Overall Study Flowchart

Evaluating effective methods in tobacco cessation

Quitline Promotion Activities	Cessation Interventions	Partnerships
50 State TCPs	8,000 people in 4 State TCPs	TCP & CCC Staff in 7 States
All States	• TCPs with CCC program • Using telephone and web-based activities • Data meets NQDW 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 NQDW 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
Catalogue and compare effectiveness of various state TCP activities	• Understand modailty 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