2009 NAQC Annual Conference Preparations
Building on Our Strengths and Embracing Our Future: Quality, Access and Emerging Practice

MAKING THE MOST OF YOUR TIME

We are looking forward to convening on Monday, June 8 and Tuesday, June 9 for the NAQC Annual Conference in Phoenix. For two days, more than 170 of us will gather to exchange and disseminate the latest research, information and practices related to the promotion and delivery of quitline services with a special emphasis on collaboratively building a quality framework for quitlines in North America.

To help you make the most of your time at the NAQC Annual Conference and NCTOH that follows, please refer to the following information:

Location
Sheraton Downtown Hotel
340 N. 3rd Street
Phoenix, AZ 85004
(602) 262-2500

Registration
Registration will be open at 8:00 AM outside the Encanto Ballroom entrance on the second floor of the Sheraton Downtown Hotel. The conference begins at 10:00 AM. Please bring confirmation of your registration or your invoice to register. If you are missing this information, please contact Natalia at ngromov@naquitline.org or 602-279-2719.

NAQC Annual Conference Agenda
The full, updated agenda with session descriptions and presenter information is available on the [NAQC Web site](http://www.naquitline.org). Also available is a two-page "At-A-Glance" version of the agenda for your reference.

NAQC Dinner Reception
Please join us on Monday evening, June 8 from 5:30 to 7:00 for a hosted dinner and reception at [1130 The Restaurant](http://www.1130therestaurant.com) (455 N 3rd St...
HOT TOPIC LUNCHEON

On Tuesday, June 9 during lunch, meeting attendees will have the opportunity to attend one of eleven Hot Topic table discussions. You may choose from the following topics:

- Working with Health Systems (facilitated by Elizabeth Fildes, Nevada Tobacco Users' Helpline)
- Linking Quitlines to Hospital-Based Cessation (facilitated by Sharon Lee, Canadian Cancer Society, Ontario Division)
- Partnering with Medicaid (facilitated by Jennifer Singleterry, American Lung Association)
- Minimal Data Set (MDS) and Quality Standards: Technical Assistance and Resource Table (facilitated by Jessie Saul, NAQC)
- Promoting Quitlines to Priority Populations (facilitated by Barb Zupko, University of Waterloo)
- Federal Tobacco Tax Increase and Increased Volume: Lessons Learned (facilitated by Pamela Luckett, Information and Quality Healthcare, Inc.)
- Quit Rates vs. Cessation Attempts vs. Reach: Are We Measuring Success the "Right" Way? (facilitated by Cynthia Goto, Hawaii Department of Health)
- Benchmarking 101 (facilitated by Stephen Michael, University of Arizona)
- Developing Inter-Organizational Partnerships (facilitated by Connie Revell, Smoking Cessation Leadership Center)
- Increasing the Reach of Quitline Services (facilitated by Tim Cowan, MaineHealth)
- The Number on the Pack - Developments in German-Speaking Quitlines and the European Network of Quitlines (facilitated by Peter Lindinger, German Federal Centre for Health EducationLink)

Technical Assistance for Minimal Data Set (MDS) and Quality Standards

Jessie Saul, NAQC's Director of Research will provide technical assistance on the Minimal Data Set, the first two Quality Standards (reach and quit rate) and other quitline-related data questions during the Hot Topic Luncheon on Tuesday. Resource documents and tools developed based on member feedback will be available. The goal of this roundtable will be to identify how the new quality standards can benefit quitlines, and how quitlines can incorporate the new standards into everyday work. Sample reporting templates will be provided as well as checklists of "essential" and "optional" components of the two standards.

Quitline-Related Sessions at NCTOH

To continue learning more about quitlines during the National Conference, please refer to the list of quitline-related sessions.

Visit the NAQC Booth

Please stop by the NAQC booth (#120) in the exhibit hall for NAQC resources, publications, snacks and some fun giveaways.

Phoenix Weather Forecast

QUESTIONS OR CONCERNS

Should you have any questions or concerns related to the upcoming conference or the registration process, please contact Tamatha Thomas-Haase at tthomas-haase@naquitline.org or call us at 602.279.2719.
We look forward to seeing you soon.

Visit the [NAQC Information e-Bulletin Archives](http://archive.constantcontact.com/fs088/1102339722407/archive/1102597371242.html).
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.