

National Quitline Data Warehouse (NQDW)
(OMB no. 0920-0856, approved 7/12/2010, exp. date 7/31/2012)

Justification for Non-Substantive Change

March 20, 2012

OMB approval requested by March 31, 2012

Summary

Information collection for the National Quitline Data Warehouse (NQDW) consists of:

- (1) an intake survey for all Quitline callers,
- (2) a follow-up survey administered to a sample of Quitline callers seven months after the intake survey, and
- (3) a Quitline services questionnaire that is completed by the state tobacco control manager four times per year.

We request the following:

OMB approval of two new questions on the NQDW Quitline Services Online Survey to assess whether the National Tobacco Prevention and Control Public Education Campaign is driving tobacco users to the state and territorial quitlines. The proposed change affects the National Quitline Data Warehouse Quitline Services Questionnaire (Attachment G1) of the Information Collection Request.

The Quitline Services Questionnaire is completed on a quarterly schedule. Q1 applies to the period from January 1 – March 31; Q2 applies to the period from April 1 – June 30; Q3 applies to the period from July 1 – September 30; and Q4 applies to the period from October 1 – December 31. The proposed change applies to Q1, Q2 and Q3, 2012. Quitline Services Questionnaires are submitted to CDC 15-45 days after the end date of the quarterly reporting period. In order to obtain complete data for Q1, **CDC requests OMB approval by March 31, 2012.**

Justification for Change

In the spring of 2012, the Department of Health and Human Services (HHS) initiated the first-ever national education campaign, The National Tobacco Prevention and Control Public Education Campaign, to increase knowledge and awareness of the devastating health effects of tobacco use and encourage people to quit using tobacco. The paid media portion of the campaign is currently scheduled to run for the three-month period from March 19 – June 11, 2012, while public service announcements (PSAs) will run concurrently with the paid media campaign as well as 9 months following the paid ads. The media for the campaign will range from television ads to print, internet and social media ads. The ads depict real individuals suffering from the health effects of smoking cigarettes and/or secondhand smoke. Media from the campaign will be tagged with the telephone number “1-800-QUIT-NOW” which is a national portal that routes callers to state quitlines which deliver information, advice, support, and cessation referrals to callers that increase their chances for successful tobacco cessation. CDC

currently collects standardized intake and follow-up information about Quitline callers (0920-0856, exp. 7/31/2012).

We propose to add two questions to the NQDW Quitline Services Questionnaire for Quarters 1-3, 2012 (which covers January 1, 2012 – September 30, 2012) i.e., for the period just prior to campaign launch, throughout the active public education campaign period, and a short time afterwards. . The Quitline Services Questionnaire is completed by the tobacco control manager in each state.

This Change Request complements another recently approved change to the National Quitline Data Warehouse Intake Questionnaire, Attachment E1 of the Information Collection Request (see http://www.reginfo.gov/public/do/PRAViewICR?ref_nbr=201203-0920-001, approved 3/06/2012).

The information to be collected will help us assess the number of quit attempts that can be attributed to exposure to the national media campaign. During a recent technical assistance call with state health departments, the NQDW team was asked by state tobacco control program managers if CDC could develop a question for use by their state quitline focused on whether callers to the quitline had heard about the National Tobacco Prevention and Control Public Education Campaign. As a result of these discussions, we are assured of state-level support for this Change Request.

NQDW Quitline Services Online Survey additions:

The proposed new questions read as follows:

3. Did your quitline ask the following question on the NQDW Intake Survey during Quarter (X) {Q1, Q2, or Q3}?

- Yes
- No

In the past three months, did you hear about 1-800-QUIT-NOW from any advertisements with smokers telling personal stories and tips about living with health problems?

- Yes
- No
- Unsure

4. If your quitline asked the following question on the NQDW Intake Survey during Quarter (X) {Q1, Q2 or Q3}, please provide the information requested in the table below (a-e). Please respond to each item with “N/A” if your quitline did not ask this question during Quarter (X) {Q1, Q2, or Q3}.

In the past three months, did you hear about 1-800-QUIT-NOW from any advertisements with smokers telling personal stories and tips about living with health problems?

- Yes
- No
- Unsure

a. Number of callers with a “yes” response	N=
b. Number of callers with a “no” response	N=
c. Number of callers with a “unsure” response	N=
d. Number of callers with a missing response	N=
e. Total number of callers who were asked the question above	N=

Effect of Proposed Change on Burden Estimate

None. While the proposed change will add two questions to the 53 item survey, we feel there will be no appreciable impact on the current burden estimate.

Effect of Proposed Changes on Currently Approved Instruments and Attachments

Replace current version of Attachment G1, “NQDW Quitline Services Online Survey” with new version revised 3 20, 2012. To see the proposed change to the NQDW Quitline Services Online Survey in context, refer to the revised instrument (G1 attachment), page 2, new question #3 and #4.