



NORTH AMERICAN
QUITLINE
CONSORTIUM

An Overview of NAQC

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Coalition for Tobacco-Free Arizona
Fourth Annual Best of the West
Smoke-free Tempe, AZ

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Quitlines

- Telephone-based programs
- Evidence-based counseling, recommended in Clinical Practice Guidelines
- Efficient—centralized
- Convenient
- Accessible

Quitline Networks

North American Quitline Consortium (NAQC)
and European Network of Quitlines (ENQ)

Share better practices

Establish common language

Collaborate on research

Raise the bar on service to lower smoking
and other tobacco use

NAQC Mission

- * Maximize the access, use and effectiveness of quitlines
- * Provide leadership and a unified voice to promote quitlines
- * Offer a forum to link those interested in quitline operations

NAQC Critical Activities

Assess status and progress of quitlines

- NAQC annual quitline surveys
- Minimal Data Set for evaluating quitlines

Determine actions for moving forward

- Best practices and benchmarking
- Innovations and discovery
- Policies and sustainability
- Liaison to tobacco control & healthcare

NAQC 2005 Quitline Survey Acknowledgements

The survey would not have been possible without:

- NAQC Research and Evaluation work group and survey review team
- Quitline administrators and service providers
- NAQC staff and funders
- Sharon Cummins, Shu-Hong Zhu, Carrie Koon and Victor Wong (UCSD Research Team)
- NCI grant #5 P30-CA023100-22

NAQC 2005 Quitline Survey

October 2005

Distributed survey to U.S. and Canadian quitlines
Participation from 50 states, Washington, D.C.,
Puerto Rico, 10 Canadian provinces*

April 2006

Fielded modified survey to European Network of
Quitlines

Participation from 21* of 27 quitlines to date
(survey collection still in process)

Preliminary Survey Results

Preliminary data for U.S. only

Final clarifications in process

Preliminary results based on frequency tables for single variables

Final analysis to be completed late summer

Good participation

US—100%

Canada—90%

EU—almost 90%

Proposed Quitline Profiles

http://www.naquitline.org/map_world.html

State: **Fictitious**

Quitline: Fictitious Tobacco Quitline
In operation since August 2005

Website: None

Phone No:

Line#	TollFree Number	Language
1	(800)QUIT-NOW	English

Eligibility Criteria

For counseling: Pregnant, uninsured, Medicaid
For free Medications: None

Languages

Counseling offered in: English, Spanish
Third party counseling: None

Standard Hours of Operation:

Live pickup of incoming calls

Day	Start	End
Mon	7:00:00	23:00:00
Tues	7:00:00	23:00:00
Wed	7:00:00	23:00:00
Thurs	7:00:00	23:00:00
Fri	7:00:00	23:00:00
Sat	7:00:00	23:00:00
Sun	7:00:00	23:00:00

Counseling assistance available

Day	Start	End
Mon	7:00:00	23:00:00
Tues	7:00:00	23:00:00
Wed	7:00:00	23:00:00
Thurs	7:00:00	23:00:00
Fri	7:00:00	23:00:00
Sat	7:00:00	23:00:00
Sun	7:00:00	23:00:00

Services Offered

Phone Counseling

-Standard counseling available for an adult smoker	Single session counseling
	Multiple: counselor-initiated
-Number of sessions provided for typical smoker	1-4
-Length of typical 1 st session	45 minutes
-Length of typical follow-up session	30 minutes
-Counseling protocol dictates a certain number of sessions	No
-Timing of counseling sessions:	
Negotiated with client – Program is relapse sensitive with at least two follow-up calls in the 10 days post quit; at least one or two of the calls are spaced at 21 day intervals to provide ongoing follow-up support.	

Internet-based Services

None

Other Services

Voice mail with call back; Recorded messages for help with quitting; Referral to other services; Fax referral for health care providers and other referral sources; Mailed information or self-help resources; Physician consultation

Medication offered for free or at a discount in Fiscal Year 2005

-Free medications	None
-Discounted medications	None

Specialized material available for

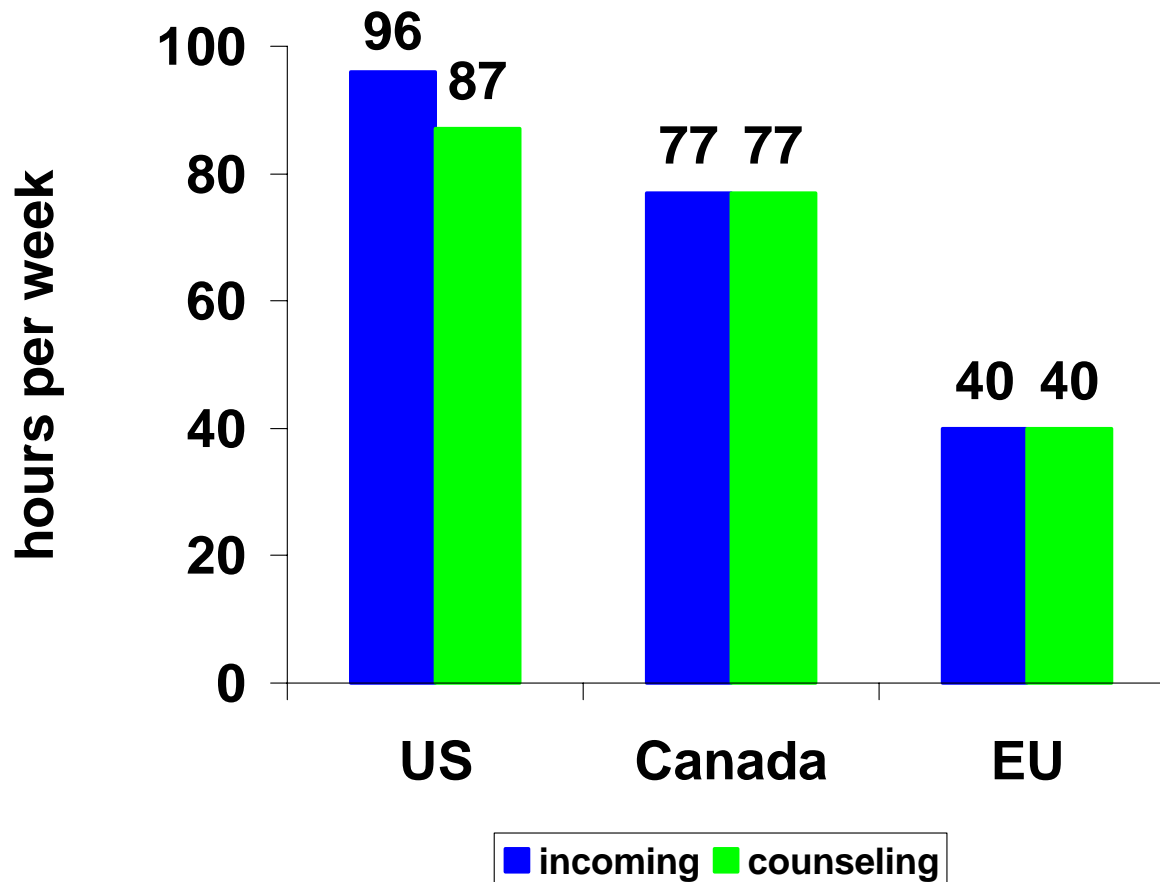
Pregnant smokers; Youth 12-17; Smokeless tobacco users; Racial/Ethnic populations

Specialized material sent to

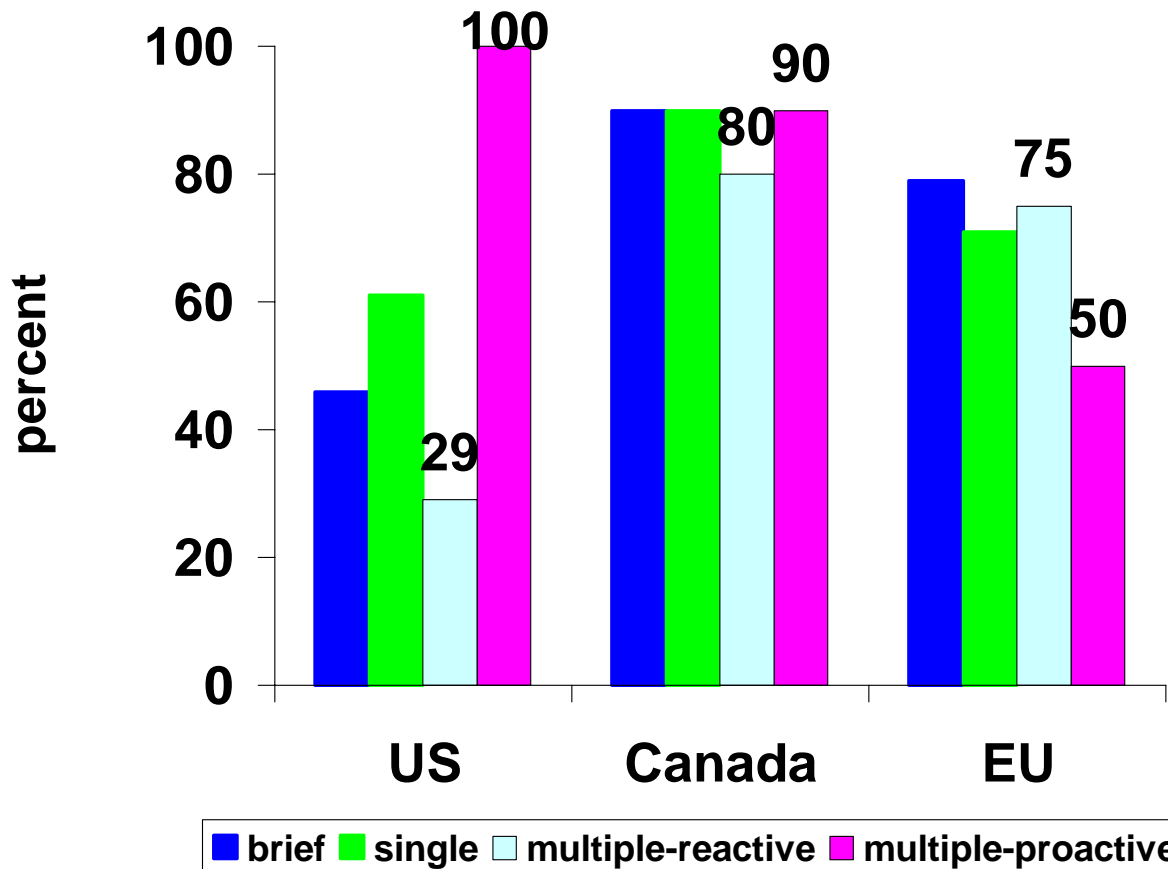
Those who want to help others quit

Operator of the quitline counseling services: Fresh Air Now
Funder: Fictitious Department of Health & Senior Services/State of Fictitious
Funding source(s): Federal Government

Median Hours of Operation



Types of Telephone-based Services



Other Quitline Services

Website	30
Internet	28
Voice mail	46
Recorded messages	29
Referral	50
Fax referral	40
Mailed info	51
Free quit aids	18
Discounted quit aids	4

N=52

Languages

Materials

English 51/52

Spanish 47/52

Counseling

English 50/51

Spanish 48/52

Mandarin/
Cantonese 13/52

Translation Services 37/52

TDD lines 36/52

Eligibility for Counseling

- Restrictions to counseling services
 - U.S. 61.5%
 - Canada no restrictions
 - EU 19.7%

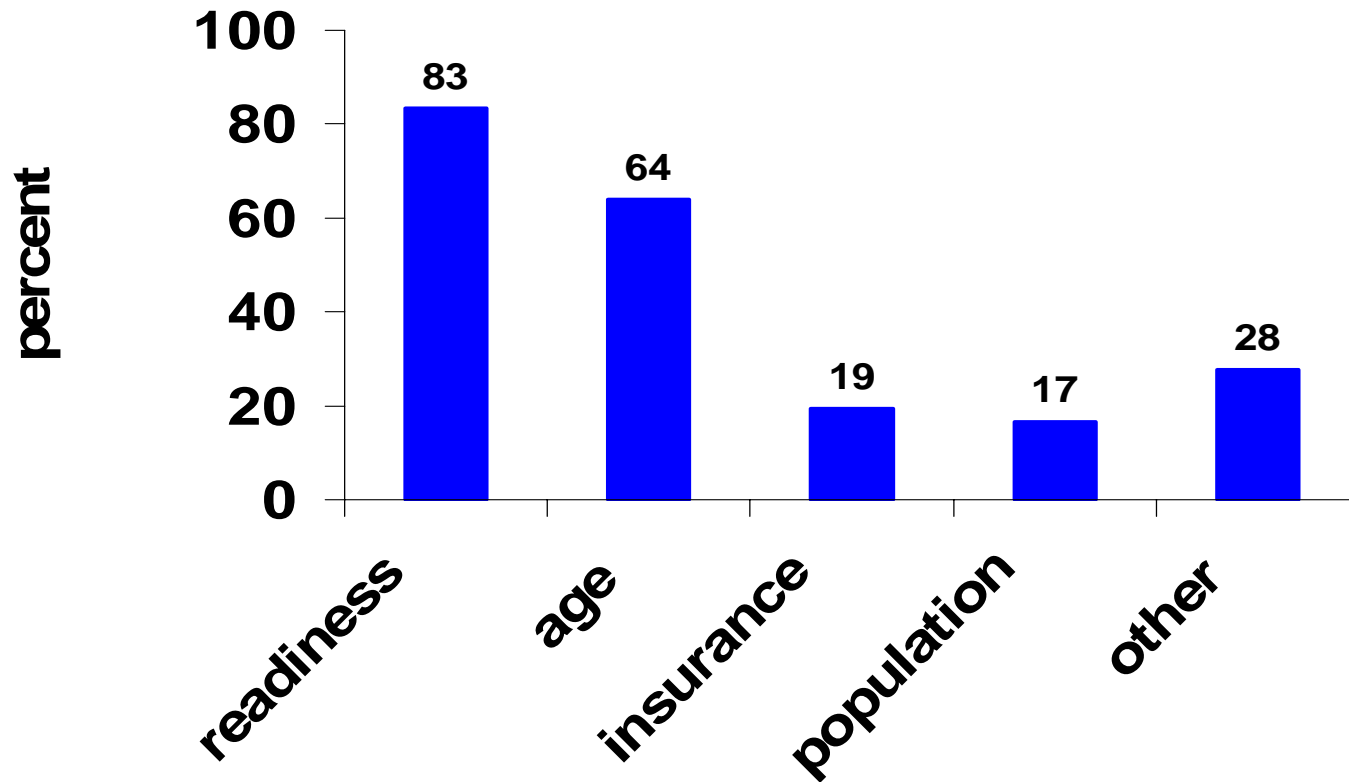
Free Quit Aids

- In the U.S. 18 quitlines (32.7%) provide free quit aids
 - Patch—94.4%
 - Gum—61.1%
 - Other—11.1%

Eligibility for Free Quit Aids

- Eligibility criteria
 - Low income/lack of insurance 61%
 - Enrollment in counseling program 22.2%
 - Readiness to quit 16.7%
 - Addiction level 2%

Restrictions to Counseling for QLs with restrictions



Service Providers

Number of organizations 20

Multi-state vendors (8 serve 41 states)

- Free & Clear 14
- ACS 7
- NCI 5
- NJMC 4
- IQH 3
- JSI 3
- Mayo 3
- ALA 2

Quitline Funding Sources

July 2004 to June 2005

State 33

Tobacco tax (9)

MSA (23)

Other (2)

Federal 35

N=52

Budget

July 2004 to June 2005

	Quitline Service (N=44)	Quitline Promotion (N=32)	Tobacco Control (N=43)
Range	\$40K- \$4.2M	\$20K- \$5.5M	\$280K- \$93.4M
Mean	\$828K	\$817K	\$12.6M
Median	\$622K	\$206K	\$6.1M

Utilization

Total Calls During Operating Hours

	Answer Live (30)	Voice mail (N=16)	Hung up/ Abandon (N=14)
Range	150-67K	20-11K	10-14.7K
Mean	10.2K	1700	2130
Median	4311	785	900

Utilization

Calls & Proactive Referrals

	Tobacco Users (41)	Proxy (29)	HC inquiry (29)	Proactive Referral (23)
Range	95-33K	15-3025	15-2900	10-4500
Mean	5500	370	325	670
Median	2700	240	155	235

Utilization

Unique Callers

	First-time (N=12)	Repeat callers (N=12)	Total callers (N=34)
Range	410-33.7K	10-2310	95-33.8K
Mean	6640	435	6115
Median	2980	225	3735

Utilization

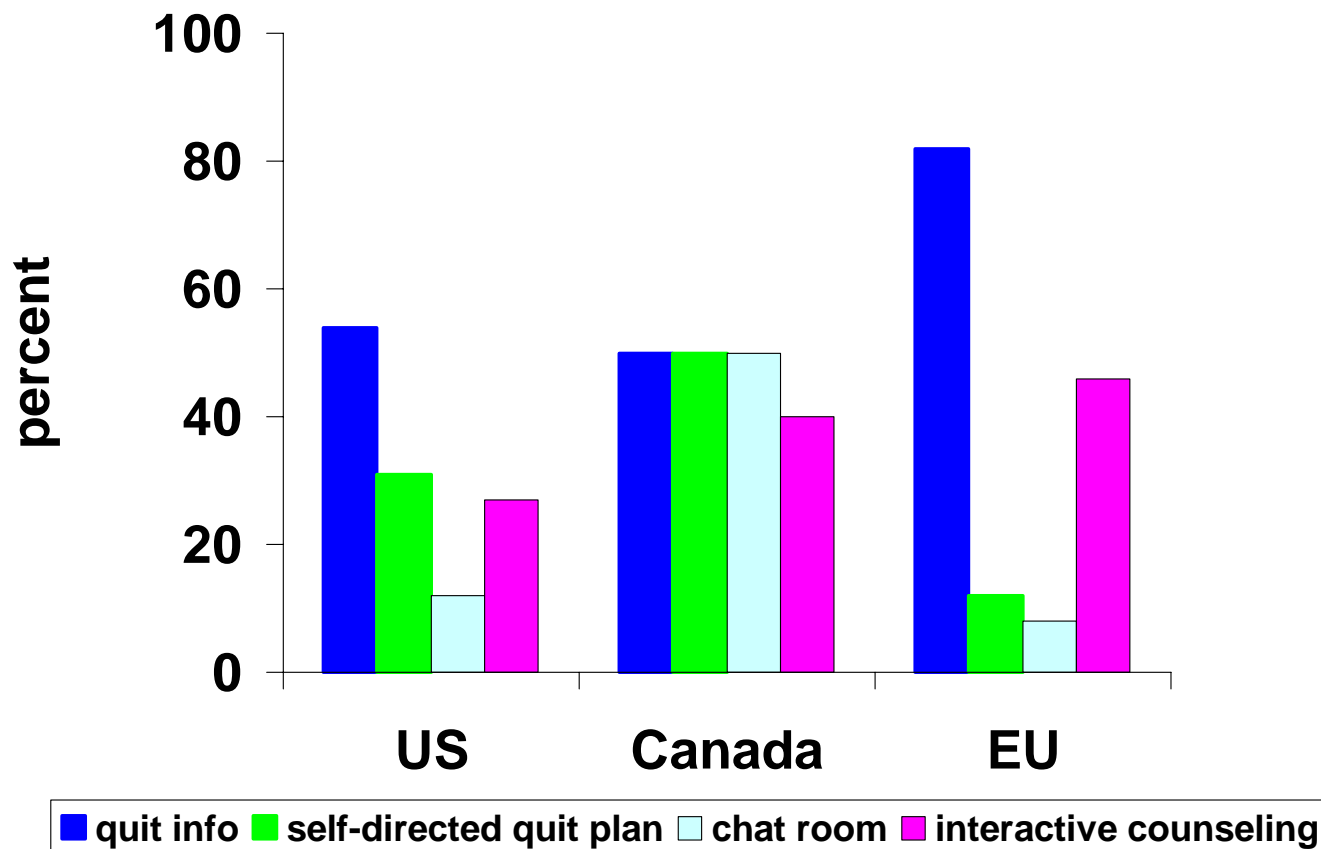
Tobacco Users Who Received Services

	Self Help (30)	Minimal/ Brief (11)	Single session (17)	Multiple session (33)
Range	25-14.5K	15-17.6K	30-14.7K	95-13.2K
Mean	1185	2845	335	2910
Median	570	410	2060	1440

Specialized Protocol

	US N=52	Canada N=9	EU N=24
Pregnant women	88.5%	88.9%	12.5%
Smokeless tobacco	69.2%	-	-
Racial/ ethnic	50%	11.1%	4.2%
Teens	44.2	11.1%	12.5%

Types of Internet-based Service

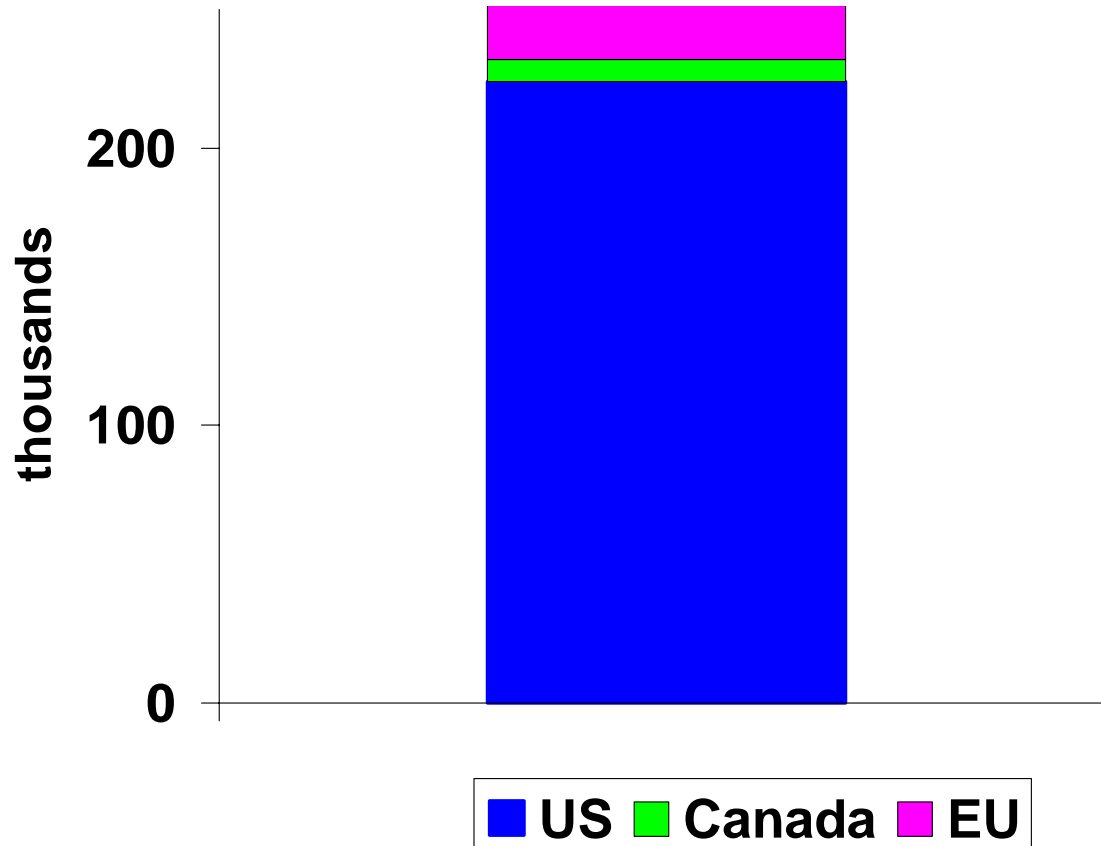


Quitline Budget for Service

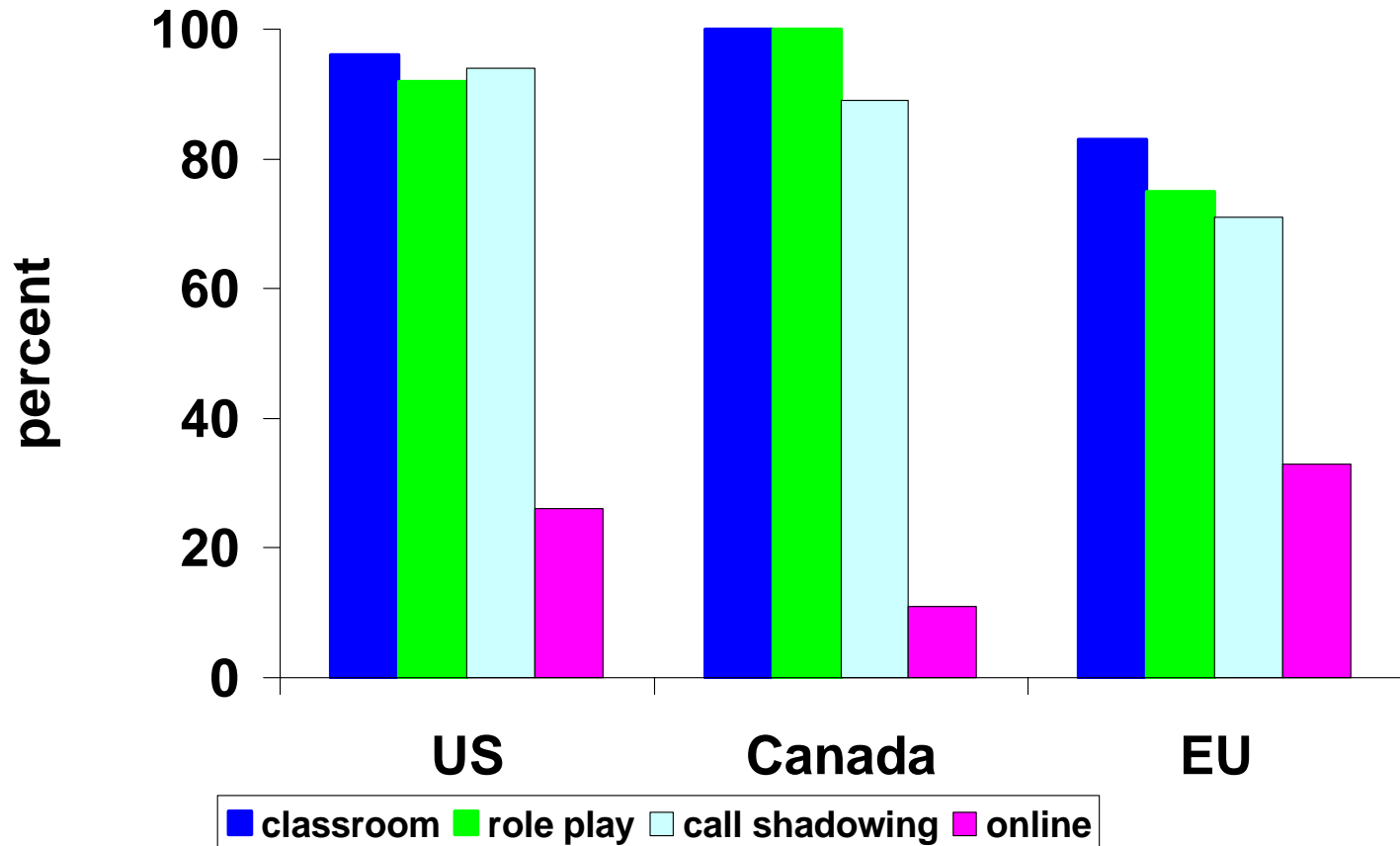
Fiscal year 2004-2005

	US N=44	Canada N=6	EU N=16
currency	US dollars	Canadian dollars	euros
range	40,000 to 4,169,210	59,920 to 512,134	6,580 to 3,641,200
median	\$621,696	\$204,893	€59,792

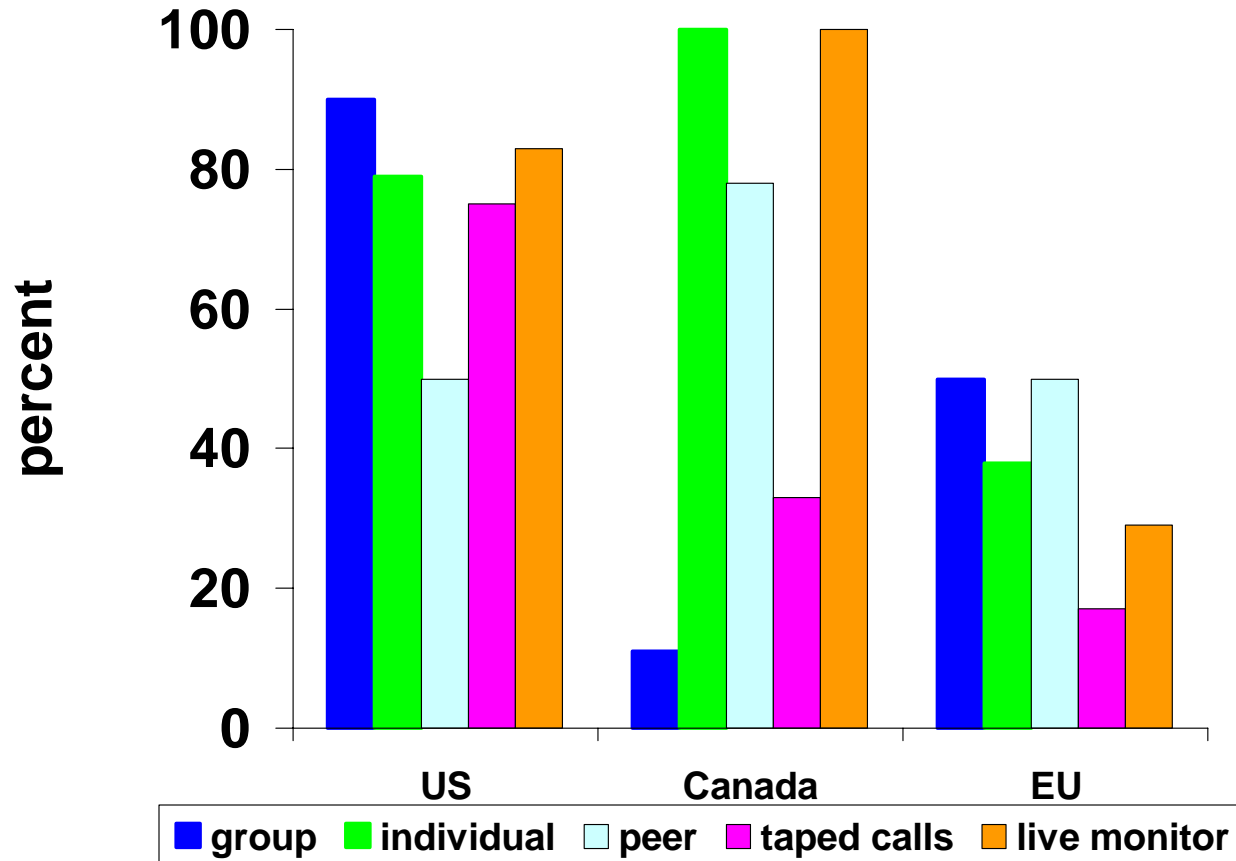
Total Tobacco Users Served



Clinical Training



Types of Supervision



Evaluation

	US N=51 %	Canada N=8 %	EU N=24 %
Conduct evaluation	68.6	100.0	41.7
Conducted by			
QL staff	57.1	25.0	80.0
Outside agency	51.4	87.5	30.0

NAQC Upcoming Activities

Research & Evaluation

- Updated profiles and report on 2005 survey
- Review group for requests for survey data
- NAQC's 2006 quitline survey
- Assess MDS implementation
- MDS reporting template
- Medicaid survey

For Additional Information

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