

Abstract: Teen & Adult Smoking: Intergenerational Transmission and Prevention Applications
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This is a competitive revision application for our current grant DA 13555 “**Teen & Adult Smoking: Intergenerational Transmission and Prevention Applications,**” which is funded by the National Institute on Drug Abuse through June 30, 2014. The major aims of the parent grant project are to describe the natural history of smoking from adolescence to adulthood, test social psychological models of smoking transition and intergenerational transmission, and test the effects of a health communication message (an anti-smoking public service announcement) along with approach-avoidance practice on implicit attitudes toward smoking and engagement with anti-smoking information. We also test which components of implicit attitudes are influenced by the interventions. The current proposal extends this final aim of testing the effects of a health communication on implicit attitudes toward smoking by testing the effects of the FDA’s new graphic warning labels on implicit attitudes toward smoking, perceived likelihood of future cigarette smoking and other tobacco use, and engagement with anti-smoking information. Thus, the current project supplements and builds on, but does not replace the aims of the parent grant project.

We propose to assess as young adults (18-26), a group that we had previously measured as adolescents in 2004-2005. At that time, they participated in a family socialization study in which we measured adolescent personality, symptomology (depressive symptoms, ADHD symptoms), perceived stress, smoking attitudes (both explicit and implicit), smoking in the social environment, and smoking behaviors, in addition to general and smoking-specific parenting practices.

The new data collection will consist of web-based tests of the effect of exposure to the FDA graphic warning labels on implicit attitudes toward smoking in a short-term longitudinal study of these young adults. Because we have prior data on these individuals, we will be able to use that information to identify a number of individual difference variables to test potential moderation of the effects of the graphic warning labels. The effects of the graphic images plus corresponding warning statements will be assessed relative to warning statements alone and to images of non-smoking negative health behaviors.

The new effort will dovetail with existing resources, and the new data collection will interface with the ongoing grant project. We will utilize the existing database for tracking and recruitment, with a modest additional personnel effort as part of our subcontract to Indiana University and a modest increase in cost for Project Implicit who provide web-hosting and quality control for our current web-based data (particularly the implicit attitude measures). We already have budgeted in the parent grant for a full-time project director and a subcontract to our collaborator at the University of California-Davis (Dr. Jeffrey W. Sherman), a social psychologist who provides expertise in the modeling of IAT data so that no additional funds are needed for those functions.