

International Quitline Institute

Tobacco Quitlines: Optimizing Reach and Effectiveness

WCTOH 2015



<http://internationalquitlineinstitute.com/>

International Quitline Institute

Provide training and operational support to low and middle-income countries who want to implement a toll-free tobacco quitline or improve an existing quitline.

IQI Team

Abigail Halperin, MD MPH: Univ of Washington

Ken Wassum and Etta Short, MA: Alere Health

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Luke Atkin, MPH: Quit Victoria



Why was IQI Created?



FCTC Article 14 All Parties should offer quitlines in which callers can receive advice from trained cessation specialists. Ideally they should be free and offer proactive support. Quitlines should be widely publicized and advertised, and adequately staffed to ensure that tobacco users can always receive individual support. Parties are encouraged to include the quitline number on tobacco product packaging.

Partners

- Alere Health (<http://www.alerewellbeing.com/>)
- University of Washington: (<http://depts.washington.edu/tobacco/>)
- World Health Organization (Non-communicable Disease Division): (<http://www.who.int/topics/tobacco/en/>)
- Cancer Council Victoria/ Quit Victoria (quit.org.au)
- UCSF Smoking Cessation Leadership Center (<http://smokingcessationleadership.ucsf.edu/>)
- Centers for Disease Control Foundation (<http://www.cdcfoundation.org/>)

Funding provided by Pfizer Independent Grants for Learning and Change

Trainings

- Seattle 2011
 - 5-day training
- Singapore WCTOH 2012
 - Pre-conference Workshop
- Uruguay 2014
- China CDC 2014
 - 45 quit line counselors / 15 Provinces
- Working with our partners to identify training opportunities over the next two years



IQI Website

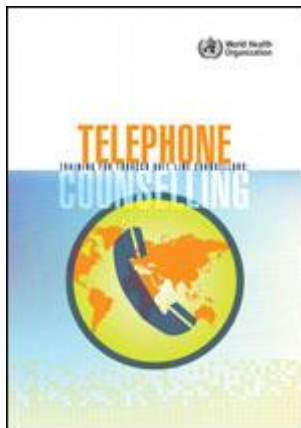


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Resources



http://www.who.int/tobacco/publications/smoking_cessation/quit_lines_services/en/



http://www.who.int/tobacco/publications/smoking_cessation/9789241507264/en/

Learning Objectives

- Recognize attributes of both high reach and high effectiveness models.
- Describe how both models can help quitlines achieve strategic quitline goals.
- Recognize how media campaigns drive use of quitline / quit attempts.

Learning Objectives

- How services and protocols help QLs integrate with health care and tobacco control policy, and treat callers.
- How training counselors on core competencies and best practices help quitlines deliver high quality care.

Agenda: Morning Session

- 9:30 – 10:30: History and Current Status of Quitline Development and Implementation
 - Dr Samira Asma: CDC Global Tobacco Unit
- 10:45 – 12:30: Panel Presentations
 - Clinical and Operational Strategies for Optimizing Reach and Effectiveness: Australia & Argentina
 - Clinical and Operational Strategies for Optimizing Reach and Effectiveness: China & Eastern Mediterranean
- 12:30 – 1:30: Lunch

Agenda: Afternoon

Roundtable Sessions:

- Session 1: 13:30 – 14:45
 - Training Roundtable
 - Protocol Roundtable
- Session 2: 14:45 – 16:15
 - Training Roundtable
 - Protocol Roundtable
- Final Questions: Wrap-up

Introductions

- Name
- Country
- Organization where you work
- Do you have an operating quitline?

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Thank You