

Change Request
Extended Evaluation of the National Tobacco Prevention and Control
Public Education Campaign

(OMB no. 0920-1083, approved 03/30/2021, exp. date 03/31/2023)

Date of Request: February 4, 2022
OMB approval is requested by: May 15, 2022

Summary

In 2012, HHS/CDC launched the National Tobacco Prevention and Control Public Education Campaign named *Tips From Former Smokers*[®] (*Tips*) campaign. The primary objectives of *Tips* are to encourage smokers to quit smoking and to encourage nonsmokers to communicate with smokers about the dangers of smoking. *Tips* airs annually in all U.S. media markets on broadcast and national cable TV as well as other media channels including digital video, online display and banners, radio, billboards, and other formats. *Tips* ads rely on evidence-based paid media advertising that highlights the negative health consequences of smoking. *Tips*' primary target audience is adult smokers; adult nonsmokers constitute the secondary audience. *Tips* paid advertisements are aimed at providing motivation and support to smokers to quit, with information and other resources to increase smokers' chances of success in their attempts to quit smoking.

We request the following:

OMB approval of revised NTEC smoker survey questionnaire for 2022 with 3 new questions. See **Attachment I-1**, 2022 NTEC Smoker Survey Questionnaire. For ease of tracking, these 3 new questions are highlighted in blue font in Attachment I-1. Changes relative to the 2021 version of the questionnaire are also summarized in **Attachment I-2**, Crosswalk of changes to 2022 NTEC Smoker Survey.

The changes will only be included in the smoker survey. There are no changes to the sampling plan or recruitment methods. There are no changes to the estimated burden per response or the total estimated burden hours.

Background and Justification

The goal of the overall proposed information collection is to provide the most current information to evaluate the reach of *Tips* among people who smoke and other intended audiences, including those who do not smoke but may communicate the dangers of smoking with those who smoke, and to examine the effectiveness of these efforts in impacting specific outcomes that are targeted by *Tips* among people who smoke. These efforts include examining the reach and effectiveness among those who smoke menthol cigarettes and/or use e-cigarettes, and people who don't smoke. Information to evaluate these objectives will be collected through Web surveys to be self-administered by adults 18 and over on computers in the respondent's home or in another convenient location. Evaluating *Tips*' impact on behavioral outcomes is necessary to determine campaign cost effectiveness and to allow program planning for the most effective campaign outcomes. Because *Tips* content changes, it is necessary to evaluate each yearly implementation of *Tips*.

The proposed change will affect 2 survey collections in 2022, both during (i.e., June 2022), and after (i.e., October 2022) *Tips* is aired. Using the methods outlined in the currently approved information collection

(OMB No. 0920-1083, exp., 3/31/2023), participants will be recruited from two sources: (1) an online longitudinal cohort of adult smokers and nonsmokers, sampled randomly from postal mailing addresses in the United States (address-based sample, or ABS); and (2) the existing GfK/Ipsos KnowledgePanel, an established long-term online panel of U.S. adults. All online surveys, regardless of sample source, will be conducted via the GfK/Ipsos KnowledgePanel Web portal for self-administered surveys.

In addition to information in these evaluation surveys being collected about smokers' and nonsmokers' awareness of and exposure to specific *Tips* advertisements; knowledge, attitudes, beliefs related to smoking and secondhand smoke; and other marketing exposure; the surveys will also measure behaviors related to smoking cessation (among the smokers in the sample, including the use of menthol cigarettes and e-cigarettes, and behaviors related to nonsmokers' encouragement of smokers to quit smoking, recommendations of cessation services, and attitudes about other tobacco and nicotine products.

To comply with the terms of clearance for the currently approved ICR, CDC is requesting approval for non-substantive changes to the 2022 *Tips* Survey. The proposed edits will modify the instrument to maintain relevance with emerging tobacco use behaviors and control policies. If approved, the proposed modified instrument will be implemented in the summer 2022 to collect comprehensive information that will inform the evaluation of the *Tips* campaign.

It is important to evaluate *Tips* in a context that assesses the dynamic nature of tobacco product marketing and uptake of various tobacco products, particularly since these may affect successful cessation rates. Therefore, the proposed changes to the approved instrument includes the addition of 3 new questions to assess menthol cigarette and e-cigarette use and flavor effects since the evidence suggests that adults who smoke menthol cigarettes make more attempts to quit smoking, but have a harder time quitting. (Reference: Tobacco Products Scientific Advisory Committee. [Menthol Cigarettes and Public Health: Review of the Scientific Evidence and Recommendations](#). Rockville, MD: US Department of Health and Human Services, Food and Drug Administration; 2011)

In summary, this request includes the addition of 3 new questions. There is no change in the estimated burden time to complete the 2022 survey compared with previous NTEC Smoker Survey questionnaire administrations. Overall, these proposed changes will improve the quality of the survey and add to our ability to assess the effect of *Tips* on adults who smoke menthol cigarettes while maintaining existing estimates of respondent burden.

The 2022 NTEC Smoker Survey questionnaire is provided as Attachment I-1. Changes from the 2022 NTEC Smoker Survey version of the questionnaire are summarized in Attachment I-2.

Agency Points of Contact

Bob Rodes, MS, MBA, MEd
Office on Smoking and Health
Centers for Disease Control and Prevention
4770 Buford Highway NE, Mailstop F79
Atlanta, GA 30341
Phone: (770) 488-5748
Email: Rur9@cdc.gov

Beth Courtney-Long, MA, MSPH
Office on Smoking and Health
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention
4770 Buford Highway, NE, MS S107-7
Atlanta, GA 30341-3717
Phone: (404) 498-0264
Email: gmr9@cdc.gov

Rebecca Murphy, PhD, MPH
Office on Smoking and Health
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention
4770 Buford Highway, NE, MS S107-7
Atlanta, GA 30341-3717
770-488-8964
FAX: 770-488-5939
E-mail: zfg1@cdc.gov

Requested OMB Approval Date and Rationale

OMB approval is requested by May 14, 2022. Approval by this date will support logistical preparations for the 2022 mid-campaign survey. The lead time is needed to program, test, and load the survey. The data collection contractor is unable to complete these programmatic activities until the questionnaire content is finalized and approved by OMB. Adequate lead time is required to allow CDC and the data collection contractor time to coordinate these activities and allow for testing of the digital-based questionnaire in an efficient and cost-effective manner.

Estimated Timeline

05/13/2022	Target date for receipt of OMB approval
05/16/2022	Conduct updated programming of 2022 mid-campaign web panel digital-based survey (data collection contractor)
05/23/2022	Test, and load the survey
06/06/2022	Target for initiation of information collection
08/1/2022	Complete information collection

Table A.12.1. Estimated Annualized Burden Hours

(Type of) Respondents	Form Name	Number of Respondents	Number of Responses per Respondent	Average Burden per Response (in Hours)	Total Burden (in Hours)
General Population	Screening & Consent (English)	16,167	1	5/60	1,347
	Screening & Consent (Spanish)	500	1	5/60	42
Adult Smokers, ages 18-54, in the United States	Smoker Survey Wave A (English)	2,587	1	20/60	862
	Smoker Survey Wave A (Spanish)	80	1	20/60	27
	Smoker Survey Wave B (English)	1,617	1	20/60	539
	Smoker Survey Wave B (Spanish)	50	1	20/60	17
	Smoker Survey Wave C (English)	1,617	1	20/60	539
	Smoker Survey Wave C (Spanish)	50	1	20/60	17
	Smoker Survey Wave D (English)	1,617	1	20/60	539
	Smoker Survey Wave D (Spanish)	50	1	20/60	17
	Smoker Survey Wave E (English)	1,617	1	20/60	539
	Smoker Survey Wave E (Spanish)	50	1	20/60	17
	Smoker Survey Wave F (English)	1,617	1	20/60	539
	Smoker Survey Wave F (Spanish)	50	1	20/60	17
	Smoker Survey	1,617	1	20/60	539

	Wave G (English)				
	Smoker Survey Wave G (Spanish)	50	1	20/60	17
	Smoker Survey Wave H (English)	1,617	1	20/60	539
	Smoker Survey Wave H (Spanish)	50	1	20/60	17
	Smoker Survey Wave I (English)	1,617	1	20/60	539
	Smoker Survey Wave I (Spanish)	50	1	20/60	17
Adult Nonsmokers, ages 18-54, in the United States	Nonsmoker Survey Wave A (English)	1,000	1	20/60	333
	Nonsmoker Survey Wave A (Spanish)	100	1	20/60	33
	Nonsmoker Survey Wave B (English)	808	1	20/60	269
	Nonsmoker Survey Wave B (Spanish)	25	1	20/60	8
	Nonsmoker Survey Wave C (English)	808	1	20/60	269
	Nonsmoker Survey Wave C (Spanish)	25	1	20/60	8
	Nonsmoker Survey Wave D (English)	808	1	20/60	269
	Nonsmoker Survey Wave D (Spanish)	25	1	20/60	8
	Nonsmoker Survey Wave E (English)	808	1	20/60	269
	Nonsmoker	25	1	20/60	8

Survey Wave E (Spanish)				
Nonsmoker Survey Wave F (English)	808	1	20/60	269
Nonsmoker Survey Wave F (Spanish)	25	1	20/60	8
Nonsmoker Survey Wave G (English)	808	1	20/60	269
Nonsmoker Survey Wave G (Spanish)	25	1	20/60	8
Nonsmoker Survey Wave H (English)	808	1	20/60	269
Nonsmoker Survey Wave H (Spanish)	25	1	20/60	8
Nonsmoker Survey Wave I (English)	808	1	20/60	269
Nonsmoker Survey Wave I (Spanish)	25	1	20/60	8
	Total			9,308