

Improved Models to Inform Tobacco Product Regulation
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Abstract:

This application seeks to expand four of our existing UCSF TCORS projects to generate data regarding the role and impact of flavors in cigarettes, cigars, e-cigarettes, and smokeless tobacco to inform FDA tobacco product regulatory actions. This application addresses 5 of the FDA Priority Research Foci: Topic 1, Characteristics (e.g., smell, taste, color and name on the packaging) that influence people's perceptions that a tobacco product contains a characterizing flavor, regardless of whether a tobacco product is labeled as flavored and Topic 3, The impact of flavors and sweetness on use behaviors such as: experimentation, initiation, and progression to regular use among youth, young adults, and adults; transition from smokeless tobacco products to combustible tobacco products, including dual use; use of tobacco products by former smoker; and perception and attractiveness among users, former users, and nonusers. Two projects, one developmental project, and one post-doctoral fellow project will be expanded to include a focus on flavors and package characteristics by addressing four aims: 1) Determine how flavors affect perceptions of risks, benefits, attractiveness and acceptability of tobacco products across age groups; 2) Determine how packaging characteristics affect perceptions of whether or not a product is flavored and perception of risks, benefits, attractiveness and acceptability of the product across age groups; 3) Determine the relationships among perceptions of flavored tobacco products and the onset, experimentation, continuation, cessation, relapse, re-initiation, switching, and dual/poly use of tobacco products including cigarettes, cigars, e-cigarettes, and smokeless tobacco; and 4) Determine the effect of flavors on the uptake, retention and the rewarding effects of nicotine in users of second-generation e-cigarette devices. With modest additional resources we can extend the research already being done in the UCSF TCORS to examine how flavor effects are mediated by psychosocial and bio-behavioral determinants. We will gain a wealth of information from diverse populations and about different flavors to examine the role of the flavors themselves and of packaging characteristics that influence people's perceptions of flavored tobacco products on perceptions of risk and acceptability, decision-making and actual use of all tobacco products and nicotine exposure of e-cigarettes.