

National Quitline Data Warehouse (NQDW)
(OMB no. 0920-0856, approved 7/12/2010, exp. date 7/31/2012)

Justification for Non-Substantive Change
February 23, 2012

Summary

Information collection for the National Quitline Data Warehouse 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) a Quitline services questionnaire that is completed by the state tobacco control manager.

We request the following:

OMB approval of one new question on the intake survey to assess whether the National Tobacco Prevention and Control Public Education Campaign is driving tobacco users to the state and territorial quitlines. The proposed change affects the National Quitline Data Warehouse Intake Questionnaire, Attachment E1 of the Information Collection Request.

Justification for Revised Consent Language

In the spring of 2012, the Department of Health and Human Services (HHS) will initiate the first-ever national education campaign, The National Tobacco Prevention and Control Public Education Campaign, to increase knowledge and awareness of the devastating health effects of tobacco use and encourage people to quit using tobacco. The paid media portion of the campaign is currently scheduled to run for the three-month period from March 19 – June 11, 2012, while public service announcements (PSAs) will run concurrently with the paid media campaign as well as 9 months following the paid ads. The media for the campaign will range from television ads to print, internet and social media ads. The ads depict real individuals suffering from the health effects of smoking cigarettes and/or secondhand smoke. Media from the campaign will be tagged with the telephone number “1-800-QUIT-NOW” which is a national portal that routes callers to state quitlines which deliver information, advice, support, and cessation referrals to callers that increase their chances for successful tobacco cessation. CDC currently collects intake and follow-up information about Quitline callers (0920-0856, exp. 7/31/2012).

We propose to add one question to the existing Quitline caller intake survey for the period March 19, 2012 – July 31, 2012, i.e., throughout the active public education campaign period and for a short time afterwards. The end date of this request coincides with the end date of the current OMB approval period.

The information to be collected will help us assess the number of quit attempts that can be attributed to exposure to the national media campaign. During a recent technical assistance call with state health departments, the NQDW team was asked by state tobacco control program managers if CDC could develop a question for use by their state quitline focused on whether

callers to the quitline had heard about the National Tobacco Prevention and Control Public Education Campaign. As a result of these discussions, we are assured of state-level support for this Change Request.

The proposed new question reads as follows:

In the past three months, did you hear about 1-800-QUIT-NOW from any advertisements with smokers telling personal stories and tips about living with health problems?

- YES
- NO
- UNSURE

Effect of Proposed Change on Burden Estimate

None. While the proposed change will add one question to the 37 item caller intake questionnaire, we feel there will be no appreciable impact on the current burden estimate.

Effect of Proposed Changes on Currently Approved Instruments and Attachments

Replace current version of Attachment E1, "NQDW Intake Questionnaire," with new version revised 2 23 2012. To see the proposed change in context, refer to the revised instrument (attached), page 3, new question #4.