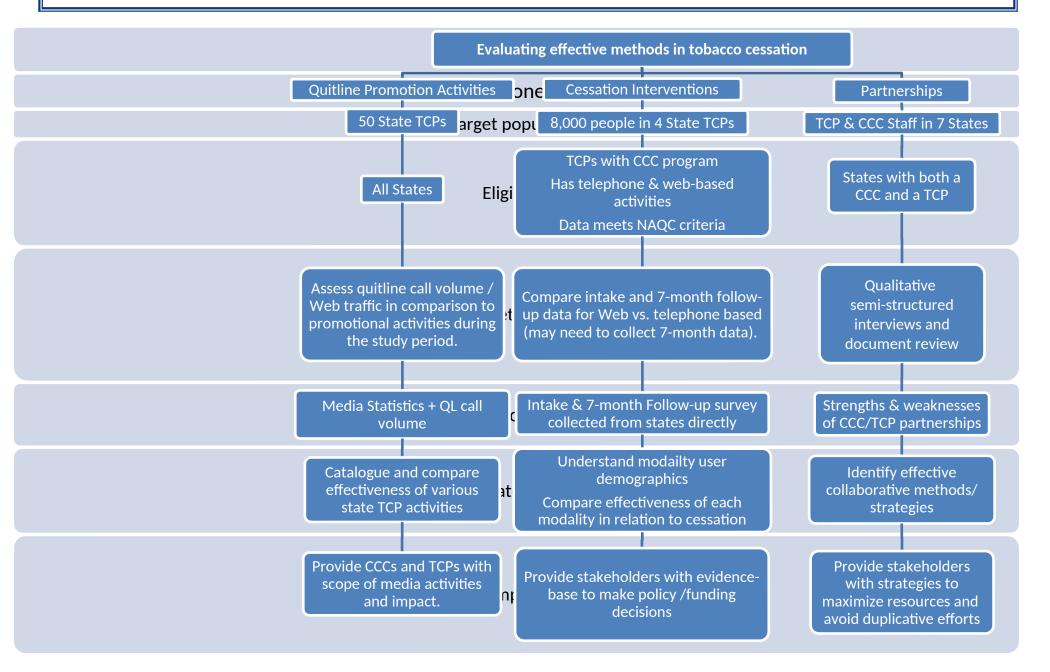
Overall Study Flowchart



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) data Service utilization data Follow-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.