



DATE: December 31, 2012

TO: Erik Augustson, PhD, MPH
Behavioral Scientist/Health Science Administrator
Division of Cancer Control and Population Sciences, NCI

FROM: NIH Privacy Act Officer

SUBJECT: Applicability of the Privacy Act: "NCI Smokefree Text Message Program Evaluation"

I have reviewed the NCI submission to OMB for the study that seeks to assess the efficacy of the Smokefree TXT program and determined the Privacy Act will apply to this information collection.

A major focus of the planned evaluation study is to assess the impact of advanced text messaging strategies relative to the standard practice of using text messaging simply to assess participant progress in quitting smoking. The study will recruit a large sample of young adult smokers in the U.S. and will collect user e-mail address, mobile cell phone number, and data on smoking and other health behaviors (e.g., the number of cigarettes smoked in a day). The e-mail address will be validated and used for password reminders and notification of website updates. The mobile phone number will be confirmed and used for information delivered by text message. As part of the enrollment process, participant will be asked to provide their year of birth, gender, and race/ethnicity information. The Screener and Baseline questionnaires will ask sensitive questions as they relate to the use of alcohol, cigarettes, and income.

All web-based survey data will be collected and stored by a third-party, Research Triangle Institute International. RTI will hold the master list of survey data and contact information (e.g., name, phone numbers and e-mail addresses) on the project share folder. In addition, a limited amount of data will be securely exchanged throughout the study between RTI and Mobile Commons, the text messaging provider in order to verify text messaging and start participants on their cessation treatment.

Once data editing has been completed, RTI will use summary statistics to describe the study population (means, counts, and proportions) using key variables and the main outcome (smoking status, quit date). Following completion of the intervention study and analysis, a final report will be prepared to include details on the methods used in the evaluation, including sample recruitment, data collection, and measures and data analysis.

The data collection is covered by NIH Privacy Act Systems of Record 09-25-0156, "Records of Participants in Programs and Respondents in Surveys Used to Evaluate Programs of the Public Health Service, HHS/PHS/NIH/OD."

If you have any questions, please contact my office at (301) 402-6201.

Karen M. Plá

cc: Vivian Horovitch-Kelley, NCI PRA Liaison