# Developing and improving national toll-free tobacco quit-line services: A World Health Organization manual

# **Contents**

Foreword
Acknowledgements
Abbreviations
Glossary
Executive summary

### Introduction

- 1. Benefits and rationale for establishing quit-line services
  - 1.1 What is a quit-line?
  - 1.2 What are the benefits of quit-lines?
  - 1.3 Potential new benefits of guit-lines in low- and middle-income countries
  - 1.4 Effectiveness
    - 1.4.1 Counselling
    - 1.4.2 Medication
  - 1.5 Cost-effectiveness
  - 1.6 Limitations
- 2. Worldwide current situation of national quit-line services
- 3. Technical advice for establishing and operating guit-line services
  - 3.1 Ten steps in setting up a national quit-line service
  - 3.2 Quit-line models and operational structure
    - 3.2.1 Models
      - 3.2.1.1 Quit-lines as part of a broader service
      - 3.2.1.2 Quit-lines as a single-issue tobacco-specific service



- 3.2.1.3 Country versus state/provincial quit-line service
- 3.2.2 Quit-line management
  - 3.2.2.1 Outsourcing quit-line services
  - 3.2.2.2 Who provides the service?
- 3.2.3 Operating challenges
  - 3.2.3.1 Developing, testing and implementing new and revised protocols
    - 3.2.3.1.1 What is a protocol?
    - 3.2.3.1.2 How to test and revise protocols
  - 3.2.3.2 Ensuring service quality
  - 3.2.3.3 Hours of operation, space needs and technology (telephony and computer requirements)
    - 3.2.3.3.1 Hours of operation
    - 3.2.3.3.2 Space needs
    - 3.2.3.3.3 Telephony requirements
    - 3.2.3.3.4 Computer system requirements
- 3.3 Staffing and contract oversight
  - 3.3.1 Staffing
  - 3.3.2 Counsellor training
- 3.4 Medication
  - 3.4.1 Training implications for counsellors
  - 3.4.2 Counsellor support

### 4. Funding

- 4.1 Public-private partnerships
- 4.2 User funding
- 4.3 Creating a budget

### 5. Range of services

- 5.1 Telephone counselling
  - 5.1.1 Practical and theoretical approaches
    - 5.1.1.1 Practical approaches
    - 5.1.1.2 Theoretical approaches
  - 5.1.2 Reactive versus proactive
  - 5.1.3 Length of calls
  - 5.1.4 Timing of outbound calls
  - 5.1.5 Special population needs that might affect counselling



- 5.1.6 Language accessibility
- 5.1.7 Should the same counsellor contact a caller for proactive call backs?
- 5.2 Self-help materials
- 5.3 Referral to local in-person cessation support services
- 5.4 Additional services to consider
  - 5.4.1 Internet-based services
  - 5.4.2 Cessation medication support

# 6. Creating a demand for service

- 6.1 Policy changes can increase the demand for quit-lines
- 6.2 Promotion of quit-line services
  - 6.2.1 Specific promotional strategies
    - 6.2.1.1 Mass media (television, radio and print)
    - 6.2.1.2 Paid media
    - 6.2.1.3 Earned media
    - 6.2.1.4 Non-media advertisements and materials
    - 6.2.1.5 Health-care worker referral
    - 6.2.1.6 'Quit & Win' contests
    - 6.2.1.7 'Viral' marketing
    - 6.2.1.8 Free medication
    - 6.2.1.9 Active recruitment strategies
- 6.3 Overcoming specific barriers to quit-line use
- 6.4 Creating a brand and positive attraction

### 7. Integrating quit-lines into health systems

- 7.1 How quit-lines can help health systems
- 7.2 How health systems can help quit-lines

# 8. Monitoring performance and evaluating impact

- 8.1 Reporting
- 8.2 Evaluation
  - 8.2.1 Why evaluate quit-lines?
  - 8.2.2 Over-evaluating quit-lines
- 8.3 What about research?
- 9. Communication and support between quit-lines
- 10. Conclusion



### 11. Resources

- 11.1 General quit-lines
- 11.2 General tobacco treatment
- 11.3 Research and evaluation
- 11.4 Promotion
- 11.5 Health care
- 11.6 Operations and project management
- 11.7 Theory at a glance

### References

## **Appendices**

- Appendix 1. Consortia, networks and worldwide situation
- Appendix 2. Using project management to launch or improve a quit-line
- Appendix 3. Abbreviated sample of a Request for Proposal (RFP) for a quit-line
- Appendix 4. Example of a call protocol
- Appendix 5. Quality monitoring
- Appendix 6. Training support tools
- Appendix 7. Supplementary counselling materials
- Appendix 8. Developing and fostering a relationship with health systems
- Appendix 9. Evaluation considerations
- Appendix 10. Checklist

