

Overall Study Flowchart

Evaluating effective methods in tobacco cessation

Quitline Promotion Activities

Cessation Interventions

Partnerships

50 State TCPs target population

8,000 people in 4 State TCPs

TCP & CCC Staff in 7 States

All States

Eligible

TCPs with CCC program
Has telephone & web-based activities
Data meets NAQC criteria

States with both a
CCC and a TCP

Assess quitline call volume /
Web traffic in comparison to
promotional activities during
the study period.

Compare intake and 7-month follow-
up data for Web vs. telephone based
(may need to collect 7-month data).

Qualitative
semi-structured
interviews and
document review

Media Statistics + QL call
volume

Intake & 7-month Follow-up survey
collected from states directly

Strengths & weaknesses
of CCC/TCP partnerships

Catalogue and compare
effectiveness of various
state TCP activities

Understand modality user
demographics
Compare effectiveness of each
modality in relation to cessation

Identify effective
collaborative methods/
strategies

Provide CCCs and TCPs with
scope of media activities
and impact.

Provide stakeholders with evidence-
base to make policy /funding
decisions

Provide stakeholders
with strategies to
maximize resources and
avoid duplicative efforts

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.