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 Annual Meeting, October 22-23, 2007
Call for Abstracts: Information & Instructions

The 2007 NAQC Annual Meeting Workshop Planning Committee is pleased to invite you to submit your workshop proposals for presentation in Minneapolis in October. The meeting aims to provide members the opportunity to exchange and disseminate the latest research, information and practices related to the promotion and delivery of quitline services. More specifically, the objectives of the 2007 NAQC Annual Meeting are:

• to engage in discussions with colleagues and experts on topics related to recent quitline research findings and how those findings might translate into improved practices;
• to participate in the generation of new research questions informed by current operational practices;
• to exchange information on current quitline programs and practices through networking and drill-down sessions; and
• to increase the quitline community’s understanding of best-practices as they relate to quitline services and promotion.

Please Take Time to Review the Information Below (click a topic to go directly to it)
Areas of Focus
Workshop Type
Review Process
Expectations for Selected Presenters

This information will prove useful in developing your abstract and the successful completion of the proposal form. When you are ready, please visit Submit Your Abstract Proposal and complete the online Workshop Proposal Form.

Areas of Focus

There are four focus areas for meeting workshops, which are described below. Your abstract proposal must align with one of the four focus areas. Please note the examples of workshop topics are merely intended to provide guidance and further definition for each of the focus areas and are not exhaustive lists of what is possible.

Accessibility and Utilization

How are we ensuring and increasing the accessibility and use of quitline services by all tobacco users?

Examples of possible presentations include:

• case studies on the distribution of free or reduced-cost nicotine replacement therapy as a method to increase utilization;
• strategies to increase quitline utilization and/or demand among tobacco users and/or priority populations;
• strategies to balance increased demand and capacity to serve;
• data related to utilization – how it is collected and how it has been used to inform changes in practice;
• relapse prevention strategies;
• effective ways to “re-reach” tobacco users who have tried to quit using the quitline, but have not been successful;
• innovative approaches to recruiting callers to services; or
• what is REALLY needed to make language specific counseling available and accessible to non-English speakers.

Promotion
How are we encouraging the use of our services in ways that are effective and sustainable?

Presentations could cover topics such as:
• fax-referral initiatives;
• the building and administration of provider referral networks to increase call volume;
• innovative ways that technology is being used to promote services;
• developing marketing plans based on target market research and/or other data sources; or
• how partnerships with, and involvement of, various priority population groups in the planning, implementation and evaluation of promotion strategies to priority populations have been employed.

Presentations should review or provide evidence on the effectiveness of a promotion campaign and/or promotion strategy.

Organization and Management
How are day-to-day operations impacting the big-picture? What are the emerging challenges in quitline technology and service delivery? What lessons have been learned about contracting for quitline services and reimbursement opportunities?

Possible presentations include:
• collecting and reporting program data to policymakers;
• building and integrating research into your organization;
• the training and supervision of counseling staff;
• generating and reporting cost-effectiveness data;
• examples of successful service provider/funder partnerships; or
• innovations in call center practices, including telephony and management software.

Quality and Outcomes
How do we know that what we are doing is effective, and when it is not, how are changes in practice implemented? How are we using data to inform those practices? What research is currently being conducted that may lead to changes in our practice?
Presentations could discuss:

- findings related to “triage” approaches to the delivery of quitline/cessation services;
- research findings related to NRT protocols, including NRT dosing strategies to improve outcomes and cost-effectiveness;
- increasing retention rates (having callers complete the full series of proactive calls);
- the variety of counseling techniques and philosophies used across quitlines (a possible panel presentation);
- defining and measuring outcomes to evaluate counseling protocols;
- the application of innovative qualitative and quantitative research methods to quitline evaluation and research;
- steps to ensure data quality; or
- service provider/funder partnerships to create, implement and evaluate quality improvement plans.

**Workshop Type**

The online workshop proposal form will require you to choose the type of workshop that you are submitting for review. We hope to encourage creativity, participatory sessions and outside-of-the-box thinking when it comes to designing and delivering meeting workshops.

You may choose from one of the four workshop types below:

**Presentation - Single Presenter**

**Presentation - Multiple Presenters**

**Expert Panel Discussion**

An expert panel discussion will provide an opportunity to hear several people knowledgeable about a specific issue or topic present information and discuss personal views. A panel discussion may help the audience further clarify and evaluate their positions regarding specific issues or topics being discussed and increase their understanding of others’ positions.


**Interactive Roundtable**

Roundtables are informal conversations among colleagues with a common interest. The goal is to encourage idea sharing, problem solving and networking. Your role as facilitator is to get the conversation started, keep it moving and keep it focused on the established topic. You will find these sessions are quite loose and there is little need for formal presentation.


*Resource:* For additional guidelines on facilitating roundtable discussions, go to [http://www.sdanys.org/Archive_Round/NYPWAGuidelines.htm](http://www.sdanys.org/Archive_Round/NYPWAGuidelines.htm).

**Review Process**

The Annual Meeting Workshop Planning Committee provides the following information to help you understand how successful workshop proposals will be selected.
• Each Planning Committee member will be assigned to review workshop proposals submitted in one of the four focus areas (although members will also read all submissions in order to have a sense of the breadth of workshop topics proposed).

• Each area of focus will have a minimum of 3 reviewers who will review submissions individually. These reviewers will then meet as a team to discuss results and arrive at consensus on the successful proposals for their area of focus. Submissions will receive a score of 1 (lowest) to 5 (highest).

• The entire Planning Committee will meet together no later than August 24th. At this time, each team will propose their slate of successful workshops to the larger group. There will be time allotted for discussion/feedback.

The Planning Committee will provide NAQC staff with the list of successful workshop proposals. NAQC staff will review in order to ensure balance among stakeholders groups. When completing the review, the reviewers will use the following criteria.

• How well does the proposal align with the overall meeting objectives and at least one of the identified focus areas?
  - The explanation you provide in your proposal is the basis for this review.
  - The proposal should offer a unique perspective or application that adds value for NAQC members.

• Did you address the following areas completely and thoroughly?
  - Learning outcomes are clearly identified.
  - The proposal demonstrates application of the content.
  - The indicated experience level of the suggested audience matches the depth and/or complexity of the content being delivered.
  - Proposal title matches the content of the presentation.
  - Proposal is free of commercialism.

• Does the workshop deliver content in a way that is engaging and includes ample time for audience questions/interaction/discussion?

Expectations for Selected Presenters
If your workshop is chosen for presentation at the meeting, you must be willing to adhere to the following guidelines:

• Submit your complete and final PowerPoint presentation (unless you are facilitating an interactive roundtable) to Tamatha Thomas-Haase, NAQC Consultant, by the required due date.

• Agree to have your PowerPoint presentation and workshop description posted to the NAQC website.

• Refrain from any direct marketing of products, services, software or other commercial ventures in the workshop sessions.

• Make no changes to content, presenters, slides or delivery after the published date.

Critical Dates to Keep In Mind!
• Deadline for Proposal Submission – August 8, 2007
• Notification and confirmation of attendance/availability – August 31, 2007
*NAQC is unable to provide support to selected presenters. There is no provision for expenses, honorarium or other monetary compensation.

Should you have questions or concerns related to the workshop proposal process, please contact Tamatha Thomas-Haase at ttthomas-haase@naquitline.org.

About the North American Quitline Consortium:
NAQC is a 501(3)(c) organization promoting evidence based quitline services across diverse communities in North America.