

References

- Abreu, Denise A., Elizabeth Martin, and Franklin Winters. 1999. Money and motive: results of an incentive experiment in the Survey of Income and Program Participation. Paper presented at the International Conference on Survey Nonresponse, in Portland, OR.
- An, L. C., Betzner, A., Schillo, B., Luxenberg, M. G., Christenson, M., Wendling, A., Saul, J. E., & Kavanaugh, A. (2010). The comparative effectiveness of clinic, work-site, phone, and Web-based tobacco treatment programs. *Nicotine & Tobacco Research*, *12*(10), 989–996.
- Biemer, P. P., & Lyberg, L. E. (2003). *Introduction to survey quality*. Hoboken, NJ: Wiley.
- CDC (2007). *Best Practices for Comprehensive Tobacco Control Programs – 2007*. Atlanta, GA: U.S. Department of Health and Human Services, CDC, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health.
- Cobb, N. K., Graham, A. L., Bock, B. C., Papandonatos, G., & Abrams, D. B. (2005). Initial evaluation of a real-world Internet smoking cessation system. *Nicotine & Tobacco Research*, *7*(2), 207–216.
- Cowling, D. W., Modayil, M. V., & Stevens, C. (2010). Assessing the relationship between ad volume and awareness of a tobacco education media. *Tobacco Control*, *19*, i37–i42.
- Ette, Jean-François. (2005, Jan–Mar). Comparing the efficacy of two internet-based, computer-tailored smoking cessation programs: A randomized trial. *Journal of Medical Internet Research*, *7*(1), e2.
- Fiore, M. C., Jaén, C. R., Baker, T. B., et al. (2008). *Treating tobacco use and dependence: 2008 update*. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service.
- Graham, A. L., Papandonatos, G. D., Bock, B. C., Cobb, N. K., Baskin-Sommers, A., Niaura, R., & Abrams, D. B. (2006, December). Internet- vs. telephone-administered questionnaires in a randomized trial of smoking cessation. *Nicotine & Tobacco Research*, *8*(Suppl 1), S49–S57.
- Groves, R. M., Fowler, F. J., Couper, M. P., Lepkowski, J. M., Singer, E., & Tourangeau, R. (2009). *Survey methodology* (2nd ed.). Hoboken, NJ: John Wiley and Sons.
- Japuntich, S. J., Zehner, M. E., Smith, S. S., Jorenby, D. E., Valdez, J. A., Fiore, M. C., Baker T. B., & Gustafson, D. H. (2006, December). Smoking cessation via the internet: a randomized clinical trial of an internet intervention as adjuvant treatment in a smoking cessation intervention. *Nicotine & Tobacco Research*, *8*(Suppl 1), S59–S67.

Katz D.A., Muehlenbruch D.R., Brown R.L., Fiore M.C., Baker T.B. (2004) Effectiveness of implementing the Agency for Healthcare Research and Quality smoking cessation clinical practice guideline: a randomized, controlled trial. *Journal of the National Cancer Institute*, 96(8):594–603.

McAlister AL, Rabius V, Geiger A, Glynn TJ, Huang P, Todd R. (2004) Telephone assistance for smoking cessation: one year cost effectiveness estimations. *Tobacco Control*, 13(1):85–6.

North American Quitline Consortium (NAQC). (2009a). NAQC Issue Paper: Tobacco cessation quitlines: A good investment to save lives, decrease direct medical costs and increase productivity. Phoenix, AZ: North American Quitline Consortium.

North American Quitline Consortium (NAQC). (2009b). *Measuring Quit Rates. Quality Improvement Initiative* (L. An, A. Betzner, M. L. Luxenberg, J. Rainey, T. Capesius, & E. Subialka). Phoenix, AZ: North American Quitline Consortium.

Ossip-Klein, D. J., & McIntosh, S. (2003, October). Quitlines in North America: evidence base and applications. *American Journal of the Medical Sciences*, 326(4), 201–205.

Pike, K. J., Pike, K. J., Rabius, V., McAlister, A., & Geiger, A. (2007). American Cancer Society's QuitLink: randomized trial of Internet assistance. *Nicotine & Tobacco Research*, 9(3), 415–420.

Rabius V, McAlister AL, Geiger A, Huang P, Todd R. (2004) Telephone counseling increases cessation rates among young adult smokers. *Health Psychology*, 23(5):539–41.

Rabius, V., Pike, K. J., Wiatrek, D, & McAlister, A. L. (2008). Comparing Internet assistance for smoking cessation: 13-month follow-up of a six-arm randomized controlled trial. *Journal of Medical Internet Research*, 10(5), e45.

Rosner, B. (1995) *Fundamentals of Biostatistics*, 4th Ed., Duxbury Press, 383–8.

Saul, J. E., Schillo, B. A., Evered, S., Luxenberg, M. G., Kavanaugh, A., Cobb, N., & An, L. C. (2007). Impact of a statewide Internet-based tobacco cessation intervention. *Journal of the Medical Internet Research*, 9(3), e28.

Saul, J., McGruder, H., & Mann, N. (2011), Quitline Data for Program Evaluation, presented at the Communities Putting Prevention to Work: Annual Training, March 28-30, Atlanta, GA.

Shettle, C., & Mooney, G. (1999). Monetary incentives in U.S. government surveys. *Journal of Official Statistics*, 15, 231–250.

Stead, L. F., Perera, R., & Lancaster, T. (2006, July 19). Telephone counselling for smoking cessation. *Cochrane Database of Systematic Reviews*, 3, CD002850.

Walters, S. T., Wright, J. A., & Shegog, R. (2006). A review of computer and Internet-based interventions for smoking behavior. *Addictive Behaviors*, 31(2), 264–277.

Zbikowski, S. M., Hapgood, J., Barnwell, S. S., McAfee, T. (2008). Phone and web-based tobacco cessation treatment: Real-world utilization patterns and outcomes for 11,000 tobacco users. *Journal of Medical Internet Research*, 10(5), e41.

Zhu, S.-H., Anderson, C. M., Johnson, C. E., Tedeschi, G., & Roeseler, A. (2000). A centralised telephone service for tobacco cessation: The California experience. *Tobacco Control*, 9(Suppl II), ii48–ii55.