

**Office of Communications
Cancer Information Service Research Program**

**Data Collection Tool:
The CIS Electronic Contact Record Form**

The CIS collects detailed information about users of its telephone, LiveHelp instant-messaging, and e-mail services using the Electronic Contact Record Form (ECRF). Researchers who collaborate with the CIS Research Program can use ECRF data to gain a thorough knowledge of their study population, or to evaluate their promotion/media efforts. If you need to add questions to the ECRF to aid your recruitment and survey administration, you may propose additions to the form, but questions are subject to your institution's IRB approval.

The CIS has been collecting standardized data on health information seekers for more than 20 years. For over 5 years, CIS information specialists have been using a Web-accessible ECRF to capture information about each health information seeker.

The ECRF is used to document the interactions between information specialists and information seekers. The ECRF is used to categorize information seekers into the following unique groups: patients; smokers/tobacco users; relatives or friends of patients/smokers; general public; health professionals; media; and organizations. By accessing historical data, researchers can analyze these groups over time.

Most data are passively collected by CIS Information Specialists (such as type of seeker or client, subject of interaction, type of cancer, their response to caller, and resources used). In addition, the CIS has OMB-approval to ask all clients how they found out about the CIS, if they have contacted the CIS before, and their ZIP Code. Demographic information (age, sex, education level, ethnicity, and race) is collected on a random sample of about twenty-five percent of the following types of information seekers: patients, smokers/tobacco users, relatives or friends of patients/smokers, and the general public.

For those who contact the CIS about cancer, information specialists record the main topics of inquiry and the information offered to the user. For those who contact the CIS about smoking cessation, the Smoking Cessation Intake Form (SCIF) is used to collect supplementary information about the smoker's history, dependence, and motivation for quitting.

Copies of the ECRF Coding Form and Manual are available upon request from the CIS Research Program.