

01. Tobacco Quitlines: Optimising Reach and Effectiveness

Tuesday, 17 March 2015, 09:00 - 16:30

Room Capital Suite 10



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| Type | Workshop |
| Track | Demand side: FCTC Art. 6 14, Art. 20 |
| Topic | Cessation |
| Organised by | International Quitline Institute; University of Washington USA; World Health Organization |
| Duration | Full-day |
| Max attendees | 80 |
| Meeting type | Open meeting |
| Description | Attendees will be provided up-to-date information on quitline treatment models, services, training phone counselors, and operational details of quitlines from around the world by recognised experts. Attendees will be surveyed prior to the workshop to tailor information to the needs of those who attend. Quit line experts will facilitate roundtables to help attendees develop counselor trainings and quitline protocols. Those who attend will leave with practical skills and resources to continue developing the reach and effectiveness of their quitlines when they return to their home countries. |
| Target audience | This workshop is open to all delegates and is designed to meet the operational and clinical needs of quitline directors, managers, trainers, and clinical staff. |
| Objectives | <ol style="list-style-type: none"> 1. Recognise attributes of both high reach and high effectiveness models for tobacco quitlines. 2. Describe how reach and effectiveness models can each help quitlines achieve strategic quitline goals. 3. Recognise how national media campaigns effectively drive quitline utilisation, including impact on quit attempts. 4. How services and protocols help quitlines integrate with health care, tobacco control and treat callers. 5. How training counselors on core competencies/best practices help quitlines deliver high quality care to callers. |
| Expected outcome | Attendees will learn new and important information about reach and effectiveness of quitlines, promotional strategies, and receive assistance for developing counselor training modules and protocol development. |
| Keywords | tobacco quitlines; cessation; reach and effectiveness; counselor training; treatment protocols; health promotion |
| Coordinator(s) | Ken Wassum (USA) |
| Chair(s) | Abigail Halperin (USA) |
| Presentations | <ul style="list-style-type: none"> » History and Current Status of Quitline Development and Implementation Samira Asma (USA) » Tobacco Quitlines: Clinical and Operational Strategies for Optimising Reach and Effectiveness: Australia & Argentina Luke Atkin (Australia), Alejandro Jose Videla (Argentina) » Tobacco Quitlines: Clinical and Operational Strategies for Optimising Reach and Effectiveness: China & Eastern Mediterranean Yuan Jiang (China), Tatyana El-Kour (Jordan) » Counselor Training Roundtable 1 Ken Wassum (USA), Luke Atkin (Australia) » Counselor Training Roundtable 2 Dongbo Fu (Switzerland), Etta Short (USA) » Protocol Development Roundtable 1 Abigail Halperin (USA), Etta Short (USA) » Protocol Development Roundtable 2 Ken Wassum (USA) |