



**Quitline-Related Research  
Quarterly Conference Call  
Summary of Pre-Call Survey**

**1. What topics would you like to discuss during the conference call?**

(Top 5 responses)

1. Current and upcoming quitline-related research studies or evaluation projects (60.9%)
2. Methodological issues with conducting quitline-related research and evaluation (56.5%)
3. Ideas for topics for future research studies or evaluations (56.5%)
4. New technologies for conducting research and evaluation (52.2%)
5. Funding sources for quitline research (52.2%)

**2. How do you hope to benefit from the conference calls?**

***Learn about research topics/keep up on what is new in the field***

- Gain knowledge/ideas for future QL projects
- Learn more about what's going on in the field of quitlines
- Learn about ongoing/upcoming research in the industry
- Understand un/underserved research areas
- To learn of new quitline research & evaluation studies and findings
- Getting new ideas for research
- Greater awareness of what questions needed to be investigated through quitline data.
- Get more current on ongoing and planned research. I'm a little out of touch with what's going on since ACS announced it was transferring operations to F&C.
- Become more aware of what other approaches and strategies Quitline evaluators and researchers are exploring
- Identify emerging questions to explore/evaluate to advance the field
- Learn about other researchers / evaluators interests and questions
- To keep current on what the latest in research that involves Quitlines.
- Understand what research is needed to move the industry forward.
- Keep current on quitline research and data sources

***Help shape the research agenda***

- Refine research agenda to be more targeted to address knowledge gaps.
- Better knowledge of research opportunities and insight into what others view as research priorities

### ***Learn about/discuss research methods***

- Understand the best methods for conducting research
- Determine new ways to collect/analyze data
- What the methodological issues are in using quitline data
- Share some of our methodological expertise and learn creative solutions to methodological issues from others
- Identify experts in methodology (hard to solve methodological issues on conference call, but if a research team has ideas for dealing with methods issues, that is posted as guideline for others).

### ***Networking***

- Improve the quality of my quitline evaluation projects by tapping into the expertise of this group.
- I am excited to build a community of researchers/evaluators specifically about Quitline research. I hope to learn from others' ideas and the challenges they are facing in their work. I hope to enrich my own work by engaging in conversation about issues, successes, and solutions to challenges.
- By learning from more experienced researchers.
- Learning from the experience of older, more established quitlines
- Network with other doing similar work.
- Identify strategies to improve our existing services (and evaluation of these services)

### ***Identify potential collaborators***

- Identify potential collaborators
- To collaborate with other evaluators
- It would be wonderful to develop partnerships with other researchers, but even without that, the group would be helpful.
- Collaborating with other states to share ideas and data.
- Would like to work collaboratively on publications and research proposals--we have a relatively small state. A multi-state research project might be more competitive.
- I am hoping for potential opportunities to work collaboratively on manuscripts to be submitted to peer-reviewed publications.
- Determine if collaborative projects are possible - i.e. whether we (as researchers) could do the same analysis as others and look at issues comparatively
- Develop collaborative research to improve ways to help more tobacco users quit.
- find out from quitlines what they need from researchers in order to participate in research

### ***Funding***

- As a researcher, I'd like to get a better understanding on how I can find funding sources for quitline research
- Identify or influence funding for quitline research
- As a funder - work with this group to advance Quitlines through research, either by providing funding, or using my states callers to participate in research.

### ***Data***

- How I can acquire quitline data for research.

## **3. CURRENT EVALUATION AND RESEARCH ACTIVITIES/CONTACT INFO**

- Laura Beebe, University of Oklahoma Health Sciences Center, 405-271-2229 (phone), [laura-beebe@ouhsc.edu](mailto:laura-beebe@ouhsc.edu)
- Anne Betzner, Professional Data Analysts, Inc., 612-623-9110 (phone), [abetzner@pdastats.com](mailto:abetzner@pdastats.com)
  - PI on an evaluation of the Hawaii State Quitline.
  - Adapted MDS 7-month follow-up for online data collection by a third party survey vendor.
  - Adapted MDS intake and 7 month follow-up for an in person tobacco cessation intervention.
  - PI on an evaluation of Connecticut's tobacco control program.
  - Adapting MDS intake and 7-month follow-up for an in-person tobacco cessation intervention specifically for persons with mental illness and substance abuse disorders.
  - PI on an evaluation of the relationship of media buys to Quitline call volume and cessation website registrations for the states of Florida and CT.
  - PI and contribute to several tobacco control media evaluations for State clients. Focus on youth prevention campaigns, social norms media change, etc.
  - Currently writing an article on the mechanisms by which stop smoking regulations positively impact cessation and negatively impact relapse among those enrolled in Quitline and other stop smoking programs in Minnesota. Based on qualitative methods.
- Sharon Campbell, Propel Centre, University of Waterloo, 519 888 4583 (phone), [sharoncm@uwaterloo.ca](mailto:sharoncm@uwaterloo.ca)
  - Comparative study of characteristics of who calls quitlines across selected US, Canadian and European quitlines
  - Call volume in relation to promotion.

- Paula Celestino, Roswell Park Cancer Institute, 716 845 8817 (phone), [paula.celestino@roswellpark.org](mailto:paula.celestino@roswellpark.org)
  - Reducing Alcohol Use to Promote Smoking Cessation
  - Relapse-Prevention Booklets as an Adjunct to a Tobacco Quitline
  - Does Combination Nicotine Replacement Therapy for Smoking Cessation Influence Quitting Behavior
  - Quit Experiences among light smokers who contact the NYSSQL
  - Evaluation of the Client Participation Renewal (CPR) Program
  
- Kayshin Chan, Public Health Management Corporation, 215-790-7219 (phone), [kchan@phmc.org](mailto:kchan@phmc.org)
  - Ongoing evaluation: NRT initiative evaluation, demographic intake analysis, service use analysis (# of calls participated in by callers), 7-month follow-up survey.
  - Future evaluation: qualitative work with health care providers to learn more about barriers and supports to fax referral system.
  
- Annette M. David, Technical Consultant to Guam Dept of Public Health and Social Services (Tobacco Control program), (671) 646-5227 (phone), [amdavid@guamcell.net](mailto:amdavid@guamcell.net)
  - No specific research projects, just tracking quitline data and correlating volume of quitline calls with paid and earned media, and tobacco control policy initiatives such as our recent tax increase.
  
- Angie Ficek, South Dakota State University, [angie.ficek@sdsu.edu](mailto:angie.ficek@sdsu.edu)
  
- Gabriel Garcia, University of Alaska Anchorage, 907-786-6532 (phone), [gabrieljmgarcia@uaa.alaska.edu](mailto:gabrieljmgarcia@uaa.alaska.edu)
  
- Lija Greenseid, Professional Data Analysts, Inc., 612-623-9110 (phone), [lija@pdastats.com](mailto:lija@pdastats.com)
  - I am the project manager for PDA's evaluation of the ClearWay Minnesota' Quitline as part of the ARRA stimulus initiative.
  - I am also the project manager of an effort to collect quitline reach and quit rate information for all quitlines in the state of Minnesota funded by the Minnesota Department of Health through ARRA funds.
  
- Todd Hill, Vermont Department of Health, 802-863-7359 (phone), [todd.hill@ahs.state.vt.us](mailto:todd.hill@ahs.state.vt.us)
  
- Ed Kazimir, 609-737-3582 (phone), [eokazimir@verizon.net](mailto:eokazimir@verizon.net)
  - Interest in the net cost to produce non smokers after 2 years. This included all costs from first contact. Cost is for ALL contacted not only those that respond.

- Paula Keller, ClearWay Minnesota, 952-767-1410 (phone), [pkeller@clearwaymn.org](mailto:pkeller@clearwaymn.org)
  - We are currently conducting a 7-month follow-up evaluation of our Helpline.
  
- Janna Lacatell, Healthways, Inc.
  
- Scott Leischow, The University of Arizona, 520-626-9574 (phone), [sleischow@azcc.arizona.edu](mailto:sleischow@azcc.arizona.edu)
  - Network analyses of quitline communication and collaboration to better understand awareness, adoption and implementation of practices
  - Assessing the impact of referral types on treatment outcome
  - Assessing the impact of different amounts of behavioral support on treatment outcome
  
- Ann Malarcher, CDC Office on Smoking and Health, 770-488-8006 (phone), [aym8@cdc.gov](mailto:aym8@cdc.gov)
  - Quitline use among persons with chronic disease
  - Quitline use among young adults
  - Effect of federal tax increase on calls to quitlines
  - Developing provider education modules to increase referrals to quitlines
  - Evaluation of U.S. quitlines through data collected through the National Quitline Data Warehouse
  - Comparative Effectiveness Research Project with the CDC Division of Cancer Prevention and Control's Comprehensive Cancer Program to examine innovative promotional strategies for increasing calls to quitlines as well as combining innovative interventions (web, etc.) with quitlines for increasing quit rates.
  
- Julie Rainey, Professional Data Analysts, Inc., 612-623-9110 (phone), [jrainey@pdastats.com](mailto:jrainey@pdastats.com)
  - Currently I'm conducting a comprehensive evaluation of a state quitline. Components of this evaluation include applying and refining the methodologies recommended by NAQC to calculate treatment reach and quit rates, exploring the relationship between the amount of quitline counseling received and outcomes, and setting up the procedures needed to comply with the CDC reporting requirements for ARRA quitline funding.
  - In the future, we will be exploring the extent to which tobacco users use the quitline along with other state-funded cessation programs, how multiple kinds of assistance are used together, and the extent to which each type of assistance contributes to outcomes.
  - We will also be conducting cost analyses to determine the cost per enrollment, cost per quit, and cost per quality adjusted life year.

- Lys Severtson, Healthways, 617-417-4766 (phone),  
lys.severtson@healthways.com