

Tobacco Center of Regulatory Science on Youth and Young Adults

The Texas Adolescent Tobacco and Marketing Surveillance Study (TATAMS - Project1)

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Abstract:

Consistent with research priorities set forth by the Food and Drug Administration (FDA) Center for Tobacco Products, the goals of this study are to further understanding about (a) the diversity of tobacco products used by youth and (b) the impact of tobacco product marketing on use behaviors. This study focuses on flavored tobacco products of all kinds and other tobacco products, like cigars. The Family Smoking Prevention and Tobacco Control Act (FSPTCA) specifically charged the FDA with protecting youth. This study builds evidence for FDA to implement this directive, with specific implications for regulation. We will establish the Texas Adolescent Tobacco and Marketing Surveillance system (TATAMS). Three cohorts of students in the 6th, 8th, and 10th grades in the 4 largest cities of Texas (Houston, Dallas-Ft. Worth, San Antonio, Austin) will be surveyed semi-annually through the 8th, 10th, and 12th grades (n=4,000 students). These surveys will assess tobacco use behaviors; cognitive and affective factors; and self-reported exposure and receptivity to tobacco marketing. TATAMS will also conduct direct observation of tobacco marketing and sales, using GIS mapping to document the impact that point-of-sale displays around schools have on youth; using regional Nielsen data to understand characteristics of tobacco products that youth may prefer; and conducting impact and content analyses of tobacco marketing in print publications, like magazines. The Specific Aims of this study are to: 1) Describe trajectories and transitions in tobacco use behaviors among youth over time and examine features of these tobacco products that youth prefer; 2) Identify cognitive and affective factors related to these tobacco use trajectories, transitions, and preferences; 3) Characterize tobacco marketing at point-of-sale and in print publications over time and document youth exposure to them; and 4) Investigate the impact of these tobacco marketing activities on youth beliefs, attitudes, preferences, and tobacco use behaviors. TATAMS will build a strong evidence base for tobacco product regulation to inform FDA's authority over the manufacturing, sales, and marketing of tobacco products to, in turn, prevent the onset and progression of tobacco use among youth. It will inform FDA decisions about constituents that may or may not be allowed as additives in the future, given analyses of the role that flavored tobacco products of all kinds may play in youth tobacco use uptake and progression. It will also provide a wealth of data to drive FDA decisions about restrictions on tobacco marketing and sales to prevent youth tobacco use.