

International Quitline Institute: Accomplishments, Challenges, and Lessons Learned

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Global Tobacco Dependence Treatment Summit

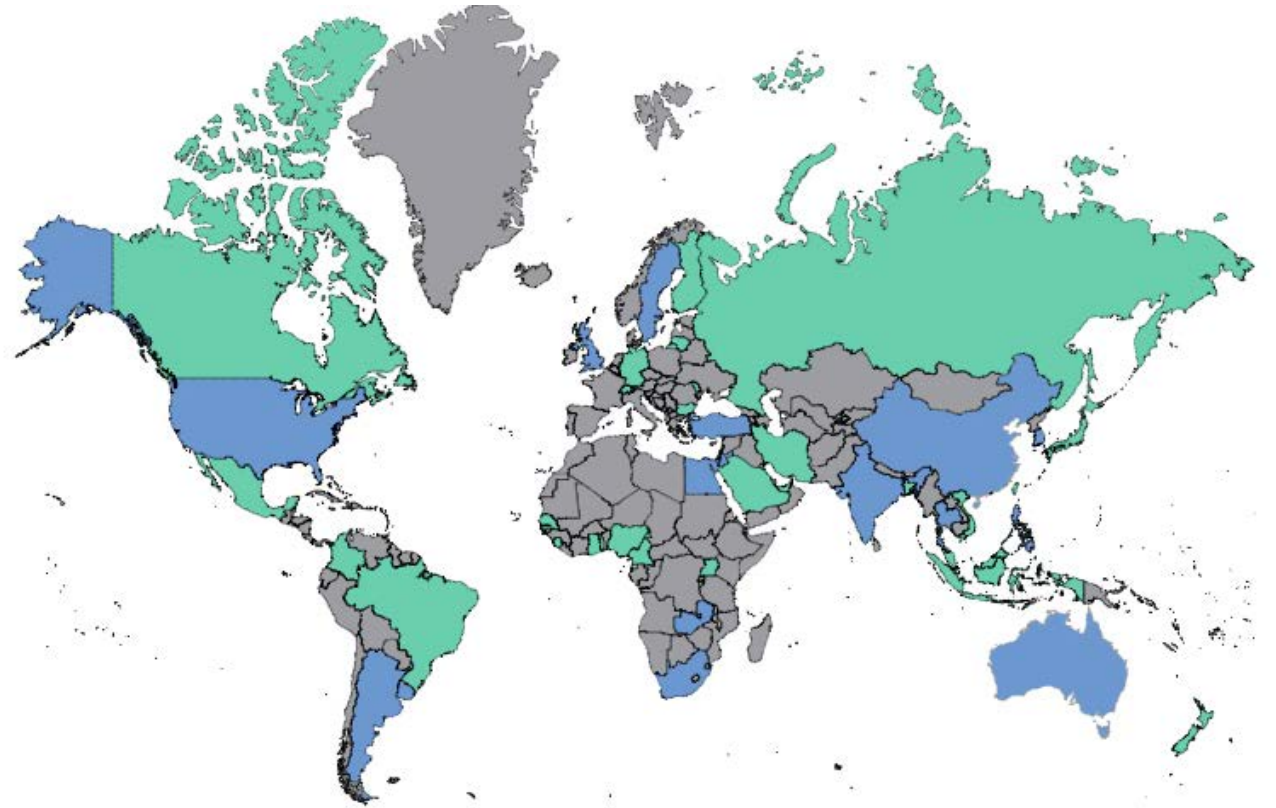
Rochester, MN – May 23, 2016



Outline

- Background
- Trainings
- Workshops/Symposia
- Evaluation
- Learning objective:

Participants will recognize the IQI's accomplishments, challenges, and lessons learned.



Background

- **Founding Partners:**



- **Mission:** To provide training and technical assistance for the development and improvement of tobacco quitlines to increase access, reach and effectiveness of tobacco treatment, with a focus on LMICs with a high burden of tobacco use and related diseases.

- **Funder:** Pfizer Independent Grants for Learning & Change (IGLC)



Seattle, WA: Inaugural IQI Training (2011)

- First 5-day intensive training using WHO quitline manual and workbook
- 26 attendees from 16 countries representing all six WHO regions
 - 13 international faculty & panelists
 - 8 internal faculty
 - 5 small group facilitators
- Organizations represented: WHO, CDCF, NAQC, APQN, NCI, and ACS
- Interactive tour of Free & Clear



Montevideo, Uruguay: Pilot Counselor Training (2014)

- 5-day training, using WHO Tobacco Quitline Counselor Manual
 - Covered 10 of 14 modules
- 12 trainees
 - 6 from National Drug Line
 - 6 from Ministry of Health Info Line



Beijing, China: Counselor Training (2014)

- First full 5-day intensive training using complete WHO counseling manual and translated materials
- 45 trainees; 15 provinces
- 6 faculty/trainers



Shanghai, China: Manager Training (2015)

- 3-day training using WHO training package for managers
- 130 trainees
 - 30 Chinese provinces



Tekirdağ, Turkey: Train-the-Trainer Training (2016)



Turkish Quitline call center and staff



Turkish cigarette pack warnings

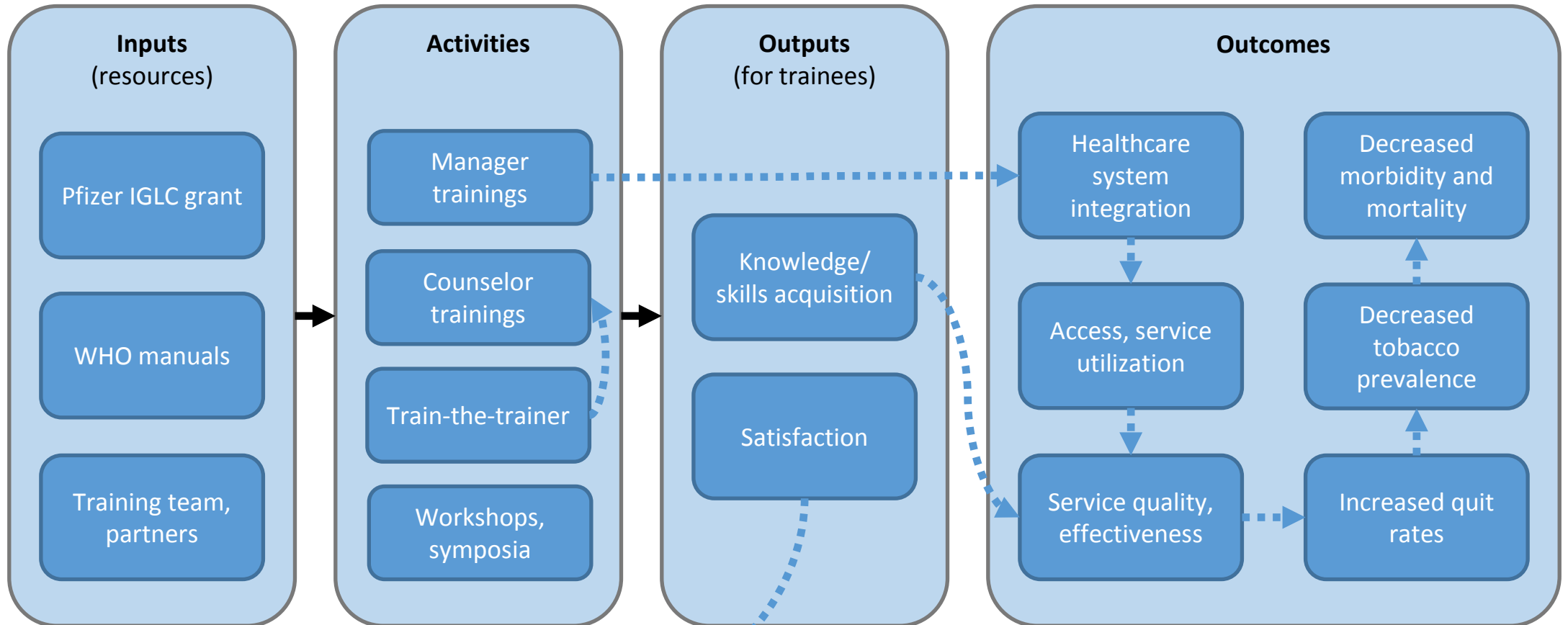
- Turkey: First country to fully implement FCTC articles
- 2.5 day training using WHO telephone counseling manual & 'Training for Future Trainers' guide
- 48 trainees: 45 physicians, 2 RNs, 1 psychologist

WCTOH Pre-conference Workshops & Symposia

- **Singapore (2012)**
 - 70 attendees from 36 countries; roundtables covered quitline goals, finances, staffing, treatment, promotion, quality monitoring, and evaluation
- **Abu Dhabi, UAE (2015)**
 - 26 attendees from 17 countries; roundtables covered protocol development



Evaluation: IQI Logic Model



Evaluation: Results

Outputs

- High satisfaction, ranging from 4.4 to 4.8 (5.0 scale)
- Knowledge/skill acquisition: +4% (Turkey) to +20% (China)
- 91-97% of trainees confident in application of knowledge/skills

Outcomes

- Short-term
 - TBD; Baseline data from China (low call volume), Turkey (high call volume)
- Long-term
 - TBD; “Baseline” data from Global Adult Tobacco Survey (GATS), Euromonitor

→ Challenge: Language barrier

Lessons Learned

- It takes a village...
- Solutions to legal barriers
- Quitline readiness is essential
- Minimize the language barrier
- Environment is important
- Champions are important

Acknowledgments: It takes a village...

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