

SUPPORTING STATEMENT A:

**COLLECTION OF CUSTOMER SERVICE, DEMOGRAPHIC,
AND SMOKING/TOBACCO USE INFORMATION FROM THE
NATIONAL CANCER INSTITUTE'S (NCI)
CONTACT CENTER, (CC), CLIENTS
OMB No. 0925-0208, Expiry Date: 12/31/2018**

July 14, 2018

**HIGHLIGHTS IN YELLOW REPRESENT
CHANGES FROM 2015 SUBMISSION**

Submitted by:
Contact Center and Patient Inquiries Branch
Office of Communication and Public Liaison
National Cancer Institute
National Institutes of Health
Department of Health and Human Services

Refer questions to:
Mary Anne Bright
Branch Chief
Contact Center and Patient Inquiries Branch
Office of Communication and Public Liaison
National Cancer Institute
9609 Medical Center Drive
Rockville, MD 20850
240-276-6647
Fax 240-276-7680
E-mail: brightma@mail.nih.gov

Check off which applies:

- New
- Revision**
- Reinstatement with Change
- Reinstatement without Change
- Extension
- Emergency
- Existing

TABLE OF CONTENTS

A.	JUSTIFICATION.....	1
A.1	Circumstances Making the Collection of Information Necessary.....	1
A.2	Purpose and Use of the Information Collection.....	3
A.3	Use of Improved Information Technology and Burden Reduction.....	7
A.4	Efforts to Identify Duplication and Use Similar Information.....	7
A.5	Impact on Small Businesses or Other Small Entities.....	8
A.6	Consequences of Collecting the Information Less Frequently	8
A.7	Special Circumstances Relating to the Guidelines of 5 CFR 1320.5.....	8
A.8	Comments in Response to Federal Register Notice and Efforts To Consult Outside the Agency.....	8
A.9	Explanation of Any Payment or Gift to Respondents.....	9
A.10	Assurance of Confidentiality Provided to Respondents.....	9
A.11	Justification for Sensitive Questions.....	11
A.12	Estimates of Annualized Burden Hours and Costs	12
A.13	Estimate of Other Total Annual Cost Burden to Respondents and Record keepers.....	15
A.14	Annualized Cost to the Federal Government.....	15
A.15	Explanation for Program Changes or Adjustments.....	16
A.16	Plans for Tabulation and Publication and Project Time Schedule.....	18
A.17	Reason(s) Display of OMB Expiration Date in Inappropriate.....	19
A.18	Exceptions to Certification for Paperwork Reduction Act Submission.....	19

APPENDICES

1 A. Telephone Questions (Demographic and Customer Service Only)

1 B. LiveHelp Questions

1 C. Smoking Cessation Intake Form (SCIF) with Screen Shots

1 D. VA Smoking Cessation

1 E. VA Follow Up Calls

2. E-mail Intake Form

3. Facebook and Smartphone Screenshots

4. Privacy Impact Assessment (approved 9/9/2011)

5. Privacy Act Memo (approved 6/14/2012)

6. Office of Human Subjects Research (OHSR) Review

7. Confidentiality of Communications Policy

8. Contact Center Annual Data Report (2017)

9. Customer Satisfaction Survey Questions

10. Electronic Contact Record Form and Screen Shots

A. Justification

This is an information collection request for a revision for three years. NCI's Contact Center (CC), formerly known as the Cancer Information Service (CIS), currently collects demographic, customer service and smoking cessation information from clients contacting the CC by telephone, email and through *LiveHelp* (an online instant messaging service). Information is collected in order to properly plan, implement, and evaluate cancer education efforts and to provide smoking cessation services tailored to the individual client's needs. Since its inception in 1976, the CC has handled more than 12 million calls from the public. The potential universe of the Contact Center (CC) clients is almost 252 million respondents based on the U.S. Census estimate for 2017 of adults estimated to be 18 years and older.

A.1 Circumstances Making the Collection of Information Necessary

The National Cancer Institute (NCI) currently collects: 1) customer service and demographic information from clients of the Contact Center (CC) in order to properly plan, implement, and evaluate cancer education efforts, including assessing the extent by which the CC reaches and impacts underserved populations; 2) smoking/tobacco use behavior of individuals seeking NCI's smoking cessation assistance in order to provide smoking cessation services tailored to the individual client's needs and track their smoking behavior at follow up. This is a request for OMB to approve a revised submission for an additional three years to provide ongoing customer service and collection of demographic information from CC clients for the purpose of program planning and evaluation.

Legislative Authority. NCI, established under the National Cancer Act of 1937, is the Federal Government's principal agency for cancer research and training and has a direct congressional mandate to disseminate information related to cancer to the public. The National Cancer Act of 1971 broadened the scope and responsibilities of the NCI and created the National Cancer Program. Over the years, legislative amendments have maintained the NCI authorities and

responsibilities and added new information dissemination mandates as well as a requirement to assess the incorporation of state-of-the-art cancer treatments into clinical practice. The Health Omnibus Programs Extension of 1988 (Public Law 100-607, Nov. 4, 1988, 102 Stat. 3048) and its amendments require the NCI to establish an information and education program to collect, identify, analyze, and disseminate on a timely basis, through publications and other appropriate means, to cancer patients, their families, physicians and other health professionals, and the general public, information on cancer research, diagnosis, prevention, and treatment (Sections 410 and 412 of the Public Health Service Act (42 USC § 285 and 285a-1)).

Office of Communications and Public Liaison. Within NCI, the Office of Communications and Public Liaison (OCPL) serves as the NCI's primary voice for communicating information about cancer to the Nation. OCPL's mission is to advance the mission and priorities of the NCI by leading strategic communications for the Institute, effectively communicating critical NCI-supported research outcomes and science-based cancer information. Within OCPL, the Contact Center and Patient Inquiries Branch (CCPIB) is the NCI's primary public-facing office and access point. The CCPIB administers the **CC**, which provides cancer information to the public through a toll-free telephone service and other channels.

Contact Center. The **CC** serves the United States (U.S.), Puerto Rico, the U.S. Virgin Islands, and the U.S. Associated Pacific Territories through a single Contact Center located at the NCI-designated Comprehensive Cancer Center, Fred Hutchinson Cancer Research Center in Seattle, Washington. The **CC** provides cancer information to cancer patients, family members and friends of patients, health professionals, and the general public in English and Spanish. This information

is provided through a toll-free number and instant messaging (*LiveHelp*). The **CC** also responds to emails received through an e-mail intake form on NCI's web site, www.cancer.gov. Additionally, social media provides additional information about cancer (these services do not request the viewer to provide information). In addition, the **CC** provides cessation assistance to smokers and other tobacco users trying to quit through a toll-free dedicated quitline phone number. Since its inception in 1976, the **CC** has handled more than 12 million calls from the public. The **CC** also collects demographic and customer service information from a sample of individuals who contact **CC**. These data are used for program planning and evaluation purposes (impact and effectiveness of the **CC**) and to inform the health communication community—researchers, practitioners, and academics.

In 2014, the NCI entered into an interagency agreement with the Department of Veterans Affairs (VA) in order to expand NCI/**CC** tobacco quitline services to Veterans enrolled for care at VA and to assist in increasing capacity and training to meet the increased demand from Veterans.

Demographic and customer service questions are collected for this project and are key to the VA's understanding of which Veterans are utilizing quitline services from NCI. VA's promotion of the Veteran's quitline occurs in VA clinics across the U.S. (See **Appendix 1D**).

A.2 Purpose and Use of the Information

There are three main types of questions that are asked: customer service, demographic and smoking cessation questions. **Customer service questions** have been used to help NCI determine whether the caller has used the service in the past; how the caller learned about the **CC**, and the caller's zip code (See **Appendix 1A** for customer service questions).

Demographic questions, in part, support the NCI’s mission to address the unequal burden of cancer across populations groups in the U.S., and the **CC**’s goal of meeting the cancer information needs of minority and medically underserved populations. In general, collecting demographic data allows NCI to understand the types of users of **CC** services and to determine the types of training **CC** information specialists need to effectively meet the needs of those clients (see **Appendix 1A** for demographic questions). As NCI continues to place emphasis on addressing health disparities, it is imperative that NCI Divisions, Offices, and Centers are able to demonstrate positive program impact on underserved populations. For telephone clients, current approval is for twelve demographic questions that cover: age, education, ethnicity, race, sex, income, number of household members. Additional demographic questions focus on whether or not individuals seek advice for health care, and location, type, regularity and length of health insurance coverage. An additional question is approved for *LiveHelp* to determine client category (e.g., patient, family member/friend of patient) (See **Appendix 1B** for *LiveHelp* Client Category and sample transcript). The E-mail intake form (**Appendix 2**) asks the user to provide their email address so that NCI can respond to their inquiry. Responses to demographic questions, including those about clients’ income, health insurance coverage, and whether or not they have a regular source of health care, have been used to help CC measure its success in reaching underserved populations and evaluate promotions and programs targeting these populations.

In 2015, we received approval to add three customer satisfaction questions (See **Appendix 9**) aimed at assessing client satisfaction with services provided by the **CC**. This information is used to help NCI assess the quality of the program. The last customer satisfaction survey **CC** conducted through an outside source was in 2009. Current budgetary reductions do not allow for a third party

administered survey. Therefore, to assess satisfaction on an ongoing basis with a very minimal burden on the client (2 minutes) CC has implemented three brief, previously tested questions. The customer satisfaction survey will be used in follow up emails after phone calls, cancer.gov emails and at the end of LH sessions. CC Information Specialists will send an email message providing follow-up information from the clients' contact with CC as well as a link thanking them for their request for information from the National Cancer Institute. Language introducing the link will state "We greatly appreciate any feedback you have on services provided to you by the National Cancer Institute's Contact Center. Please complete this brief, anonymous survey at the following link".

The customer satisfaction questions are:

1. Using a scale from 1 to 10, where 1 means Extremely Dissatisfied and 10 means Extremely Satisfied, how satisfied are you with the assistance you received?
2. Using a scale from 1 to 10, where 1 means Extremely Unlikely and 10 means Extremely Likely, how likely are you to contact the Contact Center again for cancer information?
3. Are there any comments you would like to leave about the service you received today?

Occasionally, national or local media may promote the CC toll-free number as a call to action related to a media story. Promotions are tracked by completing the Electronic Contact Record Form (ECRF). (See **Appendix 10**). Examples of types of media include consumer magazines, local TV story, radio talk shows, and other print media. Promotion of CC will drive an increase of inquiries to the CC for a short period of time, normally a few days. During anticipated promotions, 50 percent of eligible telephone clients responding to the CC promotions are sampled for demographic questions.

Smoking cessation questions are used to allow Information Specialists to conduct comprehensive needs assessments of smoking cessation clients to encompass an in-depth understanding of the client's smoking/tobacco use history, previous quit attempts, and motivation to quit, which is essential to providing effective individualized counseling. An additional smoking follow-up question is also asked of clients participating in the callback service, which allows CC to track smoking behaviors at follow up to determine the impact of the quitline service on quit rates. CC is currently approved to ask 20 smoking cessation intake questions for individuals who call CC for cessation assistance, as well as one follow-up smoking question for clients participating in the callback service (See **Appendix 1C**) for smoking cessation questions).

NCI's Contact Center (CC). CC provides cancer information services to the public through the following access points:

- **CC toll-free number (1-800-4-CANCER).** Callers from anywhere in the U.S., Puerto Rico, the U.S. Virgin Islands, and the US Pacific Territories can use this toll-free number (callers from Guam and the Pacific Territories reach CC through a different number). Information Specialists answer calls Monday through Friday from **9:00 a.m. to 9:00 p.m. Eastern time**, in English or Spanish. Callers can speak with an Information Specialist or listen to recorded automated messages on cancer information. Telecommunication technology ensures rapid response to callers through call routing to the next available Cancer Information Specialist.
- **LiveHelp Service.** *LiveHelp* is an instant messaging service accessed through links on the NCI and its websites. The service is available in English and Spanish from **9:00 a.m. to 9:00 p.m. Eastern Time**, Monday through Friday. Information Specialists address online clients' cancer-related questions and provide assistance in navigating NCI's Web site (<http://www.cancer.gov>).
- **E-mail Service.** Individuals can contact CC via e-mail by using the "contact us" function on the NCI website. CC provides individualized e-mail responses in English and Spanish within 2 to 4 business days. An automated response is generated immediately to inform clients that a personalized response will follow and advising them to contact CC by telephone if they need assistance right away.

Social Media Service. In 2010, NCI established its enterprise Facebook and Twitter social media accounts. The NCI Public Inquires Office began responding to cancer-related inquiries to NCI on these channels. That task was transferred to the CC later that year and program staff have been fully successful in responding to these inquiries on a timely basis. Of interest, social media inquiries mirror inquiries made through the other CC channels, but differ in the length of response- they tend to be shorter, more tailored responses. NCI does not collect customer service or demographic questions of its social media clients. See **Appendix 3** for a screenshot.

- **Smoking Cessation Services.** The CC provides smoking cessation assistance through the NCI Smoking Quitline toll-free number (1-877-44U-QUIT) and to Veterans in care at the VA through a dedicated toll-free number, 1-855-QUIT-VET. CC has the capacity to offer a callback service to VA telephone clients in order to provide ongoing motivation and cessation counseling. In addition, smokers can seek assistance through *LiveHelp*, which can be accessed from NCI's smoking cessation website (<http://www.smokefree.gov>).

Over the last three years, these questions have been used to serve a variety of needs of the CC:

- **Customer service questions** have been used to help NCI determine whether the caller has used the service in the past; how the caller learned about the CC, and the caller's zip code.
- **Demographic questions**, in part, support the NCI's mission to address the unequal burden of cancer across populations groups in the U.S., and the CC's goal of meeting the cancer information needs of minority and medically underserved populations. In general, collecting demographic data allows NCI to understand the types of users of CC services and to determine the types of training CC information specialists need to effectively meet the needs of those clients. Responses to demographic questions, including those about clients' income, health insurance coverage, and whether or not they have a regular source of health care, have been used to help CC measure its success in reaching underserved populations and evaluate promotions and programs targeting these populations.
- **Customer satisfaction questions** are aimed at assessing client satisfaction with services provided by the CC. This information is used to help NCI assess the quality of the program.
- **Smoking cessation questions** are used to allow Information Specialists to conduct comprehensive needs assessments of smoking cessation clients to encompass an in-depth understanding of the client's smoking/tobacco use history, previous quit attempts, and motivation to quit, which is essential to providing effective individualized counseling. An additional smoking follow-up question is also asked of clients participating in the callback service, which allows CC to track smoking behaviors at follow up to determine the impact of the quitline service on quit rates.

A.3 Use of Improved Information Technology and Burden Reduction

The respondent's burden from this data collection will result from: (1) the time spent hearing the questions and responding to them (for telephone clients); or (2) the time spent reading the questions online and selecting answers (for *LiveHelp* clients); or the time spent completing the e-mail intake form (via "Contact Us") on www.cancer.gov. The speed of response to the telephone questions is enhanced by the technology used to record the answers in the Electronic Contact Record Form (ECRF). The ECRF is used for the current data collection efforts and supported through a secure customer relationship management system implemented in the CC in 2012 (RightNow/Oracle Technologies). ECRF data is collected by the CC Information Specialists and requires no burden to the public. The ECRF has been the CC web-based data collection tool since 1996. Prior to that time, CC collected data on hard copy. CC does not retain personal identifiers and all data is reported in aggregate. All data collected via the ECRF is monitored by CCIB, used for program planning and evaluation, and shared with OCPL leadership. CCPIB tracks trends in information seeking behaviors of the public use of the CC.

A Privacy Impact Assessment (PIA) was completed and the IT System Name is, "NIH NCI Contact Center." (Appendix 4).

A.4 Efforts to Identify Duplication and Use of Similar Information

The data collection is designed to obtain information about individuals who contact the CC for cancer information or smoking cessation assistance via telephone, e-mail or *LiveHelp*. This information is not available from any other source. The CC keeps abreast of surveys and other user research focusing on individuals seeking cancer information or smoking cessation assistance, and of data collection efforts undertaken by other health/cancer information services (e.g., other

federal agencies, HMOs, international cancer information services). However, none of these data collections meet CC's needs for information specific to CC clients.

A.5 Impact on Small Businesses or Other Small Entities

No small businesses will be involved in this study.

A.6 Consequences of Collecting the Information Less Frequently

Demographic data are collected only once for clients contacting CC by telephone, e-mail or *LiveHelp*. Smoking intake questions are asked only once of smoking cessation clients, at the time of the initial telephone contact, and the follow-up questions are asked up to four times of the VA quitline clients participating in the callback service.

A.7 Special Circumstances Relating to the Guidelines of 5 CFR 1320.5

The data collection will be implemented in a manner consistent with 5 CFR 1320.5.

A.8 Comments in Response to the Federal Register Notice and Efforts to Consult Outside Agency

The 60-Day Federal Register notice soliciting comments was published on Monday, May 14, 2018 (83 FR 22275). No comments were received. When CC initially developed these data collection protocols, consultations occurred with other NCI Divisions, Offices, and Centers. For this information collection request only the following expert was consulted and has been consulted in the past:

Erik Augustson, PhD, MPH

Behavioral Scientist
Tobacco Control and Research Branch,
Behavioral Research Program
Division of Cancer Control and Population Sciences
National Cancer Institute
Telephone: 240.276.6774
Email: augustse@mail.nih.gov

CC also consulted with its counterparts in other countries (e.g., (e.g. the International Cancer Information Service) and inventoried other Federal agencies including the Federal Trade Commission, the Social Security Administration, Center for Disease Control and Prevention and others that offer 1-800 numbers for health information and assistance. For the smoking intake questions, CC has worked closely with the CDC and the NCI's Tobacco Control Research Branch (TCRB) staff to develop priority questions for quitline callers. CC has collaborated with these two organizations on smoking cessation initiatives since 2004.

A.9 Explanation of Any Payment or Gift to Respondents

Respondents will not receive any payment or gift for answering the questions.

A.10 Assurance of Confidentiality Provided to Respondents

For smoking cessation callbacks, personally identifiable information (PII) is collected in the form of name, mailing address, e-mail, and telephone number (See **Appendix 1C**) for the form used to facilitate smoking cessation callback services). Within 24 hours after the interaction and any subsequent follow-up actions are completed, all identifying information is deleted. For smoking cessation clients who agree to callbacks, personal identifying information is retained until callbacks are completed or the case is closed. 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" (published

9/26/2002, 67 FR 60743) (See **Appendix 5** for the Privacy Act Memo). Additionally, the NIH Office of Human Subjects Research (OHSR) has reviewed and found that the “protection of human subjects do not apply” to this information collection (See **Appendix 6** for the OHSR Clearance).

Information Specialists follow procedures to assure clients that their responses will be kept private to the extent provided by law and will not be disclosed, except as required by law, to anyone but **CC** staff members involved in quality assurance, research, and evaluation and research partners (See **Appendix 7** for **CC** Operations Manual on Confidentiality of Communications). Information Specialists are trained to ask questions in a discrete and non-threatening manner, explain the reasons for collecting information, and not to survey clients who are emotionally upset or hostile.

Before asking the demographic questions at the end of the session (on the phone or via *LiveHelp*), Information Specialists obtain consent by asking: “May I ask you a few questions to help us evaluate our program and see who we are serving? Your responses will be kept private to the extent provided by law.” Currently, before callers are connected to an Information Specialist, they hear a recording informing them that calls may be monitored or recorded for quality assurance purposes. The recording also includes the statement: “So that we can better serve you, the Information Specialist will ask you for some background information about yourself or the person for whom you are calling. Your responses will be kept private to the extent provided by law.” Questions will not be asked and data, therefore, will not be collected if a caller/user answers, “no” to the above question.

Responses to the *LiveHelp* web survey are voluntary and clients are anonymous. Client identity is stripped from the session before it appears on the Information Specialist's screen and CC has full 128 bit encryption Secure Socket Layer (SSL) that secures chats between *LiveHelp* clients and Information Specialists.

Responses to customer satisfaction questions are voluntary and will be used in the emails sent to clients after a phone call, email, and at the end of each *LiveHelp* sessions.

The CC, as it has in the past, will implement procedures to ensure privacy and appropriate use of data when shared with research partners. We do this by requiring research partners to sign a confidentiality agreement that is kept on file at NCI.

A.11 Justification for Sensitive Questions

Information Specialists do not collect or record clients' names or contact information except when information is to be sent or clients have agreed to smoking cessation callbacks. In these cases, PII is collected in the form of name, mailing address, e-mail, and telephone number in the Electronic Contact Record Form (See **Appendix 10**).

In addition to the above PII, the demographic question on income is potentially sensitive in nature. Obtaining a measure of clients' income is essential so that CC can assess the program's reach to underserved populations and evaluate the effectiveness of promotions and programs targeting these populations. The income question, together with measures of health insurance coverage, regular source of health care, race/ethnicity, and educational attainment, all have allowed CC to better identify underserved populations.

A number of smoking intake questions are also potentially sensitive, such as questions about pregnancy, smoking/tobacco use behaviors, person(s) likely to influence the client's effort to quit, and others in the household who smoke/use tobacco. This information is necessary, however, for Information Specialists to conduct a thorough needs assessment and provide effective individualized counseling. In CC's experience, clients share much of this information over the course of the interaction without the Information Specialist having to ask directly. When we do need to ask directly, we have not experienced any difficulties in collecting this information.

A.12 Estimates of Annualized Burden Hours and Costs

The total annual number of respondents is estimated at 58,452, with a total annual burden of 1,865 hours. Over a three-year information collection period this amounts to an estimated 175,356 respondents and approximately 5,595 hours. Annualized estimates for numbers of respondents and respondent burden are presented in Table A.12-1.

For telephone clients, the burden hour estimates for the 3 customer service questions and 12 demographic questions are based on data provided by CC's quality monitoring team. Respondents take an average of 30 seconds (.0083 hours) to complete the customer service questions and 90 seconds (.025 hours) to complete the demographic questions. Based on the number of callers in 2017, our sampling design, and the 2017 response rates, we anticipate that 31,562 callers will respond to the customer service questions and that 13,100 callers will respond to the demographic questions. Therefore, the estimated annual burden for general telephone clients is 963 hours.

The Quitline Clients burden hour estimates for the smoking questions also are based on data

provided by our quality monitoring team. Of the smoking cessation clients, about 80 percent are expected to receive a one-time counseling service and about 20 percent to participate in the proactive callback service (VA clients only). For all smoking cessation clients, about 20 percent are sampled for the demographic questions and thus answer both the demographic and smoking intake questions. The total annual number of quitline respondents for 2017 was 4,056 and the total estimated burden was 248 hours.

This year, we will also implement follow up calls at 4 months, 7 months, and 13 months past the initial contact. Based on previous volume, we expect there to be 936 respondents, for an estimated total burden of 62 hours.

The LiveHelp Clients burden hour estimates for all demographic questions are based on CC's experience that the time required for clients to answer questions online is approximately the same as the time required to answer questions on the telephone. Thus, the estimated mean time to complete the demographic questions is 2 minutes (same as for telephone). In 2017, there were 6,236 LiveHelp respondents, which equates to an annual estimated burden of 208 hours.

The E-mail clients burden hour estimates for are based on client completion of the E-mail intake form on www.cancer.gov. In 2017, there were 1,002 total E-mail responses which equates to an annual estimated burden of 167 hours.

Table A. 12-1. Estimate of Annual Burden Hours					
Type of Respondents	Survey Instrument	Number of Respondents	Frequency of Responses	Average Time per Response (Minutes/Hour)	Annual Burden Hours
Telephone Clients (Appendix 1A)	Customer Service	31,562	1	1/60	526
	Demographic & Customer Satisfaction	13,100	1	2/60	437

	Questions				
Smoking Cessation Clients	Smoking Cessation "Intake" Questions (Appendix 1C)	3,380	1	6/60	338
	Demographic & Customer Satisfaction Questions (Appendix 9)	676	1	2/60	23
VA Smoking Cessation Clients	Call Backs (Appendix 1D)	1,560	1	4/60	104
VA Follow Up Calls	Call Backs (Appendix 1E)	936	1	4/60	62
LiveHelp Clients	Demographic & Customer Satisfaction Questions (Appendix 1B)	6,236	1	2/60	208
E-mail Clients	Email Intake Form (Appendix 2)	1,002	1	10/60	167
Total		58,452	58,452		1,865

The annualized cost to respondents is \$42,862.50. There are no direct costs to the respondents themselves. Assuming an hourly wage of \$22.86 per hour based on the Bureau of Labor Statistics http://www.bls.gov/oes/current/oes_nat.htm#00-0000 for "All Occupations", occupation code:00-0000. Over the course of three years, the cost to the respondents is estimated to be \$128,587.50. An estimate of annualized cost to respondents for the hour burden for this information collection is presented in table A.12-2.

Type of Respondents	Survey Instrument	Annual Burden Hours	Hourly Wage Rate	Respondent Cost
Telephone Clients	Customer Service	526	\$ 22.86	\$ 12,024.36
	Demographic Questions	437	\$ 22.86	\$ 9,989.82
Smoking Cessation Clients and VA Smoking Cessation Clients	Smoking Cessation "Intake" Questions	338	\$ 22.86	\$ 5,143.50
	Demographic	23	\$22.86	\$ 525.78

	Questions			
	Follow-Up	104	\$ 22.86	\$ 594.36
VA Follow Up Calls	Call Backs	62	\$22.86	\$ 1417.32
LiveHelp Clients	Demographic questions	208	\$ 22.86	\$ 4,754.88
E-mail Clients	E-mail Intake Form	167	\$ 22.86	\$ 3,817.62
Total		1,865		\$ 42,862.50

A. 13 Estimate of Other Total Annual Cost Burden to Respondents and Record keepers

There are no Capitol Costs, Operating Costs, and or Maintenance Costs to report.

A.14 Annualized Cost to the Federal Government

The estimated average annual cost to the Federal government for collection of data is \$129,280.58.

Labor costs for Year 1 are computed as follows: \$ 25.00 per hour for Information Specialists for 2080 hours, \$ 31.00 per hour for Supervisors for 2080 hours, and \$48.00 per hour for Contact Center Managers for 25 hours. Estimates for all years include indirect costs at 32% and labor, escalated at 5 percent per year. Labor covers the time to ask the questions and record the answers during phone calls, quality assurance of records, preparation of database files, and supervision and training.

The annualized cost to the Federal Government for the proposed data collection effort is estimated to be approximately \$11,600.58. Federal employees will monitor the data collection for accuracy and quality and oversee the contractor. The contractor will perform the day-to-day data collection.

A.14 Annualized Cost to the Federal Government

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Supervisory Public Health Advisor	GS-15 Step 10	\$64.58	3%		\$4,029.79
Senior Program Manager	GS-14 Step 7	\$50.68	5%		\$5,270.72
Telecommunications Specialist	GS-13 Step 10	\$46.46	1%		\$966.37
Public Health Analyst	GS-12 Step 3	\$32.06	2%		\$1,333.70
Contractor Cost					
Travel					\$0
Other Cost					\$0
Total					\$117,680
					\$129,280.58

A.15 Explanation for Program Changes or Adjustments

There are a few adjustments to this information collection. Overall, it is estimated there will be a marked decrease in burden, primarily due to the changing landscape of NCI communications practices. Several years ago, NCI stopped printing patient education materials and migrated the print content to its www.cancer.gov Web site. Since all print materials included the Contact Center number, a decrease in contacts was experienced with this change. In addition, OCPL also made substantive changes to web content, design and search that have negatively impacted contact totals.

In our 2015 OMB package submission, the estimated annual burden hours totaled 3,387 hours. In this OMB package submission, the estimated annual burden hours total 1,674. This is a difference

of 1,713 burden hours. More specifically, this change is primarily reflected in the decreased burden hour estimates for Telephone and Proactive Callback Service Clients due to the reduction in overall respondents.

Another modest adjustment to this information collection includes serving Veterans seeking smoking cessation services. While the call volume rates overall are low, we have seen an increase in Contact Center usage since the last package submission as Veterans become more aware of these available services. Additionally, we are including follow-up survey calls to clients in this submission that occur at 4, 7, and 13 months post completion of their counseling protocol, with the expectation that we will get less respondents who will respond at each interval. We estimate an additional 936 responses, equaling 62 burden hours. These follow-up calls will enable NCI to facilitate identification and spur adoption of industry best practices, as well as provide a metric for the success of quitline operations. With the addition of these four questions, we estimate a total burden time of 1 minute per respondent. The survey questions are:

Have you smoked any cigarettes or used other tobacco, even a puff, in the last 30 days?

Yes

No

Don't know

Refused

During the past [interval since last follow-up], have you stopped smoking/using tobacco for one day or longer because you were trying to quit?

Yes

No

Don't know

Refused

During your most recent quit attempt, did you use any tobacco cessation medications, such as nicotine patches, gum, lozenge, bupropion, or varenicline?

Yes

No

Don't know

Refused

During your most recent quit attempt, did you use... (check all that apply)

Counseling session(s) from a health care provider (individual or group)

Tobacco cessation medication

Text message based program (e.g., SmokefreeVET)

Smartphone app

Website (e.g., smokefree.gov)

Other

Don't know

Refused

A.16 Plans for Tabulation and Publication and Project Time Schedule

The NCI maintains an ongoing aggregate report of **CC** client data (**Appendix 8**). Data are

presented for subgroups of clients (e.g. by ethnicity), but no statistical analyses are conducted for this report. CC staff and research partners conduct additional in-depth analyses of client data for a variety of presentations and publications. All publications and manuscripts resulting from research collaborations are reviewed and approved by Contact Center and Patient Inquiries Branch (CCPIB) before they are finalized and disseminated. CC staff serving as investigators analyzing data from the Electronic Contact Record Form (ECRF) that will result in a manuscript submission for publication will seek approval from NCI’s Institutional Review Board prior to conducting analyses. There are no specific project schedules except to continue to collect data in an ongoing fashion.

A.16 - 1 Project Time Schedule

Activity	Months after OMB Approval
OMB approval (collect customer service and demographic information of clients)	Begin immediately, ongoing
Review data for quality and accuracy	Begin immediately, ongoing

A.17 Reason(s) Display of OMB Expiration Date is Inappropriate

The OMB expiration date will be displayed.

A.18 Exceptions to Certification for Paperwork Reduction Act Submission

No exceptions to the certification statement are required by this information collection.