



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

Print Date: 9/9/22

Title: Evaluation of the 2022 National Tobacco Education Campaign

Project Id: 0900f3eb81ccd0c4

Accession #: NCCDPHP-OSHHCB-3/16/21-cd0c4

Project Contact: Lauren Boyle-Estheimer

Organization: NCCDPHP/OSH/OSHHCB

Status: **Project In Progress**

Intended Use: **Project Determination**

Estimated Start Date: 08/31/2021

Estimated Completion Date: 08/30/2024

CDC/ATSDR HRPO/IRB Protocol #:

OMB Control #:

Determinations

Determination	Justification	Completed	Entered By & Role
HSC: Does NOT Require HRPO Review	Not Research / Other <i>45 CFR 46.102(l)</i> Program Evaluation	3/31/21	Redmond Leonard_Joan (jr13) CIO HSC
PRA:			

PRA Applies		3/31/21	Still-LeMelle_Terri (cse6) OMB / PRA
ICRO: Returned with No Decision		3/31/21	Zirger_Jeffrey (wtj5) ICRO Reviewer

Description & Funding

Description

Priority: Standard

Date Needed: 03/19/2021

Determination Start Date: 03/17/21

Description: Efforts for this performance work statement will focus on developing and implementing an evaluation plan that follows CDC#s Framework for Evaluation to evaluate the National Education Campaign Tips From Former Smokers in 2022. This is a new project /task order that falls under CDCs National Tobacco Education Campaign Evaluation contract, the information collection component is approved by OMB (OMB # 0920-1083). The contractor may submit this project to their IRB.

IMS/CIO/Epi-Aid/Lab-Aid/Chemical Exposure Submission: No

IMS Activation Name: Not selected

Primary Priority of the Project: Not selected

Secondary Priority(s) of the Project: Not selected

Task Force Associated with the Response: Not selected

CIO Emergency Response Name: Not selected

Epi-Aid Name: Not selected

Lab-Aid Name: Not selected

Assessment of Chemical Exposure Name: Not selected

Goals/Purpose The purpose of this proposed contract is to evaluate the impact of the 2022 National Tobacco Education Campaign, Tips for Former Smokers#. The primary goal of the 2022 campaign is to encourage smokers to quit. The objectives will be to encourage quitting use of cigarettes among smokers ages 18 to 54; raise awareness of the immediate health damage caused by cigarette smoking and exposure to secondhand smoke; direct people to free resources to help them quit; and encourage nonsmokers to protect themselves and their families from exposure to secondhand smoke. The campaign will potentially be on air nationally for approximately 24 weeks.

Objective: The Contractor shall propose evaluation approaches for a campaign with an average exposure of 1,200 Gross Rating Points (GRPs) per quarter over the course of the campaign. Ad placement and duration will vary, and it may be necessary to conduct tailored evaluations for media buys focused in various regions, states, and designated market areas. CDC/OSH areas of interest and priority for targeted evaluations include, digital media advertising, impact on demographic subgroups with high smoking

prevalence (when feasible) and subgroups by non-demographic similarities (i.e., rural/urban, geographic location). Final decisions regarding the 2022 campaign will be shared with the Contractor as they become available upon award of the contract. The intention of this contract is to evaluate the 2022 NTEC campaign.

Does this project include interventions, services, or policy change work aimed at improving the health of groups who have been excluded or marginalized and/or decreasing disparities?:	Not Selected
Project does not incorporate elements of health equity science:	Not Selected
Measuring Disparities:	Not Selected
Studying Social Determinants of Health (SDOH):	Not Selected
Assessing Impact:	Not Selected
Methods to Improve Health Equity Research and Practice:	Not Selected
Other:	Not Selected
Activities or Tasks:	New Collection of Information, Data, or Biospecimens
Target Populations to be Included/Represented:	Other - 18-54 year old adults, smokers and nonsmokers
Tags/Keywords:	Tobacco Use Cessation
CDC's Role:	Activity originated and designed by CDC staff, or conducted at the specific request of CDC, or CDC staff will approve study design and data collection as a condition of any funding provided
Method Categories:	Survey
Methods:	The sample for the data collection may originate from two sources: (1) An online longitudinal cohort of smokers and nonsmokers, sampled randomly from postal mailing addresses in the United States (address-based sample, or ABS); and (2) the existing Ipsos Knowledge Panel, an established long-term online panel of U.S. adults. The ABS-sourced longitudinal cohort may consist of smokers and nonsmokers who have not previously participated in any established online panels to reduce potential panel conditioning bias from previous participation. The ABS cohort may be recruited by Ipsos, utilizing similar recruitment methods that are used in the recruitment of Knowledge Panel. All surveys, regardless of sample source, will be conducted via the Ipsos Knowledge Panel web portal for self-administered surveys. Surveys will be administered in English and Spanish. Once enrolled in the first wave of data collection, participants will be re-contacted for follow-up at subsequent data collection waves. We estimate there will be 2 waves of data collection with a total of 8,000 smoker respondents and 4,000 nonsmoker respondents. The contractor may submit this project to their IRB.
Collection of Info, Data or Biospecimen:	All online surveys, regardless of sample source, will be conducted via the GfK/Ipsos KnowledgePanel Web portal for self-administered surveys. All information will be collected by online surveys.
Expected Use of Findings/Results and their impact:	This data will be used to inform program planning and to evaluate the Tips campaign. This will be done through a variety of mechanisms that may include presentations, peer-reviewed journal articles, and other reports.
Could Individuals potentially be identified based on Information Collected?	No

Funding

Funding yet to be added

HSC Review

HSC Attributes

Program Evaluation Yes

Regulation and Policy

Do you anticipate this project will be submitted to the IRB office No

Estimated number of study participants

Population - Children Protocol Page #:

Population - Minors Protocol Page #:

Population - Prisoners Protocol Page #:

Population - Pregnant Women Protocol Page #:

Population - Emancipated Minors Protocol Page #:

Suggested level of risk to subjects

Do you anticipate this project will be exempt research or non-exempt research

Requested consent process wavers

Informed consent for adults	No Selection
Children capable of providing assent	No Selection
Parental permission	No Selection
Alteration of authorization under HIPPA Privacy Rule	No Selection

Requested Waivers of Documentation of Informed Consent

Informed consent for adults	No Selection
Children capable of providing assent	No Selection
Parental permission	No Selection

Consent process shown in an understandable language

Reading level has been estimated	No Selection
Comprehension tool is provided	No Selection
Short form is provided	No Selection
Translation planned or performed	No Selection
Certified translation / translator	No Selection
Translation and back-translation to/from target language(s)	No Selection
Other method	No Selection

Clinical Trial

Involves human participants	No Selection
Assigned to an intervention	No Selection
Evaluate the effect of the intervention	No Selection
Evaluation of a health related biomedical or behavioral outcome	No Selection
Registerable clinical trial	No Selection

Other Considerations

Exception is requested to PHS informing those bested about HIV serostatus No Selection

Human genetic testing is planned now or in the future No Selection

Involves long-term storage of identifiable biological specimens No Selection

Involves a drug, biologic, or device No Selection

Conducted under an Investigational New Drug exemption or Investigational Device Exemption No Selection

Institutions & Staff

Institutions

Institutions yet to be added

Staff

Staff Member	SIQT Exp. Date	CITI Biomedical Exp. Date	CITI Social & Behavioral Exp. Date	CITI Good Clinical Practice Exp. Date	Staff Role	Email	Phone	Organization
Robert Rodes	02/28/2023		12/30/2021		Program Lead	rur9@cdc.gov	770-488-5748	HEALTH COMMUNICATIONS BRANCH

Data

DMP

Proposed Data Collection Start Date: 8/31/21

Proposed Data Collection End Date: 8/30/24

Proposed Public Access Level: Restricted

Restricted Details:

Data Use Type: Other - Data Shared by Request

Data Use Type URL:

Data Use Contact:

Public Access Justification:

Data will be shared and disseminated publicly upon request. The designated e-mail address (e.g., tobaccomediacampaign@cdc.gov) to request data will be located on our Tips# website. We calculate that it will be more cost-efficient for us to provide one-on-one technical assistance to interested users than to create full documentation and host the dataset on a website. In addition, data will be distributed or released publicly as summarized and aggregated in evaluation reports, research manuscripts and other dissemination products.

How Access Will Be Provided for Data:

A request for data may be made through a designated e-mail address (e.g. tobaccomediacampaign@cdc.gov) located on our Tips# website that is monitored daily. OSH will accommodate all requests for data. We are planning for OSH to receive the requests, communicate with the requestors to understand their needs within 5 business days of receipt of request, and coordinate with the contractor to provide the data files and technical assistance to the requestor to ensure their orientation to the data.

Plans for Archival and Long Term Preservation:

The data collection is ongoing and there is not a current archive plan at this time.

Spatiality

Spatiality (Geographic Locations) yet to be added

Dataset

Dataset Title	Dataset Description	Data Publisher /Owner	Public Access Level	Public Access Justification	External Access URL	Download URL	Type of Data Released	Collection Start Date	Collection End Date
Dataset yet to be added...									

Supporting Info

Current	CDC Staff Member and Role	Date Added	Description	Supporting Info Type	Supporting Info
	Boyle-		Adding the Performance Work		

Estheimer_Lauren (yjw7) Project Contact	03/17/2021	Statement (PWS) which describes the project in detail, for reviewer reference.	Statement of Work	Performance Work Statement_NTECEVAL_2022_3-11-21_clean.docx
Boyle-Estheimer_Lauren (yjw7) Project Contact	03/17/2021	Approved Concept Clearance form in eClearance.	Other-Approved Concept Clearance Form	FINAL_APPROVED_CONCEPT CLEARANCE FORM FROM ECLEARANCE_17MAR2021_FOR STARS SUBMISSION.pdf



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