

National Quitline Data Warehouse -

Fact Sheet -



Overview

The National Quitline Data Warehouse (NQDW), established in 2010 with contract OMB No. 0920-0856, is a repository of tobacco quitline services and usage data. It houses data for all 50 states, the District of Columbia, Puerto Rico, and Guam. Its purpose is to assist in evaluating CDC-funded state and territorial quitlines and provide a resource to states for ongoing program improvement. The data reported to CDC includes non-identifiable information about quitline callers and services. NQDW data is being used in the following ways:

- Policy makers in the legislative and executive branches of government use NQDW to evaluate existing quitline programs and to plan new programs.
- NQDW data provides aggregated statistics that state and local health departments can use the data to develop local quitline objectives.
- NQDW data is also used to improve the quality of quitline services in jurisdictions.
- Professional organizations use NQDW data to emphasize and monitor the importance of tobacco cessation efforts and progress in tobacco control efforts.

Surveys:

The NQDW collects standardized state and territory quitline data using three surveys:

- **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. This survey is adapted from the annual survey conducted by the North American Quitline Consortium (NAQC).

- **NQDW Individual-Level Intake Questionnaire:**

Nearly all quitlines administer the NQDW Intake Questionnaire to all callers during their first registration call. The questionnaire collects data on demographics (e.g., age, gender, race/ ethnicity, education), current tobacco use and history, intention to quit smoking or using tobacco (if currently using), and how the caller heard about and reached the quitline. This questionnaire is adapted from NAQC's Minimum Data Set (MDS) Intake Questions.

- **NQDW 7-Month Follow-Up Questionnaire (reported through 12/31/2011):**

The NQDW Seven-Month Follow-Up Questionnaire is administered to a random census of quitline callers within each state and territory roughly 7 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 is adapted from questions used by NAQC. CDC collected data from the 7- Month Follow- Up questionnaire from January 1, 2010 through December 31, 2011.

For detailed data analyses or access to the NQDW data, please send an e-mail message to - STATESystem@cdc.gov. -