Advocating for Enhanced Quitline Funding

Adjustments to the 2009 NAQC Annual Survey Plan

Although the demand for cessation services is increasing, many state and provincial quitlines have experienced recent budget cuts. To counter the budget cuts, NAQC is working with a group of national tobacco control partner organizations on strategies to enhance quitline funding. As part of this effort, NAQC will be adjusting its plans for the 2009 annual survey, as outlined below.

ADJUSTMENTS TO THE NAQC ANNUAL SURVEY PLAN

NAQC plans to conduct this year’s annual survey in two waves. The first wave of the survey, scheduled to launch mid-September, will focus on assessing the financial and service capacity of quitlines, especially the impact of recent budget changes on service delivery. Analysis of the data will be fast-tracked so that NAQC and its members and partners can use it before the end of the year to “make the case” for increased funding for quitlines.

The second wave of the survey will be conducted in early November. It will focus on the remaining questions for the annual survey, including quitline financing, services, materials, counseling interventions, medication, utilization, evaluation and staffing.

SURVEY WAVE 1: MID-SEPTEMBER

- Focus on assessing quitline capacity (approximately 30 questions).
- Will use a PDF form that quitlines can easily circulate.
- Respondents will include a primary contact for each state/province and others designated by the primary contact (e.g. service provider, communications/marketing staff, etc).
- Purpose: Fast-track analysis and information for advocacy efforts to increase quitline funding.

SURVEY WAVE 2: EARLY NOVEMBER

- Remaining annual survey questions (approximately 45 questions).
- Conducted using an online platform (similar to 2008 Annual Survey).
- Respondents will include a primary contact for each state/province and others designated by the primary contact (e.g. service provider, communications/marketing staff, etc).

With comments or questions about this project, please email Randi Lachter at rlachter@naquitline.org.
Purpose: Continue to track quitlines’ status and progress over time.

Please note: There will be no duplication of questions on the two waves of the survey. For those topics that overlap, data will be collected only once on the assessing capacity survey.

The information gathered from wave 1 of the survey will inform advocacy efforts for quitline funding for NAQC members at the state level and national advocates at the federal level, while the Annual Survey data will help us continue to track our collective status and progress over time.

As we move forward with the survey, we will continue to communicate with NAQC members. Additionally, NAQC staff will be available to assist with survey questions and completion.

Visit the NAQC Information e-Bulletin Archives.
For more information about this publication, contact naqc@naquitline.org.

About the North American Quitline Consortium:
NAQC is a Phoenix, Arizona-based 501(3)(c) organization that seeks to promote evidence based quitline services across diverse communities in North America.

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