

NQDW FACT SHEET

The National Quitline Data Warehouse (NQDW) is a large data repository that serves as a continuing national resource for data on the services, utilization, and success of 54 quitlines (including quitlines in 50 US states, the District of Columbia, Guam, Puerto Rico, and the National Asian Smokers' Quitline).

The NQDW is the first federal quitline data collection effort. It was established in 2010 under OMB No. 0920-0856 and extended in 2015 under OMB No. 0920-0856, which expires March 31, 2019. The Asian Smokers' Quitline was added to the NQDW during the 2015 OMB renewal. The purpose of the NQDW is to assist in evaluating CDC-funded state and territorial quitlines and to provide a resource to states for ongoing program improvement. The data reported to CDC includes services offered by state quitlines, utilization of state quitlines, and de-identified, individual-level information about quitline callers. Information on services offered by state quitlines and statistics on quitline utilization are obtained from the NQDW Quitline Services Survey Data, which is collected on a quarterly basis. NQDW data provides aggregated statistics on quitline utilization and call volume that state and local health departments can use to develop local quitline objectives and to improve delivery of services to targeted sub-populations. Professional organizations use NQDW data to emphasize importance of and monitor tobacco cessation efforts. Decision makers use NQDW data to evaluate existing quitline programs and to plan new programs.

Utilization of the NQDW gives the CDC, states, and other stakeholders the ability to

- Track changes in quitline services and utilization over time, nationally and by state
- Improve states' understanding and utilization of state-specific data
- Allow for comparisons between a single state's data and national data
- Provide answers to questions about quitlines that a single state cannot answer alone
- Assist in promoting the development of best practices

NQDW FACT SHEET

SURVEYS

The NQDW collects standardized state and territory quitline data using four modes of data collection:

NQDW QUITLINE SERVICES SURVEY:

The NQDW Quitline Services Online Survey is completed by state tobacco control managers or their designees. It gathers quarterly information on the services that quitlines provide, and aggregates data on call volume and number of callers served. The survey was launched in 2010 when the NQDW began. This survey, based on the annual survey conducted by the North American Quitline Consortium (NAQC), was developed collaboratively by state quitlines and stakeholders, including professional organizations and the CDC. This survey serves as a core set of information reported by states, and has been updated several times since 2010. All 50 U.S. states, the District of Columbia, Guam, Puerto Rico, and the national Asian Smokers' Quitline currently provide data to the NQDW through the NQDW Quitline Services Survey.

NQDW INDIVIDUAL-LEVEL INTAKE QUESTIONNAIRE:

Quitlines administer the NQDW Intake Questionnaire to all callers during their first registration call. The questionnaire collects data such as demographics (e.g., age, gender, race/ ethnicity, education, primary language, pregnancy status, mental health status), tobacco usage behavior and history, intention to quit smoking or using tobacco (if currently using), health insurance status, and how the caller heard about and reached the quitline. All individual-level intake data is de-identified (i.e., personally identifying information is stripped from the data) before the data is reported to the NQDW. This questionnaire was adapted from NAQC's Minimum Data Set (MDS) Intake Questions, and has undergone several updates over the years. De-identified, individual-level quitline caller intake data is reported by 49 states, the District of Columbia, Guam, Puerto Rico, and the Asian Smokers' Quitline.

NQDW ADMINISTRATIVE INTAKE DATA:

The Administrative Intake dataset was part of the original OMB package for NQDW and was collected in 2010 and 2011. The purpose of this data is to collect information on counseling sessions attempted or completed. This data was collected at the individual level and could be linked to the individual-level intake data using the unique caller identifier in both datasets. Data collection for Administrative Intake data was suspended until the NQDW could manage the non-uniform data reported by states. Now that there is a better understanding of this

NQDW FACT SHEET

data, the CDC resumed data collection in 2016 as part of the 2015 NQDW OMB package renewal.

NQDW SEVEN-MONTH FOLLOW-UP QUESTIONNAIRE:

(2010 – 2011): CDC collected data from the Seven-Month Follow-Up questionnaire from January 1, 2010 through December 31, 2011. The NQDW Seven-Month Follow-Up Questionnaire is administered to a random census of quitline callers within each state and territory roughly seven months after the callers first call the quitline. The survey collects data on satisfaction with the quitline, quit status, current tobacco use, intention to quit (if not quit), and use of additional products/medications to help with quitting. This questionnaire was adapted from questions used by NAQC.

(2015 – Present): In 2015, as part of the OMB renewal process, the national Asian Smokers' Quitline began reporting of this data to the NQDW. The remaining states and territories have not resumed submitting Seven-Month follow-up data although most have continued to collect this information.

REPORTING AND DISSEMINATION

NQDW data is collected to gather information on quitline usage and quitline reach. NQDW data is used for both routine and ad hoc analyses, reporting and dissemination. The primary audience for NQDW data include states, service providers, researchers, decision makers, and other stakeholders. Data from the NQDW are available online. NQDW data have also been disseminated via peer-reviewed publications and presentations at conferences.

The CDC's State Tobacco Activities Tracking and Evaluation (STATE) System Website is the primary mechanism for reporting and disseminating NQDW data to the public. The STATE System website contains data collected from the Services Survey as well as aggregate quarterly state-level summary data on quitline callers calculated from the NQDW individual-level intake analysis data set. State-specific highlights as well as custom reports and interactive maps can be obtained.

NQDW data can be found on the [CDC STATE System website](#) on the quitline tab of the State Highlights webpage.

Quitline information available on the STATE System Website includes:

- Hours of Operation
- Available Languages
- Counseling: Eligibility Criteria and Amount Offered

NQDW FACT SHEET

- Free Quitting Medications: Availability, Eligibility Criteria, and Amount Offered
- Call Volume
- Number of Tobacco Users Served
- Caller Characteristics
- Types of Tobacco Products Used
- How Callers Reported Hearing about the Quitline

For additional information on or access to the NQDW data, please visit the CDC STATE System website.