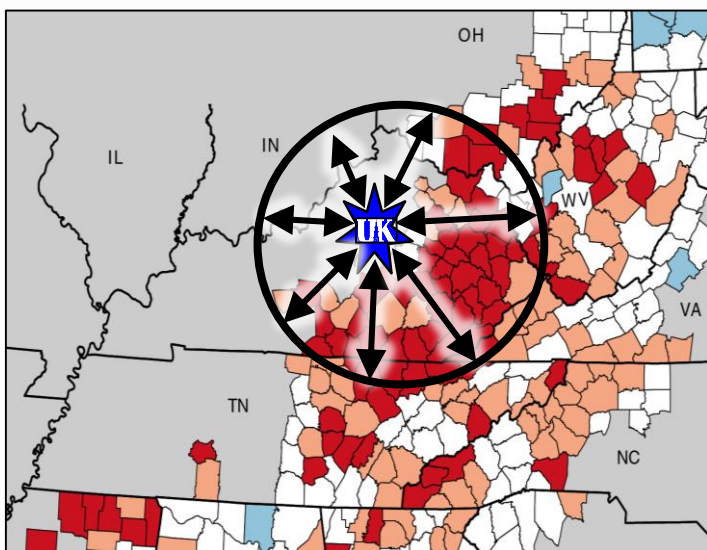


- Nationally, Kentucky ranks **#1** in cancer incidence and mortality
  - Rates are highest in the **54-county region** of Appalachian KY
  - **73%** of the UK Markey Cancer Center catchment area is **rural**



N = 1,000

- 800 mailed surveys (address-based sampling)
- 200 in-person surveys (community-based)
- \* Potential to add an internet-based panel

English-speaking adults age 18+

**Table 2. Sample sizes by Method and Strata.**

Method/Strata	# of Respondents	Response Rate	# of Households Selected
<b>Probabilistic Sample</b>	800	25%	3,200
Strata 1 (Codes 1-3, Metro)	160	30%	530
Strata 2 (Codes 4-5, Slightly Rural)	160	25%	640
Strata 3 (Codes 6-7, Rural)	280	25%	1,120
Strata 4 (Codes 8-9, Completely Rural)	200	22%	910
<b>Convenience Sample</b>	200	100%	200

**Table 3. Markey NCI Administrative Supplement 1-Year Timeline.**

Activities/Major Milestones	Sept- Nov 2016	Dec 2016- Feb 2017	Mar- May 2017	Jun- Aug 2017
Survey design and development in consultation with NCI-assigned contractor	X	X		
REDCap programming	X	X		
Secure UK IRB approval	X			
Secure address-based sample from MSG	X	X		
Mailings: 1 <sup>st</sup> round, reminder postcard, 2 <sup>nd</sup> round		X	X	
Community-based, in-person data collection in Appalachian KY			X	X
Double, manual data entry of completed surveys		X	X	X
Data analysis and interpretation		X	X	X
Results dissemination (manuscripts, conference presentations, NCI grantee meeting, and local DCC presentations)				X

*Community policies supportive of cancer control*

Services, KY Center for Smoke-Free Policy