being reported accurately reflecting reality for callers? For example, a counseling protocol may include 5 proactive calls and outcomes are reported for a person based on his/her receiving 5 proactive calls. However, this person may have made 8 additional calls to the quitline on their own that are not reflected anywhere.
  ○ Focus on the technology side of quitline operations and how enhanced and emerging technology can affect effectiveness.
  ○ Smokeless tobacco users and how best to promote quitlines to this population.
  ○ Pregnant women who use smokeless tobacco.
  ○ How states have used their data to inform decision-makers; what data is the most persuasive?

We thank NCI and CDC for their support of this meeting and for inviting NAQC to participate. The stories, the experiences and the dialogue shared were incredibly meaningful to our continued growth as a community of practice.

Canadian Network of Smokers’ Helplines Meeting

The Canadian Network of Smokers’ Helplines (CNSH) met to share new developments in the Canadian tobacco control and cessation environments, learn about new research and evidence on what works in cessation treatment and to provide input to the CNSH’s strategic plan.
Below are some highlights from the Canadian meeting that are particularly significant to our work as a Consortium.

• Continue to support quitline efforts to understand better practices in quitline promotion and the impact of promotion activities on quitline call volume and service. This will assist provinces in understanding the impact of quitline promotion activities, and to develop cost effective approaches to quitline promotion.
• Continue to recognize that a strong connection to research on cessation initiatives is essential for understanding opportunities to improve quitline services.
• Work collaboratively to explore opportunities and impact of quitline number on cigarette packages.
• Facilitate Canadian quitlines’ with understanding the impact of national quitline number, including the telephony required to route calls to the provincial quitlines from a national 1-800 number and national promotions experiences, based on experiences with 1-800-QUIT-NOW.
• As the Canadian quitline landscape evolves, make available tools and resources to assist provincial funders and new quitline stakeholders in understanding quitlines, their operations and opportunities for integrating quitlines into provincial cessation
• Assist Canadian quitlines with positioning themselves as cost-effective population behavior change interventions within Health Canada’s revised tobacco control strategy.
• Continue to collect and disseminate information about quitline operations, including the use of NRT with quitlines, triage systems and working with health professionals.
• Provide opportunities through annual meetings to share activities, experiences and new developments in individual quitline activities.

We thank CNSH and Health Canada for their support of this meeting and for inviting NAQC to participate. Learning about quitline developments and new research builds quitline research and knowledge and is critical for the continued advancement of quitline practice.

We look forward to seeing all of you at NAQC’s Annual Meeting on October 22nd and 23rd. Details are coming soon!