APPENDIX 8

CURRENT AND FUTURE DATA ANALYSIS PLAN

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Note: This data analysis plan outlines analyses that will continue to be conducted on a routine basis (monthly and annually) for the purposes of program monitoring, planning, and evaluation. Additional in-depth analyses will be conducted periodically that address research questions generated by NCI driven research. Analyses will be conducted at the national level on a routine basis; and at the Contact Center, or other levels, when appropriate.

Customer Service and Demographic Information

1. Frequency counts for all customer service measures.

   Frequency counts for all basic demographic measures (e.g., age, sex).

2. Frequency counts for composite measure(s) of underserved status (based on measures of income, health insurance coverage, regular source of health care, education, race, ethnicity).

3. Cross-tabulations by income, health insurance coverage, regular source of health care, composite measure of underserved status for:
   - Client type
   - How found out about CIS
   - Contacted CIS previously
   - Subject of interaction
   - Cancer site
   - Response to caller
   - Follow-up actions

4. Analyses related to special promotions

   - Cross-tabulations of "How found out about CIS"* (response category for special promotions) by income, health insurance coverage, regular source of health care, and composite measure of underserved status.

Smoking/Tobacco Use Information

1. Frequency counts for all variables

2. Cross-tabulations of short-term outcome measures (e.g., intention to quit in 14/30 days, confidence in ability to quit), motivators/influencers measures (e.g., reasons for quitting, persons influencing effort to quit), smoking/tobacco use measures (e.g., frequency of smoking, tobacco products used), and smoking/tobacco use history measures (e.g., age started, previous quit attempts) by client characteristics (age, gender, race, ethnicity, education, pregnancy status, income, health insurance coverage, regular source of health care)

3. Cross-tabulations of acceptance of proactive callback service by client characteristics (age, gender, race, ethnicity, education, pregnancy status, income, health insurance coverage, regular source of health care)

4. Cross-tabulations of acceptance of proactive service and completion of callbacks by Contact Center.

5. Cross-tabulations of quit rates at four callback points by client characteristics (age*, gender*, race*, ethnicity*, education*, income, health insurance coverage, regular source of health care).