

To: PhenX Distribution Blast List
From: feedback@phenx.org
SUBJECT: PhenX Tobacco Regulatory Research Vector Measures – Please Comment

Tobacco Regulatory Research Vector Measures – Please Comment

Please take a moment to review and comment on the Tobacco Regulatory Research (TRR) Vector measures proposed for the PhenX Toolkit below. We welcome your feedback on this important initiative.

The PhenX (consensus measures for Phenotypes and eXposures) Toolkit (www.phenxtoolkit.org) provides investigators with access to well-established, low burden, standardized measures to incorporate into new or existing biomedical studies involving human subjects. The goal of the Toolkit is to encourage use of common measures to help researchers effectively collaborate and share data.

Measures proposed by the PhenX Vector Working Group are shown below. The Working Group requests your feedback to help guide decisions about which TRR Vector-related measures to include in the PhenX Toolkit. There are 14 primary measures proposed for consideration. **These measures complement those already in the Toolkit from ATOS domain and the SAA Collections, as well as those being proposed by the other TRSP WGs.**

Co-Chairs Frank Chaloupka PhD, University of Illinois at Chicago, and Kurt Ribisl PhD, MA, University of North Carolina at Chapel Hill, thank you on behalf of the PhenX TRR Vector Working Group.

For each measure, put a Y in the last column if the measure is useful or an N if the measure is not useful. You may also respond with general comments. Please email your response to feedback@phenx.org by **December 17, 2014**. (Collected responses are confidential. E-mail addresses are not shared or used for any other purpose.)

To review measure details, please click this link: [TRR Vector WG Protocols for Review](#)

Proposed PhenX Tobacco Regulatory Research Vector Measures		
<i>Please Review:</i>		<i>Respond Here:</i>
Measure	Description of Measurement Protocol	Y/N
1. Exposure to Tobacco Marketing through Internet and Social Media Use	Items that assess exposure to tobacco marketing on the Internet and social media were chosen from the 2012 National Youth Tobacco Survey (NYTS) and the 2013 Population Assessment of Tobacco and Health (PATH) Wave 1 Youth Module. Specifically, questions related to the opportunities for	

	exposure and frequency of exposure to tobacco marketing on the internet and social media and to tobacco-related content.	
2. Illicit Tobacco Products	This protocol includes questions from the Pricing Policies and Control of Tobacco in Europe (PPACTE) Survey instrument. These specific questions are used to identify illicit tobacco products and to measure the extent of illicit tobacco products in the market. A pack is identified as illicit if it had at least one of the following tax avoidance or evasion indicators: (1) it was bought from sources that do not include all applicable taxes in the users location (e.g. a lower tax jurisdiction, such as a neighboring state or a Native American reservation) , as reported by smokers, (2) it had an inappropriate tax stamp (e.g. one from a location other than the user's location), (3) it had an inappropriate (e.g. on different from the labels employed in the user's location) health warning or (4) its price was substantially below the known price in their market (e.g. 20% or more below the average local price).	
3. Public Opinion of the Tobacco Industry	The Media Tracking Survey (MTS) is an instrument used to measure the public's opinion of the tobacco industry including, but not limited to, one's beliefs and attitudes about major cigarette companies and the activities of those companies. The survey was developed by the California Department of Public Health's Tobacco Control Program and results of the survey were used internally for media planning purposes.	
4. Self-reported Exposure to and Use of Price Promotions for Tobacco Products	This protocol includes 14 questions taken from a combination of the Wave 1 Adult and Youth Population Assessment of Tobacco and Health (PATH) Survey instruments. Collectively, the questions are used to measure consumer exposure to tobacco product price promotions, including but not limited to lower price paid or free tobacco products, discounted prices when buying multiple tobacco product units, and free or discounted tobacco product with purchase of tobacco products.	
5. Self-reported Exposure to Tobacco Advertising at Point of Sale	This protocol uses a combination of questions from the Wave 1 Adult and Wave 2 Youth Population Assessment of Tobacco and Health (PATH) Survey instruments. Collectively, the questions are used to measure consumer exposure to tobacco product advertisements, which have been proven to increase the appeal of and demand for tobacco products.	
6. Self-reported Exposure to Tobacco Product Advertisements	This protocol uses a combination of questions from the 2011 International Tobacco Control (ITC) 4-Country Survey and the Population Assessment of Tobacco and Health (PATH) Survey instruments. Collectively, the questions are used to assess tobacco product advertising and marketing exposure,	

	in adult and youth populations, through traditional channels, such as magazines, television, and radio.	
7. Self-reported Exposure to Tobacco Product Sponsorships	These questions from the International Tobacco Control (ITC) 4-Country Survey are directly related to exposure to tobacco product sponsorships.	
8. Self-reported Tobacco Product Price Paid	Cigarettes This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument. These specific questions are used to measure the price paid for cigarettes.	
	Cigars This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument. These specific questions are used to measure the price paid for cigars.	
	E-Cigarettes This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument. These specific questions are used to measure the price paid for e-cigarettes.	
	Smokeless Tobacco This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument. These specific questions are used to measure the price paid for smokeless tobacco such as snus pouches, loose snus, moist snuff, dip, spit, and chewing tobacco. Common brands include Redman®, Levi Garrett®, Beechnut®, Skoal, Grizzly®, Nordic Ice® and Copenhagen®.	
9. Self-reported Tobacco Product Purchase Location	Cigarettes: This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument. These specific questions are used to measure the purchase location of cigarettes.	
	Cigars: This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument. These specific questions are used to measure the purchase location of cigars.	

	<p>Dissolvables: This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument. These specific questions are used to measure the purchase location of dissolvable tobacco.</p>	
	<p>E-Cigarettes: This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument. These specific questions are used to measure the purchase location of e-cigarettes.</p>	
	<p>Hookah: This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument. These specific questions are used to measure the purchase location of hookah tobacco.</p>	
	<p>Pipe: This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument. These specific questions are used to measure the purchase location of pipe tobacco.</p>	
	<p>Smokeless Tobacco: This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument. These specific questions are used to measure the purchase location of smokeless tobacco.</p>	
10. Standardized Tobacco Assessment for Retail Settings	The observational assessment from the Standardized Tobacco Assessment for Retail Settings (STARS) 1.0 survey includes 17 items for an observer to complete in stores that sell tobacco products, such as convenience stores, gas stations, supermarkets, and pharmacies.	
11. Tobacco Industry and Retailer Public Relations	California's Statewide Youth Tobacco Purchase Survey (YTPS) is an 11-item instrument developed to assess retailer compliance with signage policies related to tobacco sales to minors and tobacco industry public relations signage in the retail sector. The survey collects information about the minors purchase attempt and observations of the purchaser during the purchase attempt. For the purpose of this measure, items within the Observations section of the YTPS are used, which relate to the presence, type, and location of signs stating that tobacco sales to minors are unlawful.	

<p>12. Tobacco Retailer Density/Proximity</p>	<p>The Tobacco Retailer Density/Proximity protocol uses Geographic Information Systems (GIS) to determine the retailer density and proximity from the respondent's residence, administrative unit (census tract or block group), or school/workplace. To assess retailer density and proximity from a known geocode for residence, the Young-Wolff et al. protocol is used. To assess density when a more specific residential location is unknown, the Duncan et al. protocol is provided. To assess the proximity to the respondent's school, the Luke et al. protocol is provided.</p>	
<p>13. Use of a Regular Brand of Tobacco</p>	<p>This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument. These specific questions are used to determine if a respondent has a regular tobacco brand for the following tobacco products: Cigarettes, e-cigarettes, cigars, pipe tobacco, hookah and shisha tobacco, smokeless tobacco, and dissolvable tobacco.</p>	
<p>14. Use of Tobacco Products</p>	<p>This protocol includes questions from the Wave 1 Adult Population Assessment of Tobacco and Health (PATH) Survey instrument and the PATH Wave 1 Individual Screener. These specific questions are used to measure a respondent's use and regularity of use of the following tobacco products: Cigarettes, e-cigarettes, cigars, pipe tobacco, hookah and shisha tobacco, smokeless tobacco, and dissolvable tobacco. An analysis of the results allow respondents to be categorized as: Ever user, Current user, Everyday user, Some day user, 30 day user, Experimental current user, Experimental former user, Former user, Former user 12 Month, Former user 12 Month Plus.</p>	

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