

WHO Recommendations and Activities for Promoting Tobacco Quit Line

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Outline

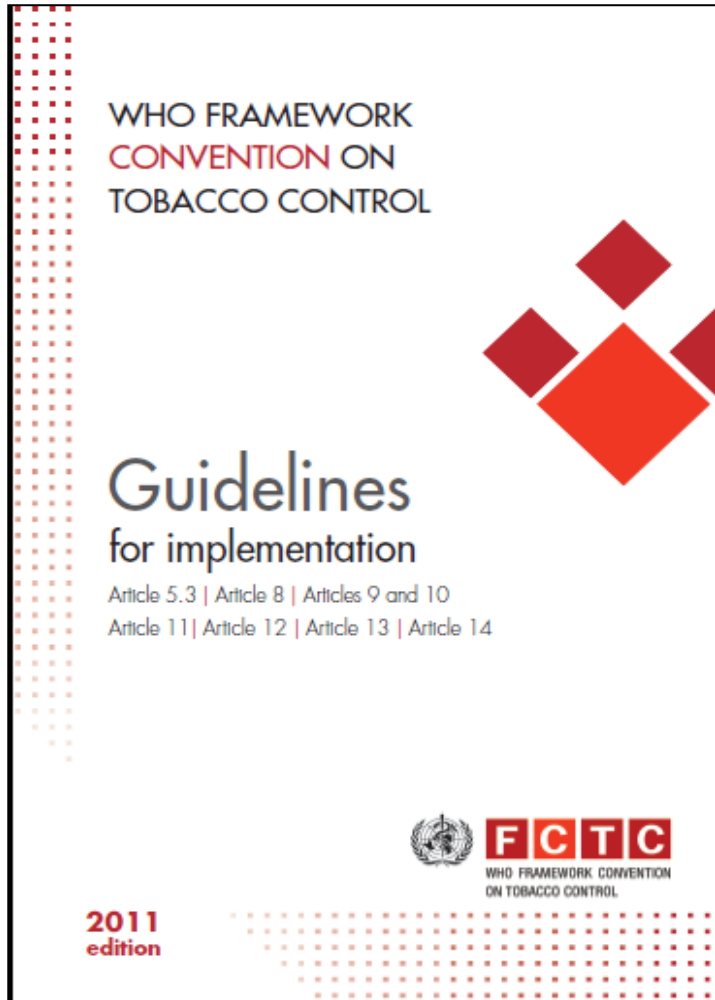
- **WHO recommendations for telephone quit line**
- **The worldwide situation of national toll-free quit line services**
- **WHO activities for promoting tobacco quit line services**



WHO
recommendations for
telephone quit lines



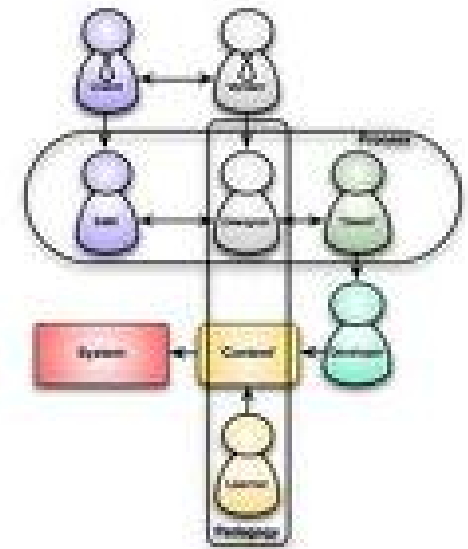
The WHO FCTC Article 14 Guidelines recommend that:



“All Parties should offer quit lines in which callers can receive advice from trained cessation specialists. Ideally they should be free... Quit lines should be widely publicized and advertised, and adequately staffed... Parties are encouraged to include the quit line number on tobacco product packaging.”

Quit lines: key component of a treatment system recommended by Article 14 guidelines

- Population-level approaches
 - Mass communication
 - Brief advice: should be integrated into all health-care systems
 - **Quit lines**
- Intensive individual approaches
 - Specialized tobacco dependence treatment
- Medications
- Novel approaches and media
 - Cellphone text messaging



Quit lines: one of the three WHO recommended treatment measures

Three types of treatment should be included in any tobacco prevention effort

- Tobacco cessation advice incorporated into primary health-care services
- **Easily accessible and free quit lines**
- Access to free or low-cost cessation medicines.



The worldwide situation of national toll-free quit line services



Current situation of national toll-free quit line services

- **61 total**
- **26: High-income countries**
 - Combination of proactive and reactive service
 - High population coverage
 - Wide range of services
- **35: LMIC countries**
 - Reactive service
 - Lower population coverage
 - Limited services

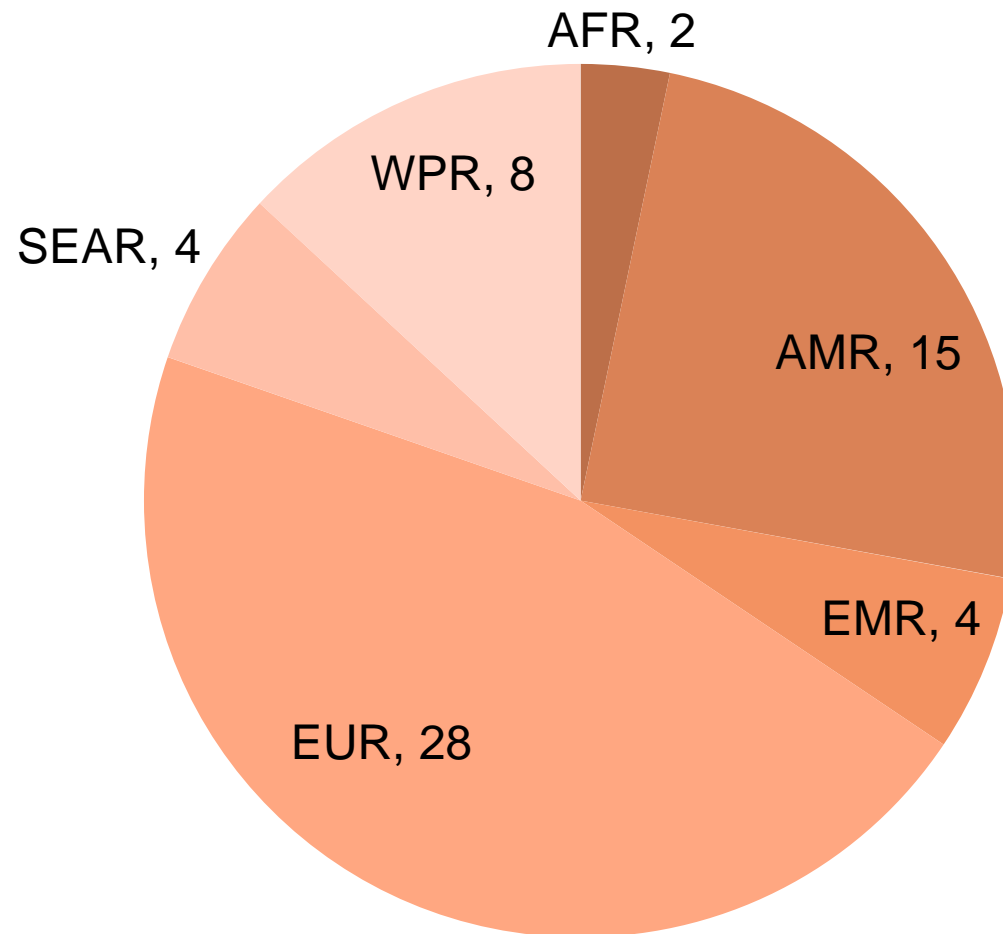


Source: WHO report on the global tobacco epidemic, 2015



National toll-free quit lines, by region

Number of countries offering national toll-free quit line services



Between 2012 and 2014

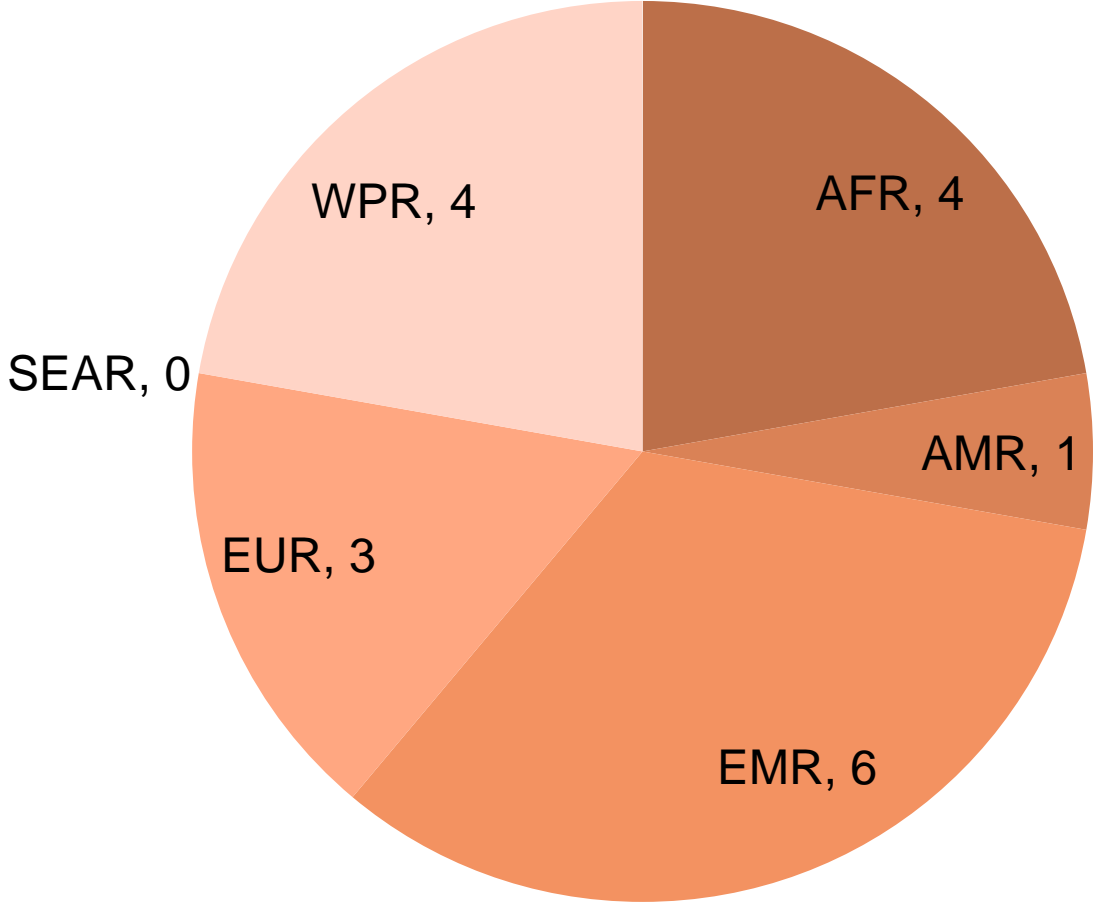
- **Only 2 more countries have toll-free quit lines**

Source: WHO report on the global tobacco epidemic, 2015



18 countries only missing national toll-free quit line to attain the highest level of achievement

Number of countries only missing national toll-free quit line to attain the highest level of achievement in "o", by region



High-income countries :6

LMIC countries:12

Source: WHO report on the global tobacco epidemic, 2015



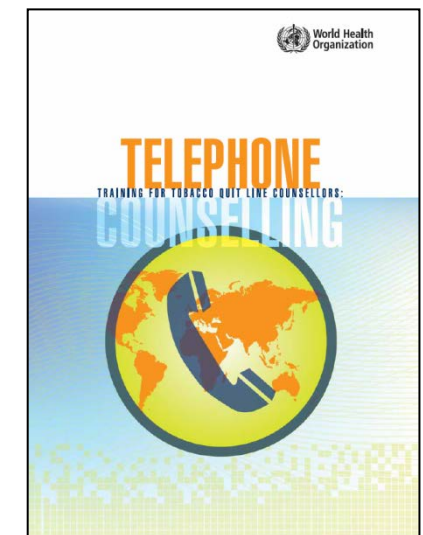
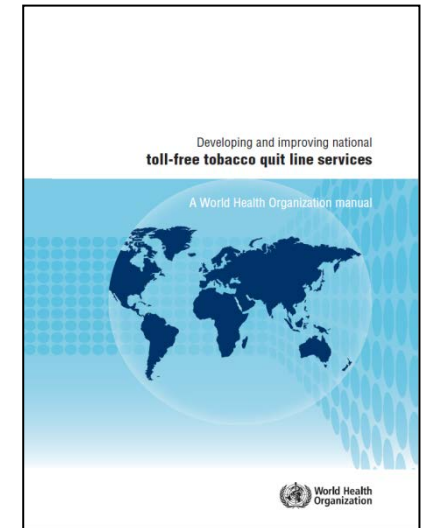
WHO activities for promoting tobacco quit line services



WHO activities to promote national toll-free quit line services

Technical resources/tools development and dissemination

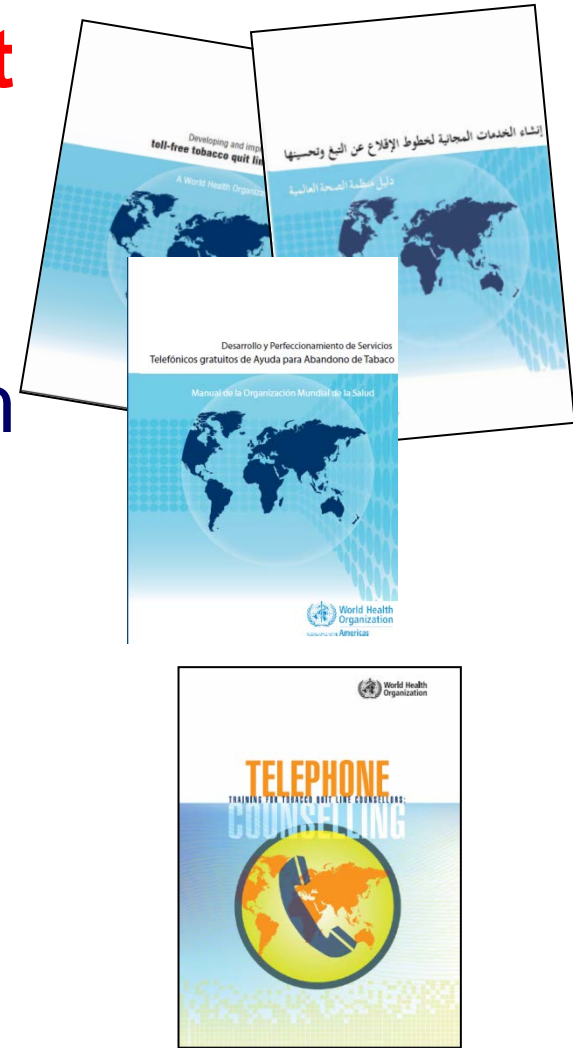
- **2011: A WHO Manual:** Developing and improving national toll-free tobacco quit line services
- **2013: WHO training package:** "Training for tobacco quit line counsellors: Telephone counselling"



WHO activities to promote national toll-free quit line services

Technical resources/tools development and dissemination

- **2011-2016: WHO Quit Line Manual** available in English, Arabic and Spanish
- **2014-2016: WHO training package** available in English, Spanish, Russian, Chinese and epub format



WHO activities to promote national toll-free quit line services

Training and capacity building

- **2011:** The International Quitline Institute training, organized by Alere Wellbeing and University of Washington
- **2012:** Training Workshop on Quitlines in Smoke-free Cities, organized by WHO WPRO and National Cancer Center, Korea
- **2013:** The Asia Pacific Quitline Network Annual Workshop, hosted by Thailand National Quitline
- **2014:** Telephone counsellors training workshops in Uruguay, China; the Asia Pacific Quitline Network Annual Workshop, hosted by China CDC



WHO activities to promote national toll-free quit line services

Training and capacity building

- **2015:** WHO Quit Line Managers Training Workshop in China; the Asia Pacific Quitline Network Annual Workshop, hosted by China CDC and China 12320 Management Centre
- **2016:** Train-the-Trainer Workshop on Telephone Counselling in Turkey, hosted by Ministry of Health, Turkey



Thank you for your attention