

Exhibit 1
Reporting Quit Rates
RFP 124316 03
Nebraska Tobacco Quitline Services

A. Using a state Quitline as similar as possible to the Nebraska Tobacco Quitline in size and scope, provide a 30-day abstinence rate for seven (7) month follow-up, for a random sample of all state Quitline participants who agree to receive counseling in a multiple call program.

1. Provide the rate for callers receiving the multiple call program.
2. Provide both a responder rate and an intent-to-treat rate.

- i. The responder quit rate includes only those program participants who were able to be reached for evaluation. It is calculated by dividing the number of participants who report that they have not used tobacco for a stated length of time by the number of participants who were reached for follow-up. Responder quit rate= (number of respondents who report no tobacco use for the prior 30 days at follow-up) divided by (Number of respondents successfully reach and assessed at follow-up)
- ii. The intent-to-treat quit rate assumes that all participants in the sample who were unable to be reached were continuing to use tobacco products. It is calculated by dividing the number of participants who report that they have not used tobacco for a stated length of time by the number of participants selected for the sample.
Intent-to-Treat Quit Rate= (Number of respondents who report no tobacco use for the prior 30 days at follow-up) divided by (Total number of participants selected for Follow-up)

B. Minimum Sample Size

Vendor shall ensure the follow-up evaluation includes a sufficient sample size to support stable quit rate reporting.

- i. The minimum completed follow-up sample size (respondents reached and assessed) Shall be no fewer than 400 participants per year, or another minimum approved by DHHS.
- ii. If vendor cannot achieve the minimum sample size due to volume limitations, response rate, or other constraints, vendor shall submit a corrective action plan and propose an alternative approach for DHHS approval.

C. Provide a complete account of how callers contacting the Quitline were selected for the evaluation sample, since the quit rate can change dramatically depending on who was excluded.

D. Describe any baseline caller characteristics in the evaluation sample that may predict quitting success or failure, such as the number of cigarettes smoked and intention to quit, education, income, etc.

- E. Specify the contact rate for the evaluation sample, since loss to follow-up can also affect the quit rate.
- F. Calculate quit rate by dividing the number of participants who report that they have not used tobacco for a stated length of time (e.g., seven months) by the number of participants reached.
- G. Calculate quit rate by dividing the number of participants who report that they have not used tobacco for a stated length of time (e.g., seven months) by the total number of participants reached and those participants not reached on the follow-up.
- H. The term “quit” as it relates to this contract shall be defined by self-reported 30-day abstinence at seven (7) month follow-up when the client is contacted to determine smoking/tobacco use status.