Overall Study Flowchart

**Questions, metrics and data sources by study component**

|  |  |  |  |
| --- | --- | --- | --- |
| **Component** | **Questions(s)** | **Metrics** | **Data sources/notes** |
| Promotion |  |  |  |
|  | What traditional promotion activities (e.g. television ads, billboards) are occurring in each state? | Gross Rating Points (GRP) | Records maintained by TCP downloaded to CDC’s data collection contractor. |
|  | What innovative promotional activities (e.g. web-based services) are occurring in each state? | Click-through rates (CTR) | Information from TCP’s preferred web-analytics platform downloaded downloaded to CDC’s data collection contractor. |
|  | What audiences do these promotion activities reach and what is their impact? | Weekly QL call volume, demographics, self-reported source or referral, confirmed awareness of promotional activities | NQDW (0920-0856). De-identified aggregated data for each state. |
| Cessation |  |  |  |
|  | What are the characteristics of smokers who seek assistance with cessation through either phone or web-based services?  | Intake (baseline) data  | Directly from state TCPs or their contractors |
|  | Compare smoking/quitting behaviors & success of phone-only vs. web-only users. | Intake (baseline) dataService utilization dataFollow-up data | Directly from state TCPs or their contractors. Identifiable to link intake to follow-up but deidentified by contractor after collection complete. |
| Partnership |  |  |  |
|  | What partnership practices exist between Health Depts., CCCs, and TCPs and what works or does not work? | Funding sources, staff interviews, program administration documentation | Site visit to review program documentation, funding sources, and in-depth semi-structured interviews with key staff in each program. |