



Example Projects

- 1. Standard Quitline Evaluations**

We are currently conducting comprehensive evaluations of participant satisfaction and quit outcomes for 23 states, 2 cities, 2 counties, and 1 territory. We provide the following services for these projects: evaluation design, survey development, sampling methodology, data collection, analysis, and reporting.
- 2. Evaluation of Special Programs and Priority Populations**

For a number of our clients who have specific evaluation objectives and needs, we have focused our efforts on evaluation of special programs and priority populations:

 - Fax Referral
 - Youth Programs
 - Nicotine Replacement Therapy (NRT) Benefit
 - Hispanic/Spanish speaking participants
 - Medicaid Insured participants
 - Disparate populations
- 3. Federal Tax Project**

The Centers for Disease Control and Prevention (CDC) contracted with our group to conduct an analysis study of state quitline data to determine the impact of the 2009 Federal Tax on quitline volumes, who is seeking services, what services they use, and outcomes. We successfully recruited 16 states, obtained data from all states, conducted all statistical analyses, and prepared a manuscript for publication for the CDC.
- 4. Use of Quitlines by Individuals with Chronic Medical Conditions**

The CDC contracted with CBS to conduct an analysis study of quitline use by participants who report having a chronic medical condition (asthma, COPD, diabetes, coronary disease). CBS successfully recruited 15 states, obtained data from all states, conducted all statistical analyses, and prepared a manuscript for publication for the CDC.
- 5. Characteristics of Callers over the Lifespan of the Utah Quitline (2001-2007)**

The State of Utah contracted with CBS to conduct a comprehensive analysis of its first six years worth of quitline data. Questions explored included:
What were the overall characteristics of Quitline participants and how demographic characteristics shifted over the lifespan of the Quitline? What were the characteristics of those utilizing the NRT benefit? Did the implementation of different media campaigns impact caller demographics?

- 6. Evaluation of Phone and Web-based Tobacco Treatment: Real-world Utilization Patterns and Outcomes for 11,000 Tobacco Users**
- This was the first study to examine utilization of an integrated treatment (phone + web) for tobacco cessation. In this study we evaluated the use and outcomes for over 11,000 participants registered in services through a health plan or employer contract. Results of this study were published in 2008 in the *Journal of Medical Internet Research*.
- Zbikowski SM, Hapgood J, Smucker Barnwell S, McAfee T. Phone and web-based tobacco cessation treatment: real-world utilization patterns and outcomes for 11,000 tobacco users. *J Med Internet Research*. 2008 Nov 14; 10(5):e41 Available at: <http://www.jmir.org/2008/5/e41/>
- 7. Comprehensive Medication Program and Support Services (COMPASS) Study.**
- Free & Clear, Group Health Research Institute, and SRI International collaborated on a study to test the effectiveness of three treatment modalities for tobacco cessation treatment: phone, web, phone + web. We examined satisfaction and quit rates associated with use of each program, thoroughly evaluated the utilization of the three different treatment modalities, and studied the predictors of utilization. This study has resulted in 4 publications to date and 3 additional publications under review.
- 8. Reducing Chronic Disease Risk: Mind & Body Program 6-month Outcomes**
- Free & Clear's Mind & Body® Program is a comprehensive, evidence-based program for measurably helping participants reduce their risk for chronic disease and achieve and maintain a healthy weight for life. Participants were asked to complete a 6-month follow-up survey by phone. Respondents to this survey showed significant improvements with regard to weight reduction as well as increased fruit and vegetable consumption, physical activity, and breakfast consumption. These results suggest that participants are experiencing meaningful changes in weight and health behaviors.
- 9. Predicting Success: Evaluation of Smoking Trajectories During Telephone Counseling**
- We collaborated with Dr. Katie Witkiewitz (University of Washington) to evaluate smoking rates among participants of the Quit For Life Program and examining predictors of successful quitting at 6- and 12-months following the initial quitline contact. We were interesting in whether the pattern of smoking observed during the course of the program was predictive of longer term smoking cessation outcomes. Findings showed that regardless of how many calls were completed, individuals who were quit for 30 days or more at the 6-month follow-up remained non-smoking at 12-months.