

Making the Case for Quitlines: Panel Discussion

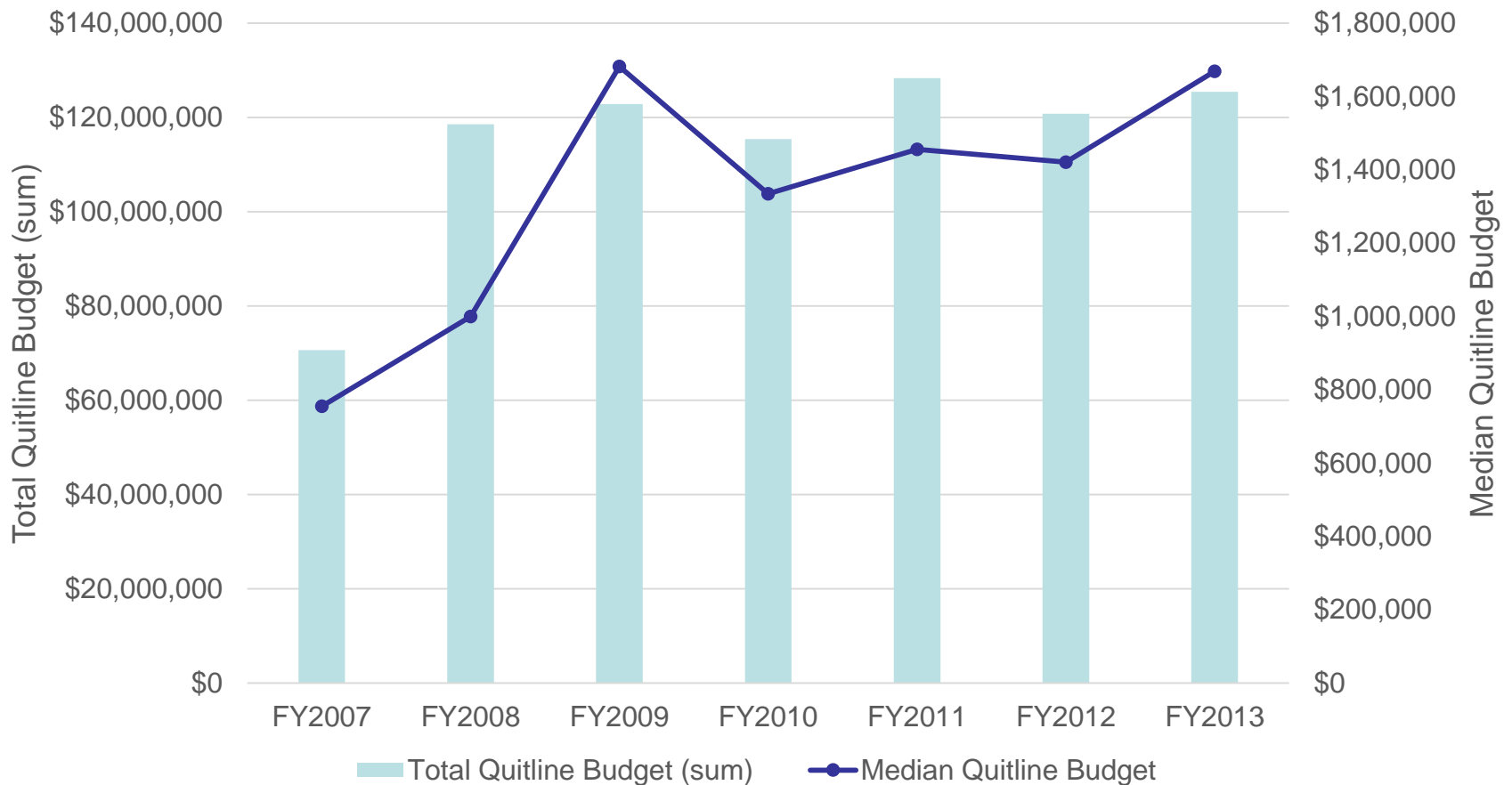
Moderator: Maria Rudie, MPH
NAQC Research Manager
Tuesday, August 17, 2015

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Atlanta, Georgia*

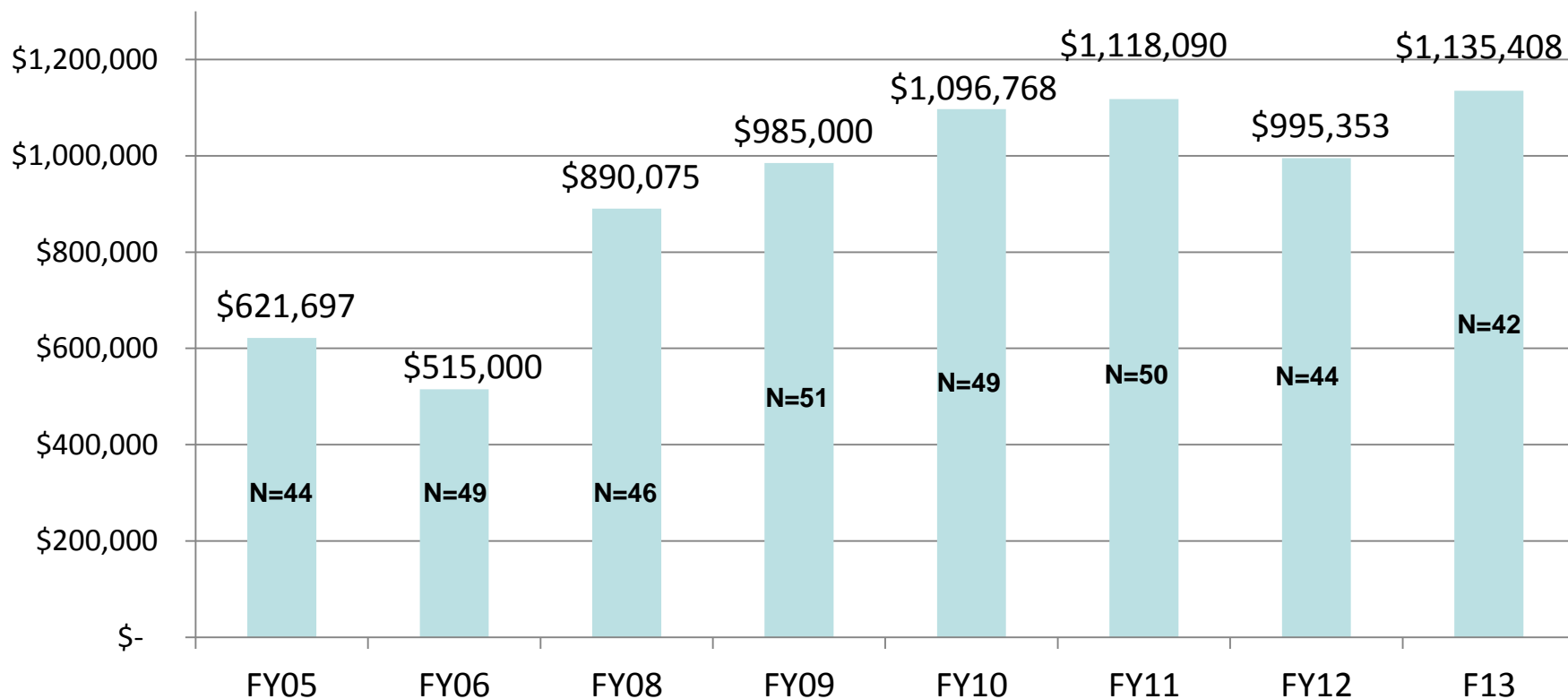
Panel Members

- Lori Younker, Director of Programs & Events, American Lung Association Lung HelpLine/Tobacco Cessation Quitline, Illinois Tobacco Quitline
- Shelia Garrett, Cessation Section Chief, Arkansas Tobacco Prevention & Cessation Program
- Judy Ochs, Director, Division of Tobacco Prevention & Control, PA Dept. of Health
- Mary Kokstis, Vice President Client Services, Alere Wellbeing
- Cindy Haugland, Business Development Manager, National Jewish Health

Median and Total (sum) State Quitline Budgets

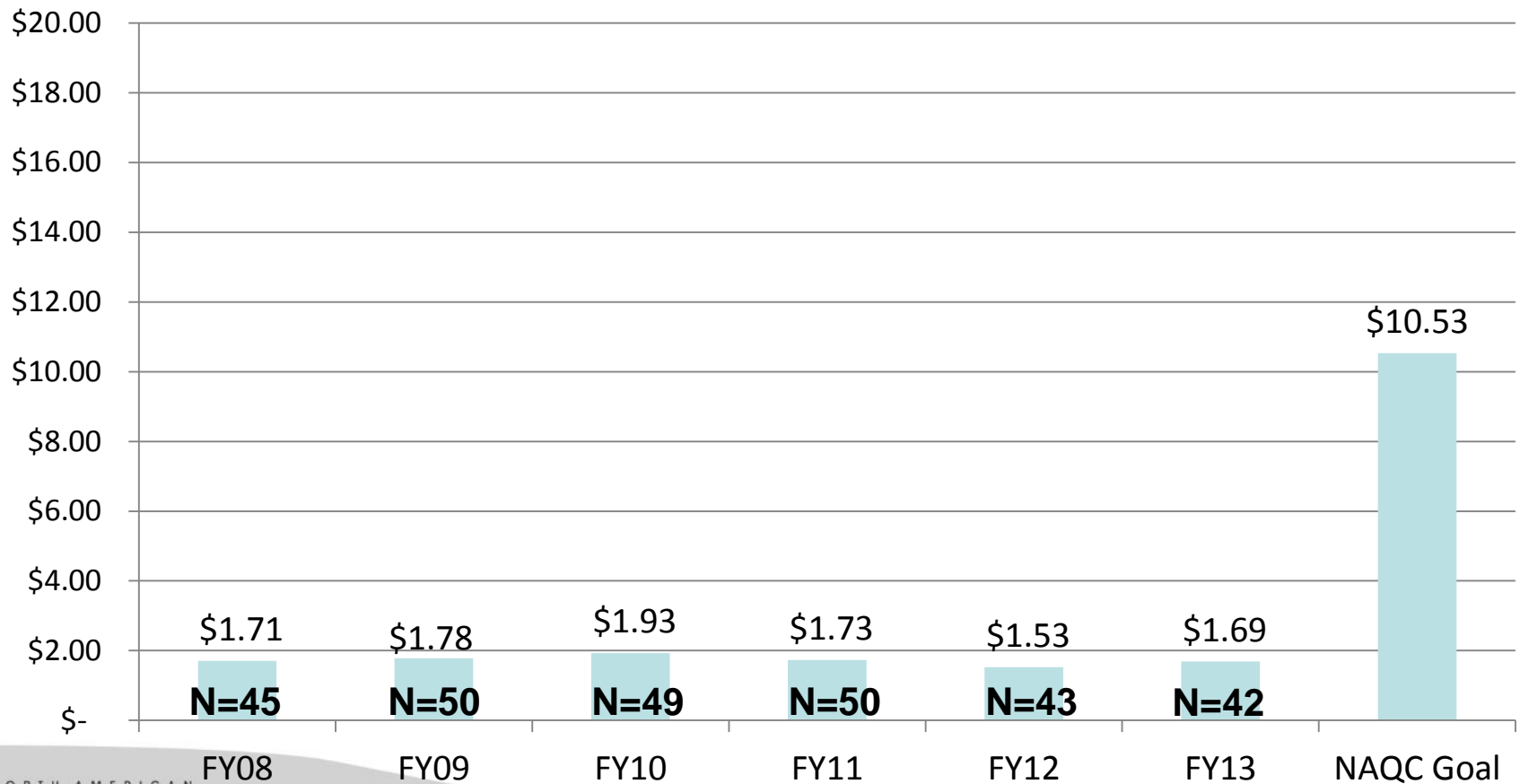


Median Budget for Services and Medications: State Quitlines FY2005 – FY2013

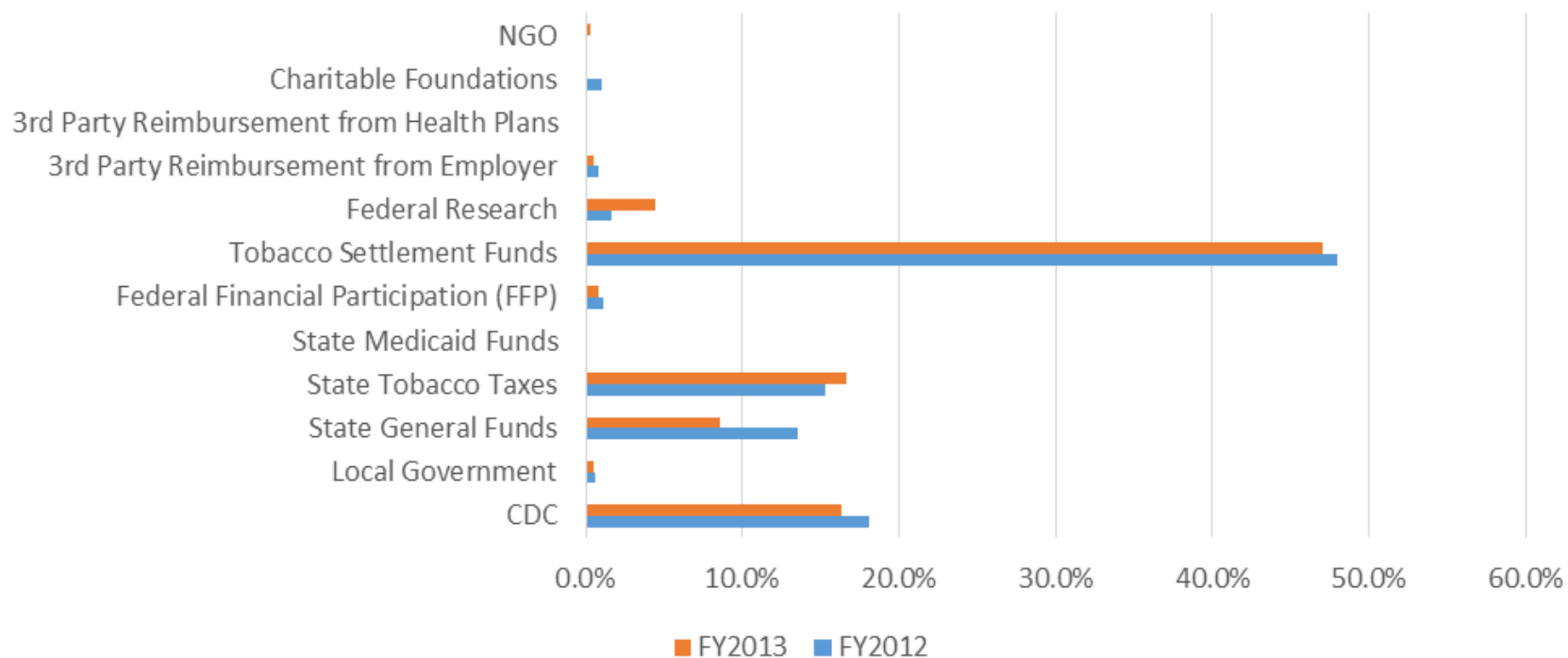


Median State Quitline Spending* per Smoker FY2008-FY2013

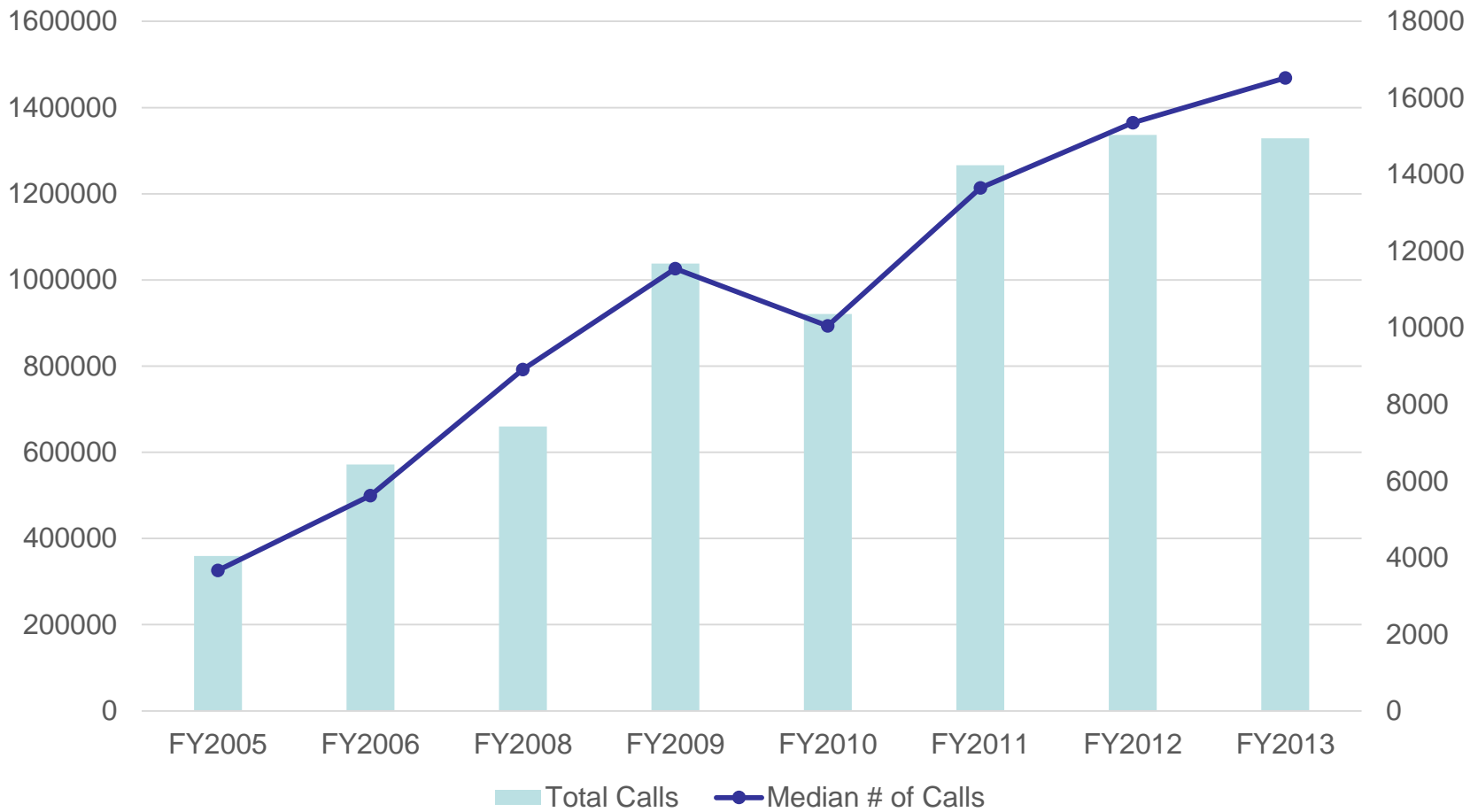
*Medications & Services



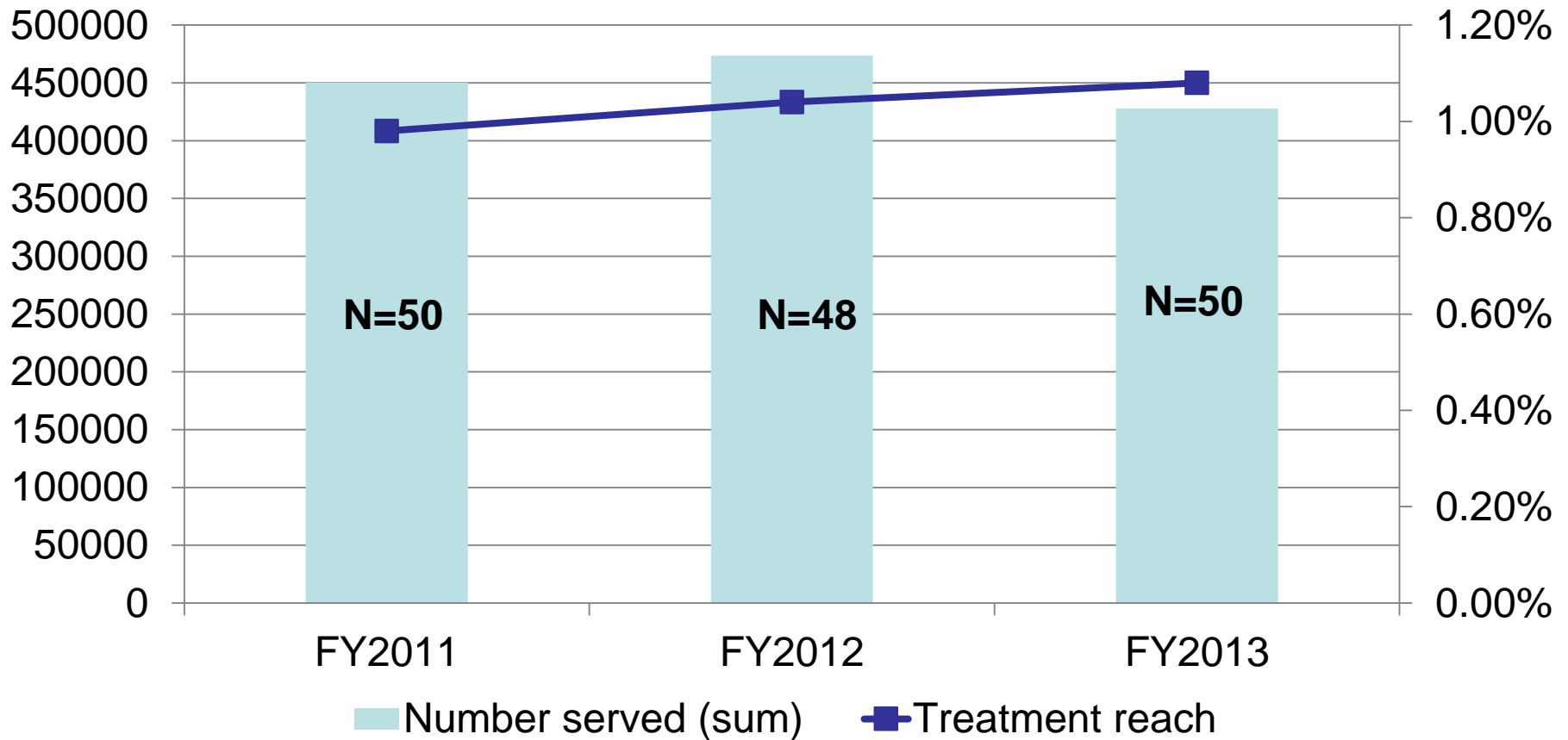
Percentage of Median Total Quitline Budget Received by Budget Source



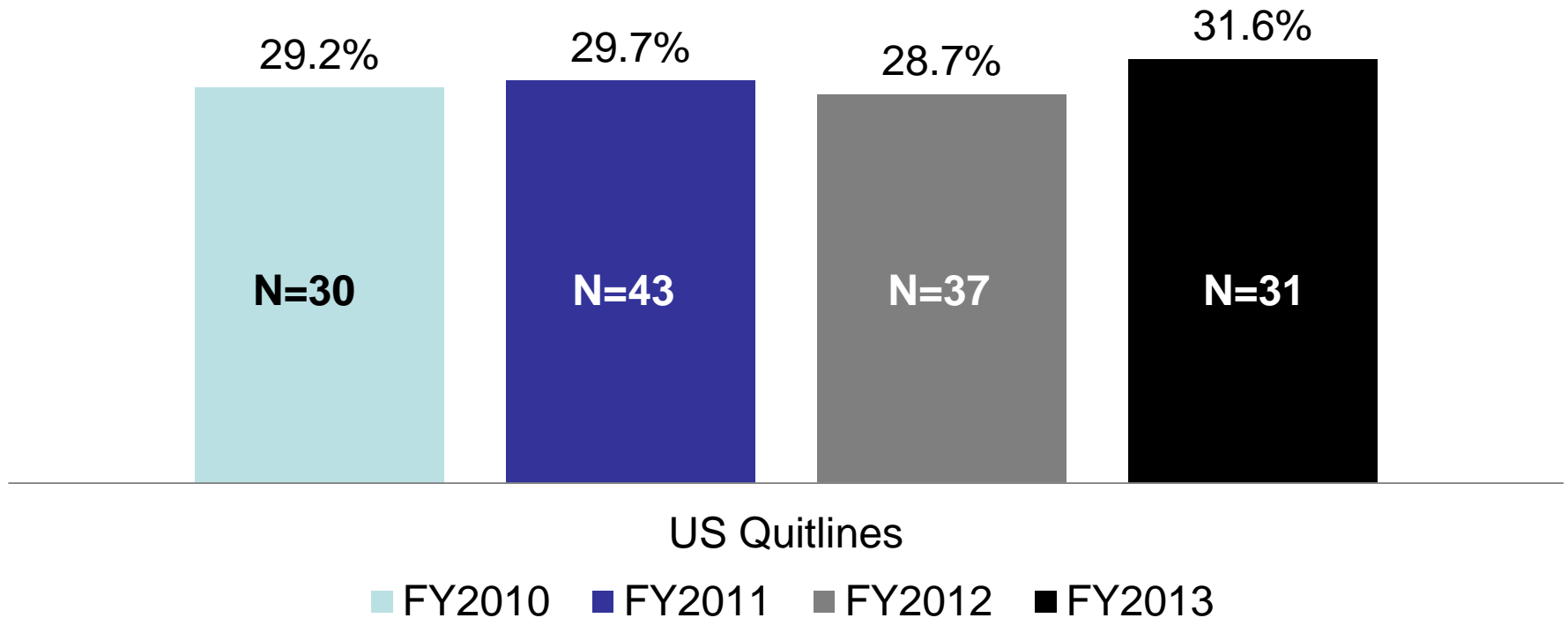
Total & Median Calls to State Quitlines: FY2005 – FY2013



Treatment Reach of State Quitlines FY2011- FY2013



NAQC Standard Quit Rates FY2010-FY2013



Questions for the Panel

- **Briefly describe your state’s experience with “making the case” and what resource or tools were important in “making the case”?**
- **How has the need to “make the case” for continued funding impacted services offered by your state’s quitline?**
- **Are there strategies your state has engaged in to proactively “make the case” for continued funding? If so, what are they and what impact have those strategies had on funders?**
- **What are two pieces of advice you would offer to another state quitline going through the process of “making the case” to their funders?**