

Assessment of the 2014 Best Practices Guide for Comprehensive Tobacco Control Programs

OSTLTS Generic Information Collection Request
OMB No. 0920-0879

Supporting Statement – Section B

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Table of Contents

Section B – Information Collection Procedures..... 3

- 1. Respondent Universe and Sampling Methods..... 3
- 2. Procedures for the Collection of Information..... 3
- 3. Methods to Maximize Response Rates Deal with Nonresponse..... 4
- 4. Test of Procedures or Methods to be Undertaken..... 4
- 5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data..... 4

LIST OF ATTACHMENTS – Section B..... 5

Section B – Information Collection Procedures

1. Respondent Universe and Sampling Methods

The respondent universe for this information collection request is comprised of 51 state tobacco control program (TCP) managers, acting in their official capacities, and who also are the primary target audience for *Best Practices*. The Centers for Disease Control and Prevention (CDC) funds 51 state-based tobacco control programs through Funding Opportunity Announcement DP15-1509. Information will be collected from all 51 state and District of Columbia TCP managers. Therefore, no sampling will be used.

2. Procedures for the Collection of Information

Data will be collected through a one-time telephone-based assessment (**see Attachment A — Telephone Interview Guide**). CDC will send an email invitation (**see Attachment B — Invitation Email**) to all TCP program managers seeking their participation. . The invitation email will explain:

- The purpose of the *Best Practices* assessment;
- Why their participation in the assessment is important;
- That participation is voluntary;
- Method to safeguard their responses;
- The expected time that the phone interview will be completed; and
- Contact information for the assessment team.

Following the invitation email, program managers will have 10 business days to confirm or decline their participation and schedule an interview date. As participants are recruited and scheduled, they will receive a confirmation email (**see Attachment C — Confirmation Email**) with further details and a copy of the data collection instrument. Those that do not respond within 5 business days will receive a reminder email (**see Attachment D — Reminder Email**) urging them to do so. Those who do not respond within 5 business days from the reminder email, or the end of the survey period, will be considered non-responders. .

Telephone interviews with TCP managers will be conducted over the span of 8 weeks. All interviews will be digitally recorded for transcription purposes. Verbal permission will be obtained from the participants prior to the beginning of the interview. The data collection/assessment team will consist of the OSH evaluation team and contractors. All audio files and any written notes will be stored in a secure environment, maintained by CDC, accessible only to the data collection/assessment team.

As interviews are completed, participants will receive a follow up email (**Attachment E – Follow-Up Email**) thanking them for their participation, sharing the anticipated timeline for data analysis and results, and letting them know whom to contact with further questions.

Following completion of data collection, data from the instrument will be downloaded and cleaned in Microsoft Excel. All audio files and any written notes will be stored in a secure environment, maintained by CDC, accessible only to the data collection/assessment team. Quantitative and qualitative analysis will be performed. Quantitative data will be analyzed using basic descriptive analyses in Excel. Content analysis will be conducted using ATLAS.ti. Once analyzed, findings will be shared internally with CDC OSH leadership, as well as with state tobacco control program managers.

3. Methods to Maximize Response Rates Deal with Nonresponse

Although participation in the assessment is voluntary, the project lead will make every effort to maximize the rate of responses. The assessment tool was designed with particular focus on streamlining questions to allow for skipping questions based on responses to previous questions, thereby minimizing response burden. The data collection instrument was designed with a focus on gathering the most relevant information in order to maintain the designated length of time (i.e., 70 minutes) while obtaining the desired data.

Following the invitation email, program managers will have 10 business days to confirm or decline their participation and schedule an interview date. As participants are recruited and scheduled, they will receive a confirmation email (**see Attachment C — Confirmation Email**) with further details and a copy of the data collection instrument. Those that do not respond within 5 business days will receive a reminder email (**see Attachment D — Reminder Email**) urging them to do so. Those who do not respond within 5 business days from the reminder email, or the end of the survey period, will be considered non-responders.

4. Test of Procedures or Methods to be Undertaken

A pilot test of the data collection instrument was conducted with four TCP managers. CDC staff administered the pilot test by phone. Feedback from this group was used to refine questions as needed, avoid duplicative areas, ensure accurate programming and skip patterns, and establish the estimated time required to complete the data collection instrument.

The estimate for burden hours is based on a pilot test of the data collection instrument by four TCP managers. In the pilot test, the average time to complete the instrument including time for reviewing instructions, gathering needed information and completing the instrument, was approximately 60 minutes (Range: 50 to 70 minutes). For the purposes of estimating burden hours, the upper limit of this range 70 minutes is used.

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

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LIST OF ATTACHMENTS — Section B

Note: Attachments are included as separate files as instructed.

- B. Attachment B — Invitation Email**
- C. Attachment C — Confirmation Email**
- D. Attachment D — Reminder Email**
- E. Attachment E — Follow-up Email**