

**National Quitline Data Warehouse (NQDW)**  
(OMB no. 0920-0856, approved 10/1/2012, exp. date 10/31/2015)

**Justification for Non-Substantive Change**

February 19, 2015

**Background and Summary**

Tobacco quitline services are provided by all 50 states, the District of Columbia, Puerto Rico, and Guam. States manage their own operations and provide a diverse array of cessation services, however, key caller intake and follow-up services are now provided according to a common protocol. The common data elements are reported to CDC through the National Quitline Data Warehouse (NQDW), which serves as a resource for ongoing program evaluation and improvement. Data collection for the 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) an NQDW Quitline Services Survey that is completed by the tobacco control manager for each state or territory four times per year. This survey supports a quarterly assessment of Quitline services provided by the state or territory.

We request OMB approval of two types of changes to the NQDW Quitline Services Survey:

- I. modification of one existing question, and
- II. inclusion of two additional questions. One question is new, and one question was used in a previous version of the NQDW Quitline Services Survey and will be reinstated.

The Quitline Services Questionnaire is completed quarterly. Q1 is January 1 – March 31; Q2 is April 1 – June 30; Q3 is July 1 – September 30; and Q4 is October 1 – December 31. The proposed change applies to all quarters moving forward. Quitline Services Questionnaires are submitted to CDC 1-30 days after the end of the quarter. To obtain complete data for Q1 2015, CDC requests OMB approval by February 28, 2015.

Upon receipt of OMB approval of the proposed changes, we will:

- Discontinue use of the current NQDW Quitline Services Survey (previously approved Attachment G3; uploaded to Reginfo.gov in two .PDF files).
- Begin using the redesigned NQDW Quitline Services Survey (new Attachment G4).

**Justification for Changes**

- I. Modification of one existing question on the NQDW Quitline Services Survey

The existing question on the number of incoming quitline calls does not ask the time within which calls were answered or hung up/abandoned. CDC has determined that information about responsiveness to incoming calls is needed as a key performance measure for quitlines. Improving

quitline performance is particularly important during national media campaigns such as CDC’s Tips from Former Smokers (Tips) media campaign, since Tips ads encourage the public to call a quitline for information and services related to smoking cessation. To the existing question on the number of incoming quitline calls, we propose to add additional response options so that respondents (state quitlines) will specify the number of calls that were answered live as well as the number of calls that were hung up or abandoned within 30 seconds or after more than 30 seconds. The revised question is provided below.

How many total direct calls came in to the quitline?

*Note: Direct calls are your quitline’s total incoming calls, not referrals that generate an outbound call from the quitline. Please report on number of calls, not number of callers/unique individuals. This should include proxy callers, wrong numbers, prank calls, and other calls to the quitline.*

Type of Call	Number of Calls
a. Calls answered live (Total Number)	
a1. Within 30 seconds	
a2. More than 30 seconds	
b. Calls went to voice mail	
c. Calls hung up or abandoned (Total Number)	
c1. Within 30 seconds	
c2. More than 30 seconds	
d. Other Calls (e.g., listening to taped messages, etc.)	
e. Total direct calls (A+B+C+D)	

## II. Additional Questions for the NQDW Quitline Services Survey

- i) The first additional question is the name of the state quitline. This question was removed from previous OMB-approved versions of the survey and needs to be added back. CDC reports the name of the quitline on CDC’s State Tobacco Activities Tracking and Evaluation (STATE) System website (<http://apps.nccd.cdc.gov/statesystem/Default/Default.aspx>). Since the question was removed from the Quitline Services Survey, CDC has been relying on outdated information or website searches to maintain current names in the STATE system. This procedure has proven to be time-consuming and prone to inconsistency. CDC proposes to reinstate the question about the name of the state quitline on the NQDW Quitline Services Survey to maintain current and accurate quitline names in the STATE system.
- ii) The second additional question is new. It asks the state to specify the telephone numbers used by the state quitline. Similarly, collection of this information will ensure current and accurate information for the phone number reports available on STATE System website (<http://apps.nccd.cdc.gov/statesystem/Default/Default.aspx>). The telephone numbers for each state quitline are reported on the STATE System website, but that information has never been collected

by the NQDW surveys. CDC has obtained phone numbers from previous contacts with states and online searches. Beyond being a resource for the public, the quitline phone numbers are critical for surveillance and evaluation. Most states utilize the national quitline portal number, 1-800-QUIT-NOW as their primary quitline number. However, a number of states utilize a number other than 1-800-QUIT-NOW as their primary state quitline telephone number. CDC conducts evaluation activities that stratify states based on whether the state utilizes an alternate number, other than 1-800-QUIT-NOW, as their primary state quitline number. These additional questions will accurate information eliminating the need for CDC to perform secondary data acquisition efforts.

The proposed additions will be presented on the NQDW Quitline Services Survey as follows:

What is the name of your state quitline?

Please provide information about the quitline number(s) that your state used during the quarter.

Primary Quitline Telephone Number	
Does your state use and promote 1-800-QUIT-NOW as its primary quitline number?	Y/N
If "No", what is your state's primary quitline number?	
Additional Quitline Telephone Numbers	
Please list ALL additional quitline telephone numbers used by your state	Description of quitline number
1:	
2:	
3:	
4:	
5:	

### Effect of Proposed Change on Burden Estimate

Minimal. The previously approved survey instrument had 15 questions. The revised survey has 17 questions and one of the previous 15 questions is being modified to include additional responses. The two additional questions on the quitline name and phone numbers used will be located in the latter part of the survey which is pre-populated with the state's responses from the previous quarter. This is done for the questions regarding the services offered by the quitline that do not typically change from quarter to quarter. State respondents are asked to review the pre-populated fields and only need to update them if there have been any changes since the previous quarter. Because states will only be providing extra information for the one modified question and will usually only need to review previously reported data for the two additional questions, we expect that the proposed changes will not result in a change in the average burden per response.