Public Health Model

- **Agent** -- tobacco products
- **Host** -- consumers or potential consumers of tobacco products
- **Vector** -- tobacco industry and other entities that distribute and promote tobacco products
- **Environment** – context in which agent, host, and vector operate
Selected Agent Characteristics

- Product type
- Nicotine dose levels
- Constituents (e.g., tar, CO) and ingredients (e.g., additives)
- Market share
Selected Host Characteristics

- Tobacco use behavior
- Genetic susceptibility
- Addiction
- Risk perception
- Exposure to secondhand smoke
- Attitudes about smoking in public
Selected Vector Characteristics

- Pricing strategies
- Advertising, marketing, promotion, and public relations
- Corporate sponsorship and donations
- Political activism
Selected Environment Factors

- State and local tobacco control policies (clean indoor air, youth access, worksite restrictions)
- Anti-tobacco marketing
- Excise taxes
- Social norms about smoking
- Insurance coverage for treatment
Adult Smoking Status

- Have you smoked at least 100 cigarettes in your entire life?
- Do you now smoke cigarettes every day, some days, or not at all?
- Use responses to these standard questions to define current, former, never smokers
Adult Cigarette Smoking Status (Current, Former, Never)

- **Never Smoker**
- **Ever Smoker**
  - Smoked > 100 cigarettes in life?
    - NO: Never Smoker
    - YES: Current Smoker
  - Smoke Now?
    - NO: Former Smoker
    - YES: Current Smoker
      - Smoke Daily?
        - NO: Some Days Smoker
        - YES: Every Day Smoker
Other Behavioral Constructs

- Age of initiation
- Frequency and intensity of use
- Number of years used product
- Addiction/dependence
- Quitting and maintenance history
- Methods used to try to quit
Translations of Host Items

- TUS-CPS items in Spanish, Korean, Chinese (Mandarin and Cantonese), and Vietnamese
- CHIS items in Spanish, Chinese, Vietnamese, Korean, and Khmer (Cambodian)
Tobacco Use Supplement to the Current Population Survey

- Key source of national and state data on smoking and other tobacco use
- Contains about 40 items covering a wide variety of topics:
  - Cigarette smoking prevalence
  - Smoking history
  - Current and past consumption
  - Cigarette smoking quit attempts and intentions to quit
  - Cigar, pipe, chewing tobacco and snuff use
  - Medical and dental advice to quit
  - Home and workplace policies
  - Attitudes towards smoking in public places
- Data used to:
  - Monitor trends in tobacco use
  - Conduct tobacco-related research
  - Evaluate tobacco control programs
http://journalsoonline.tandf.co.uk/media/CMWWTPXUXLJE2QMLHG71/Contributions/0/H/D/B/0HDBWVQC4WRL8FNJ.pdf

http://www.sciencedirect.com/science?ob=Img&imagekey=B6T63-46SY0TS-4-P&cdi=5019&user=10843&orig=search&coverDate=11%2F01%2F2002&qd=1&sk=999319999.8998&view=c&wchp=dGLbVzz-zSkWz&md5=43134a4f715e834a8a4de4cd702ee9a1&ie=/sdarticle.pdf
Resources

- Federal government (NCI, CDC)
- NGOs (ACS, Legacy, RWJF, ALA)
- Professional associations (SRNT)
- Extramural researchers (TTURC)
- State government
- State tobacco control organizations
Resources

- CDC Question Inventory on Tobacco (QIT) (Host and Environment)

- American Legacy Foundation's Tobacco Survey Database (Host and Environment)
SRNT workgroup examined outcome measures used in clinical trials (Host)

Minimum recommendations:

- Prolonged abstinence as preferred measure plus point prevalence as secondary measure.
- Use 7 consecutive days of smoking or smoking on ≥1 day of 2 consecutive weeks to define treatment failure;
- Include non-cigarette tobacco use but not nicotine medications in definitions of failure;
- Report results from survival analysis to describe outcomes more fully.
SRNT workgroups also reported on:

- Biochemical validation
- Withdrawal
- Harm reduction
- Adolescent outcomes
- Statistical issues

Shiffman S, West RJ, Gilbert D. The assessment of tobacco craving and withdrawal in smoking cessation trials. 2000 SRNT presentation
Resources

- Henningfield JE et al. Treatment outcome measures for the studies of reduction of cigarette smoking. 2000 SRNT presentation
Wisconsin TTURC (Host -- addiction/dependence)
http://www.ctri.wisc.edu/Researchers/researchers_measures&scales.htm

Behavior Change Consortium (Host)
http://www1.od.nih.gov/behaviorchange/measures/smoking.htm
NCI Measures Guide for Youth Tobacco Research (Host)
http://dccps.nci.nih.gov/tcrb/guide_measures.html
Validated Youth Measures from NCI Guide

- Advertising receptivity
- Beliefs and expectancies
- Smoking susceptibility
- Dependence
- Friends/family smoking
- Mood
Validated Youth Measures from NCI Guide

- Problems
- Smoking Behavior
- Stressors
- Temptations to smoke
- Self-efficacy
- Validity of self-report
- Action on Smoking and Health (Agent)

- Tobacco Control Resource Center for Wisconsin (Agent, Host, Vector, and Environment)
Resources

- Contract: Laboratory Assessment of Tobacco Use Behavior and Exposure to Toxins among Users of New Tobacco Products (Agent, Host)
  
The Tobacco Industry Monitoring Evaluation (TIME) Listserv (Vector)

- Lists tobacco-sponsored public events in California and ten other comparison states
- Contact tsscruz@usc.edu for information
Resources

- Tobacco industry documents (Vector)
  [http://www.library.ucsf.edu/tobacco/](http://www.library.ucsf.edu/tobacco/)
Resources

- ImpacTeen State Level Tobacco Legislative Database (Environment)
  http://www.impacteen.org/tobaccodata.htm
  - Price/tax/funding
  - Youth access laws
  - Smoke-free air laws
  - Smoke-free air preemption
Resources

- Campaign for Tobacco-Free Kids (Vector, Environment)
  [http://www.tobaccofreekids.org/research/](http://www.tobaccofreekids.org/research/)
http://tc.bmjjournals.com/cgi/content/full/11/1/26
Resources

- State Cancer Legislative Database Program (Environment)
  http://www.scld-nci.net/scld_tobaccoratings.cfm
- State Legislated Activities on Tobacco Issues (Environment)
  http://slati.lungusa.org/
Resources

- CDC/OSH State Tobacco Activities Tracking and Evaluation System (Environment)
  
  http://apps.ncccd.cdc.gov/statesystem/
Future Directions

- Initiative for the Study and Implementation of Systems (ISIS)
- Tobacco Informatics Grid (ToBIG)
  - Need for community-based “sensor” network for rapid response surveillance
  - Workspace will include data, people, and resources
  - Standardized core measures across agent, host, vector, and environment
Future Directions

- Planning workshop for the National Longitudinal Study of Tobacco Use and Quitting (NLSTUQ) in August
- If interested in participating, please contact me at sm311j@nih.gov or talk to me after this session