

Quitline-Related Research Quarterly Conference Call

November 23, 2010

Call Series Purpose

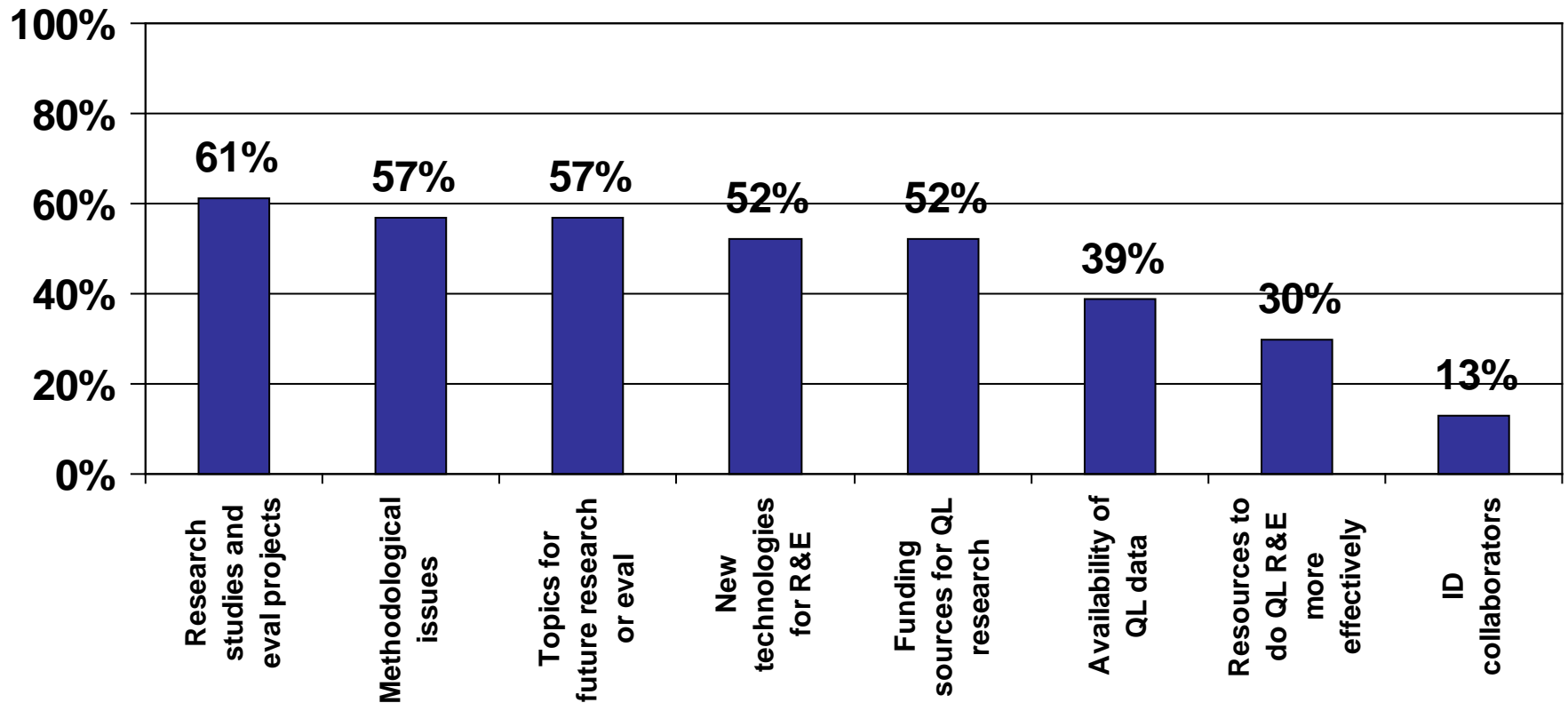
- Provide information about quitline-related research and evaluation work
- Provide connections between researchers and quitlines
- Opportunity to discuss current quitline-related issues and opportunities

Pre-Call Survey

- Three questions
- Identify topics of interest to quitline research community
- Collect examples of current research and evaluation work
- Use results to structure first and future calls

SUMMARY OF PRE-CALL SURVEY

Discussion Topics of Interest



How do you hope to benefit?

- *Learn about research topics/keep up on what is new in the field*
- *Help shape the research agenda*
- *Learn about/discuss research methods*
- *Networking*
- *Identify potential collaborators*
- *Funding*
- *Data*

Current Research and Evaluation

- Adaptations of NAQC MDS
- Evaluation of media impact on call volume and web registrations
- Media evaluations
- Policy impact on cessation programs
- Who uses quitlines? (overall and for various specific populations)
- Relapse prevention

Current Research and Evaluation (2)

- Reducing alcohol use to promote smoking cessation
- Impact of combination NRT
- Satisfaction and experience evaluations
- Utilization evaluation (how many calls did clients receive)/dose-response studies
- Barriers and supports to fax referral system/provider education for fax referral

Current Research and Evaluation (3)

- Cost studies/cost analyses
- Impact of referral type on treatment outcomes
- Network analysis
- Testing innovative promotional strategies
- Testing combinations of innovative programs (e.g., text messaging, etc.), combinations of evidence-based cessation programs

DISCUSSION

- Is there anything that needs to be added to this list?
- Where are areas of overlap/mutual interest?
- What are people planning for future studies?
- What should we do with the list that was circulated?
- How do we keep the list up-to-date?

Tools and Resources

EXISTING RESOURCES

- NAQC Listserv (general)
- Quarterly research conference call series
- NAQC webinars
- Research agenda for quitlines
- MDS for evaluating quitlines

POTENTIAL RESOURCES

- Collection of ongoing research projects on NAQC website
- Research-specific listserv
- Centralized (or more standardized) quitline data collection
- Others?

Potential uses for future calls

- Review updated list of ongoing research
- Feedback on an evolving research agenda
- Discuss specific topics (prepared speaker?)
 - Research and evaluation methodologies
 - New technologies for conducting research and evaluation
 - Funding sources for quitline research
- Discuss current issues for quitline research

DISCUSSION

- What topic(s) should we focus on for the next quarterly conference call?
 - More time to discuss current research projects?
 - Methodological issues? (any nominations?)
 - New technologies?
 - Funding sources?
- Invited speakers vs. summary of participant feedback?

Membership Requirement

- Original intention: limit participation to NAQC members only
- Proposal: open to anyone interested in quitline-related research
- Rationale: easy way to introduce researchers to quitlines, recognition that community of practice extends beyond NAQC boundaries, fewer administrative requirements

Thank You!

To provide additional feedback, please contact:

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