

SUPPORTING STATEMENT B:

**COLLECTION OF CUSTOMER SERVICE, DEMOGRAPHIC,  
AND SMOKING/TOBACCO USE INFORMATION FROM THE  
NATIONAL CANCER INSTITUTE'S  
CANCER INFORMATION SERVICE CLIENTS (NCI)**

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**HIGHLIGHTS IN YELLOW REPRESENT  
CHANGES FROM 2006 SUBMISSION**

Submitted by:

Office of Public Information and Resource Management  
National Cancer Institute  
National Institutes of Health  
Department of Health and Human Services

Refer questions to:

Mary Anne Bright  
Associate Director  
Office of Public Information and Resource Management  
Office of Communications and Education  
National Cancer Institute  
6116 Executive Blvd., MSC 8322  
Bethesda, MD 20892-8322  
(301) 594-9048  
FAX (301) 402-0555  
E-mail: [brightma@mail.nih.gov](mailto:brightma@mail.nih.gov)

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## **SELECTED APPENDIX ITEMS (FROM PART A)**

1. CIS Contact Centers
2. Data Collection Instruments and Electronic Contact Record Form
  - A. Telephone Questions (Demographic and Customer Service Only)
  - B. LiveHelp Questions
  - C. Reactive Smoking Cessation Questions
  - D. Proactive Smoking Cessation Questions
6. Confidentiality of CIS Communications (Policy #6)
7. CIS Annual Data Report (2008)
8. Current and Future Data Analysis Plan

## **B. Statistical Methods**

### **B.1 Respondent Universe and Sampling Methods**

The potential universe of CIS clients is almost 228 million respondents, the estimated population of those aged 18 and older (U.S. Census estimate for 2007). In 2008, CIS provided services to 88,667 telephone clients (1-800-4-CANCER), 4,641 quitline clients, and 20,939 LiveHelp clients. Based on the CIS budget, restrictions on the number of phone lines and increased use of the Internet, significant increases in call rates to 1-800-4-CANCER are not expected. The numbers of LiveHelp and quitline clients are expected to increase somewhat as a result of the public's increasing reliance on the Internet for health information and promotion of the National Network quitline number.

Data from the current OMB approved collection indicate that 90.0 percent of the individuals who contact CIS via telephone or LiveHelp fall within the categories sampled for demographics. Consistent with the current data collection, 25 percent of eligible telephone clients will be routinely sampled for demographics, and 50 percent of those responding to special promotions will be sampled (see Supporting Statement A, Section A.2 for a brief explanation of special promotions). Based on experience during the current data collection period, it is estimated that about 36 percent of eligible telephone clients will be sampled overall. Fifty percent of eligible LiveHelp clients will be sampled (the higher sampling rate is due to the lower response rate among LiveHelp clients). All clients who call the quitline for smoking cessation assistance will be sampled for the smoking intake questions. Based on CIS experience with the callback service, it is estimated that about 20 percent of quitline clients will participate in the callback service. All of these clients will be

asked the smoking follow-up question at up to 4 callbacks. Overall, it is estimated that 97,883 CIS clients will respond to the demographic and/or smoking questions (see Supporting Statement A, Section A.12, Table A.12-1).

## **B.2 Procedures for the Collection of Information**

Data will continue to be collected by Information Specialists using the Electronic Contact Record Form (ECRF), (see current ECRF in **Appendix 2A, 2C, and 2D.**) The ECRF is programmed to trigger the demographic questions for 25 percent of eligible telephone clients (50 percent in the case of special promotions) and 50 percent of eligible LiveHelp clients. The ECRF will trigger the smoking intake questions for all clients seeking smoking cessation assistance and the smoking follow-up question for all clients participating in the callback service.

Information Specialists will continue to collect the smoking intake information at the beginning of the telephone interaction as part of the needs assessment process. Much of this information will be collected passively as clients naturally share information about their smoking/tobacco use and history. Information Specialists will actively ask questions as necessary, using a conversational style whereby questions will be woven into the conversation rather than asked in a highly structured format. The smoking follow-up question (“When was the last time you smoked a cigarette, even a puff?”) will be asked during the initial portion of counseling callbacks, also in a conversational style when possible, in order to determine smoking status and counseling needs.

The demographic questions are also asked at naturally-occurring and appropriate points in the conversation, or at the conclusion of the conversation together with the customer service questions. Consistent with the procedure used for the current data collection for LiveHelp clients, a unique URL will be generated and pushed to the client at the close of the session and the client then answers the questions online (See **Appendix 2B** for LiveHelp questions). The URL will remain active until midnight on the day of the session.

### **B.3 Methods to Maximize Response Rates and Deal with Nonresponse**

The response rate for the customer service questions and demographic questions has averaged approximately 80 percent over recent years (telephone and LiveHelp combined). CIS monitors calls and reviews transcripts of LiveHelp sessions to ensure that Information Specialists are providing services and collecting data in an appropriate manner and according to CIS policies and procedures and quality management practices. Any issues of concern related to the proposed data collection will be addressed through supervision and training.

### **B.4 Tests of Procedures or Methods to be Undertaken**

As indicated in Supporting Statement A, Section A.1 and other sections of this justification statement, NCI uses CIS user data for planning and evaluation purposes. Data are also reported in documents written at the request of NCI leadership or Congress. For these purposes, NCI will continue to use descriptive statistics to characterize user populations (e.g., callers, LiveHelp users) based on demographic questions (since 1983), satisfaction questions, and smoking cessation intake questions—procedures that CIS has been using

since first receiving OMB permission to conduct information collection from CIS users. We propose continuing to run frequency counts and perform limited cross tabulations with data collected from previously approved sampling frames (discussed in part A.12. of this justification statement). (See **Appendix 8**, the Current and Future Data Analysis Plan, for more details. **Appendix 7**, CIS Annual Data Report, also shows graphics produced as a result of data analyses performed on a monthly and yearly basis.)

#### **B.5 Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data**

As indicated in Supporting Statement A, Section A.16, CIS does not plan to conduct statistical analyses of client data on a routine basis. For occasional research that involves statistical analyses, CIS will consult with other NCI researchers and CIS partners as appropriate. Data management and analysis will be performed by the NCI Project Office and the Office of Market Research and Evaluation at NCI.