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 Update—Celebrating the old and new**

Dear NAQC Members and Partners,

2006 was a landmark year for North American quitlines – and for the North American Quitline Consortium as well! The Consortium realized incorporation and raised more than $1.1 million in new organizational funding from the Centers for Disease Control and Prevention, National Cancer Institute, Robert Wood Johnson Foundation, American Legacy Foundation, American Cancer Society, and ClearWay MinnesotaSM. These funds will provide support for nearly two years of NAQC program and administrative activities. New partnerships were established and old ones renewed with the European Network of Quitlines, the Canadian and U.S. networks of quitlines, the National African American Tobacco Education Network (U.S.), and the National LGBT Tobacco Control Network (U.S.) among others. And the Consortium fielded three surveys, published books, reports and fact sheets, and kept members and partners up-to-date and connected with quitline operations and services throughout North America.

As we step soundly into 2007, we would like to take a few moments and reflect on some of the accomplishments from 2006, and share with you what’s in store for the year ahead. Of course, none of this would be possible without the strength and commitment of NAQC members, its board of directors, and of the quitline and tobacco cessation community. We appreciate and value your tireless dedication to, and investment in, tobacco cessation—thank you.

Over 320 members strong, NAQC embarks on the New Year with an energy and excitement to continue supporting the good work that you all do, and we look forward to another banner year for quitlines in North America.

Best wishes in 2007!

Linda Bailey
President & CEO
North American Quitline Consortium
NAQC Incorporated as Nonprofit
In 2004, the American Legacy Foundation® provided seed funding to launch the North American Quitline Consortium (NAQC). After two years of building core programs and services, NAQC incorporated as an independent 501©(3) nonprofit organization, and began independent operations on July 1, 2006. NAQC would like to thank its funders, board of directors, members and partners for their support and many contributions—this milestone would not have been possible without their generosity.

NAQC Secures Funding in 2006 to Help Fulfill Mission
In the last half of 2006, NAQC raised more than $1.1 million in new organizational funding. Funding organizations like the Centers for Disease Control and Prevention, National Cancer Institute, Robert Wood Johnson Foundation, American Legacy Foundation, American Cancer Society, and ClearWay Minnesota® help ensure that NAQC can continue to support the quitline community of North America.

Centers for Disease Control and Prevention & National Cancer Institute
In October 2006, NAQC was awarded a contract from the Centers for Disease Control and Prevention and the National Cancer Institute, for program activities to improve the quality and utilization of quitline services; communicate quitline research and news with network members and other professionals; and provide a forum for networking, training and technical assistance.

Robert Wood Johnson Foundation
In December of 2006, NAQC received a two-year grant from the Robert Wood Johnson Foundation to strengthen the linkages of quitlines and other tobacco control policy efforts, by adding a policy component to its work to engage in both cessation-relevant policy efforts of the broader tobacco control community, and more NAQC-specific policy issues in direct support of its mission.

American Legacy Foundation
In July of 2006, NAQC was awarded a one-year grant from the American Legacy Foundation to support the development of NAQC infrastructure. The funds support meetings of the board of directors, staff support, website enhancement, and participation in national conferences and activities.
American Cancer Society
In September of 2007, NAQC was awarded a one-year grant from the American Cancer Society for operational and administrative activities, including meetings of the board of directors and advisory council.

ClearWay Minnesota℠
In November 2006, ClearWay Minnesota℠ contributed funds to help cover expenses for the board of directors’ meeting.

NAQC Develops and Strengthens Partnerships
In 2006, NAQC developed new partnerships and renewed old ones—enabling the Consortium to make great strides toward its mission to members and the quitline community. NAQC is fortunate to have dedicated and reliable partners in and beyond the tobacco cessation community. Though our partners and their contributions are too numerous to mention in this e-Bulletin, we would like to highlight just a few of the Consortium’s newer partnerships.

The European Network of Quitlines (ENQ)
As member organizations, NAQC and the ENQ are committed to providing the best support and leadership among quitlines throughout North American and Europe. Both the Consortium and the ENQ strive to maximize the effectiveness of quitline services by bringing members and interested stakeholders together; distributing necessary and important information to the field; providing a forum for shared expertise and experiences; and creating opportunities for ongoing research and evaluation of quitline services. In this first-ever global collaboration, NAQC and ENQ joined together to bring a comprehensive quitline profile publication to the public health community—Quitlines of North America and Europe 2006.

National African American Tobacco Education Network (U.S.)
The National African American Tobacco Education Network (NAATEN) contacted NAQC in the summer of 2006, with an interest in learning more about how quitlines reach and serve African American tobacco users, and exploring how NAATEN and NAQC might work together to expand the reach and effectiveness of services to this community. NAQC has developed a partnership with NAATEN to assess quit lines as an intervention to reach and enhance quit rates among African Americans tobacco users. We hope this partnership will serve as a useful model for NAQC to partner with other priority/cultural populations.
**National LGBT Tobacco Control Network (U.S.)**

In 2006, the National LGBT Tobacco Control Network invited NAQC to participate as a member of its National Advisory Council. NAQC was pleased to join the Network in their work to eliminate tobacco health disparities in the LGBT community. This new partnership, along with our ongoing collaboration with the National African American Tobacco Education Network, is critical to NAQC’s mission of improving the effectiveness of, and access to, tobacco quitlines.

**National Counsel for Addictions (Mexico)**

NAQC has begun preliminary communications with the National Counsel for Addictions in Mexico, about its expression of interest in enhancing its current telephone-based counseling services, with the inclusion of a tobacco cessation component.

**NAQC’s Board of Directors and Advisory Council**

As a nonprofit organization, NAQC is governed by a board of directors. The board assures that our business and financial practices and status remain sound. Currently, **NAQC’s board of directors** is comprised of 12 North American professionals—at least half of who are NAQC members. Non-members were selected for their leadership as tobacco control or health professionals. The work of the board of directors is supported by the American Legacy Foundation, the American Cancer Society, and ClearWay Minnesota

The Consortium is in the process of assembling an Advisory Council that will provide guidance and advice on program activities and direction. The work of the advisory council will be supported by the American Cancer Society and Robert Wood Johnson awards and is slated to begin in early 2007.

**NAQC’s Commitment to Research and Evaluation Continues**

As we move into 2007, NAQC continues its work and efforts to contribute to and strengthen quitline-related research and evaluation.

**Surveys**

In 2006, the Consortium fielded its Annual Survey of Quitlines in the European Union, a Medicaid Informational Survey in the United States, and the 2006 Annual Survey of Quitlines in North America. In addition, NAQC members have published one journal article on the 2005 survey, and are conducting three separate analyses of the 2005 survey data.
The 2006 Quitline Survey was fielded on November 20, 2006, and was designed to further the Consortium’s ability to provide timely information about the organization, financing and delivery of quitline services for members and the public, and to establish a database for quitline research and evaluation. The information captured in the annual survey enables NAQC to develop timely tools and resources, and provides NAQC with data necessary to develop a database, for use by NAQC researchers and other members.

This year’s survey was administered online and the University of Wisconsin is providing data support for the survey. In the future, the NAQC survey of quitlines will be fielded in alternate years, with the next survey slated for 2008.

The awards from CDC/NCI and RWJF will be used to analyze the survey results and develop a series of fact sheets and reports.

**Minimal Data Set**

In 2005, NAQC completed development of the Minimal Data Set (MDS) and quitlines across North America began implementing it. The MDS, which consists of 15 common intake questions and 8 follow-up questions, offers a standard approach to evaluating smoking cessation quitlines, facilitates performance monitoring and, makes possible comparisons between quitlines. NAQC developed supporting documentation, such as common definitions, a codebook and analysis guidelines, and provided technical support during implementation of the MDS.

To keep the MDS relevant for quitlines, NAQC has developed two ongoing processes:

1. **Optional Questions for MDS**—Any NAQC member can initiate development of an optional question for MDS (the process is outline on the website). Although NAQC does not request that quitlines report on optional questions, it allows for the development of standard questions for quitlines that would like to ask questions on specific topics.

2. **Review and Assessment of MDS**—When the MDS was completed, NAQC agreed that it would assess implementation and review the MDS questions for any needed revisions. The assessment is planned for 2007. Results from the assessment will be used to plan for the review and update of MDS, probably in early 2008.
NAQC has asked members to volunteer for working groups related to review and assessment of MDS. If you are interested in volunteering, contact Annamaria Feltracco.

**NAQC’s New Policy Activities**

NAQC has focused exclusively on quitline services, operations, quality improvement and research since 2004. Recently, the Consortium identified, as a priority, the need to engage in both cessation-relevant policy efforts of the broader tobacco control community, and more NAQC-specific policy issues in direct support of its mission.

A two-year award from the Robert Wood Johnson Foundation makes it possible for NAQC to develop new program activities on the integration of quitline services into state tobacco control policy changes, and addressing important policy questions for quitlines and NAQC (i.e., sustainability and resource allocation during times of increased demand for services).

The policy component will allow NAQC to:

- Provide educational resources on quitlines to external partners of the Consortium, within tobacco control, as well as policy makers and the public, thereby enhancing the promotion of quitlines;

- Explore ways in which states are reaping the fullest possible cessation benefits from new clean indoor air laws and increases in state tobacco taxes by promoting availability of high quality, evidence-based quitline services for smokers;

- Assess options for managing increased call volume to quitlines due to national promotion of 1-800-QUIT-NOW;

- Develop Medicaid reimbursement strategies for quitlines; and

- Gain business and sustainability consultation for NAQC so that it can continue serving as a learning organization for quitlines.

The Consortium will be in contact with members in early 2007 about their interest in participating in these activities. For additional information, contact Randi Lachter.
NAQC Stays Connected
In an effort to keep NAQC members and partners up-to-date and connected with quitline operations and services in North America, the Consortium remains committed to continue strengthening communication through the conference call training series, e-blasts, e-bulletins, fact sheets, reports, publications, and through website enhancements.

NAQC’s Training Series—Back to Basics
In 2006, NAQC convened the following monthly conference calls as part of NAQC’s training series on Back to Basics:
- 2005 NAQC Annual Survey of Quitlines: A Review of Results and a Look Ahead
- Working with Medicaid: What Quitlines Have Learned
- Training and Supervision of Quitline Counseling Staff

The following training calls are planned for 2007:
- Calculating a Quit Rate
- NRT in Combination with Quitline Counseling: What Delivery and Protocol Design Methods are Working Best?
- To Tailor or Not to Tailor: Promotion and Counseling for Priority Populations
- Evaluation Strategies
- Research & Evaluation topic

A comprehensive set of background resources is distributed to participants prior to each call, and a detailed call summary is distributed post calls. In addition, NAQC is in the process of posting audio files of select calls on the members-only portion of the website. For additional information on the training series, contact Tamatha Thomas-Haase.

Quitlines of North America and Europe 2006
Published in July of 2006, and through a collaboration between NAQC and the European Network of Quitlines (ENQ), Quitlines of North America and Europe 2006 provides operational and service-related information on nearly 90 quitlines in North America and the European Union; a comprehensive overview of NAQC and ENQ priorities and upcoming activities, and highlights some key results of the 2005 NAQC Annual Survey of Quitlines.
North American Quitline Profiles Go Live
In 2006, NAQC completed an update on quitline profiles, and successfully converted from a PDF-based to a database live-link for U.S. and Canadian quitline profiles posted on the NAQC website. Beginning January 2007, the Consortium will conduct quarterly updates to quitline profiles.

NAQC Connections
In 2006, NAQC launched a weekly e-blast—NAQC Connections—to keep members and partners informed on quitline related news & updates, research, and information & resources. Beginning January 2007, NAQC Connections moved to an every-other-week distribution. All issues of NAQC Connections are archived on the NAQC website.

NAQC Information e-Bulletins
In December 2006, NAQC distributed its first informational e-bulletin on planned promotions. The e-bulletins are designed to provide more focused, detailed information on specific topics or areas of interest to the quitline community. NAQC Information e-Bulletins are archived on the NAQC website.

For additional information on NAQC’s publications, contact Aliki Pappas Weakland.

NAQC Plans Annual Meeting in October 2007
In trying to schedule and determine the location for the NAQC 2007 Annual Membership Meeting, we have remained sensitive to the needs and travel restrictions of our members. In doing so, we determined that holding the 2007 meeting, as an ancillary meeting to the National Conference on Tobacco Or Health (as we did with the first NAQC annual meeting in Chicago), would serve the organization and its members well. The NAQC 2007 Annual Membership Meeting is scheduled for October 22-23, in Minneapolis, Minnesota. NAQC will keep members and partners informed as plans develop.
Change of NAQC’s Email Addresses—Effective February 1, 2007
As of February 1st, NAQC staff email addresses will be as follows:

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