

Project M-PACT: Marketing and Promotions Across Colleges in Texas

Sherman Chow
University of Texas at Austin



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Tobacco Regulatory Landscape in the U.S.

Tobacco Center of Regulatory Science on Youth and Young Adults

- One of 14 TCORS funded in the U.S. intended to produce research informing FDA regulatory efforts (expanded under 2009's Family Smoking Prevention and Tobacco Control Act).

Overall Research Goals

- Understand the diversity of tobacco products used by youth and young adults
- Monitor how tobacco companies market to youth and young adults
- Learn more about how we can communicate the risks of tobacco products to youth and young adults

M-PACT Team

- Alexandra Loukas, Principal Investigator
- Keryn Pasch, Co-Investigator
- Sherman Chow, Project Coordinator
- Nate Marti, Statistician
- Christina Ly, Post-Doc
- Tres Hinds, Research Assistant
- Shelly Li, Research Assistant

Purpose

To establish a rapid response surveillance system to monitor, and respond to, changes in tobacco marketing and trends in young adults' use of non-cigarette alternatives, including flavored products.

Project Aims

- Describe the trajectories and transitions of young adults' tobacco use over time and identify the cognitive and affective factors associated with them.
- Document and describe the tobacco marketing to which young adults are exposed.
- Determine the impact of tobacco marketing on young adults' tobacco use.

FDA Research Priorities

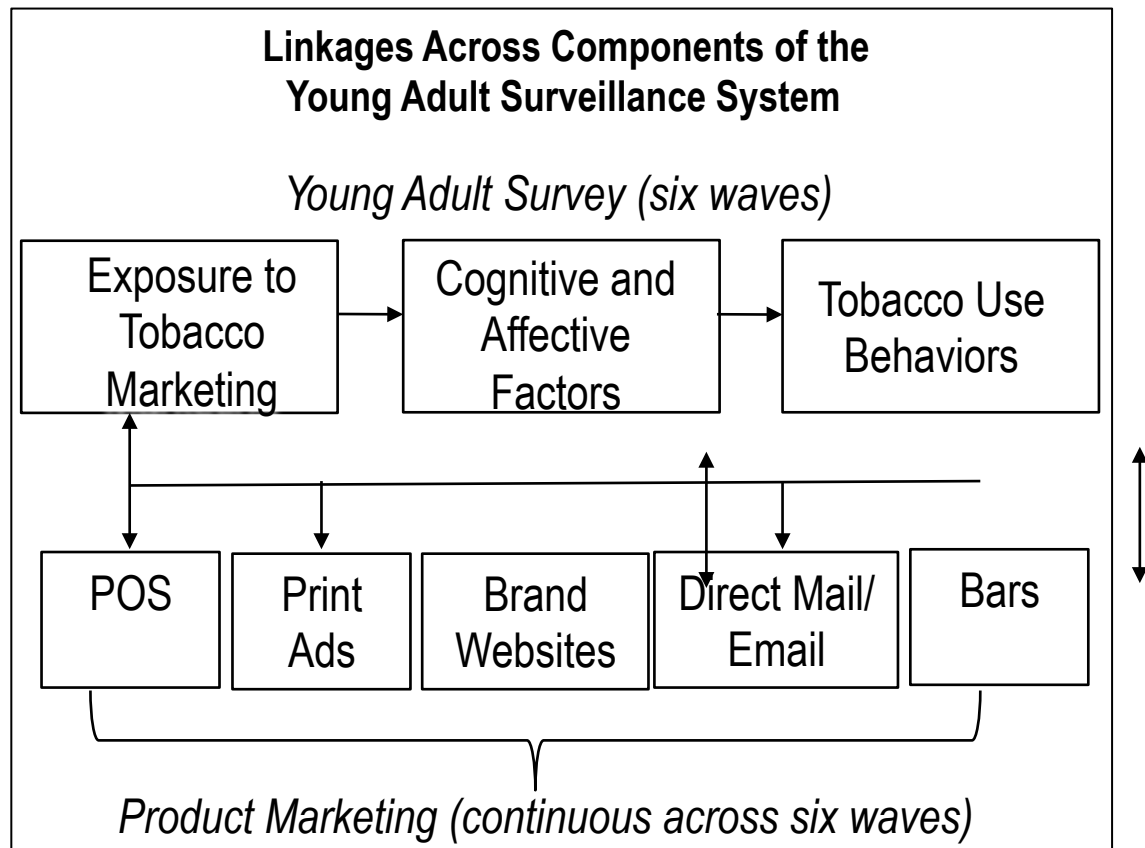
Understanding Diversity of Tobacco Products

- Use of new/emerging products, smokeless (SLT), Potentially Reduced Exposure Products (PREPS), cigars, multiple products
- Cognitive and affective factors associated with new/emerging products, SLT, PREPS, cigars

Understanding Tobacco Product Marketing

- Impact of marketing practices of mentholated, flavored, new/emerging/products on tobacco use of vulnerable populations
- Impact of advertising features on tobacco use
- Impact of point-of-sale advertising and price promotions on initiation/use/cessation
- Marketing to subpopulations on new/emerging, SLT, PREPS, cigars, and on risk perceptions

Methods

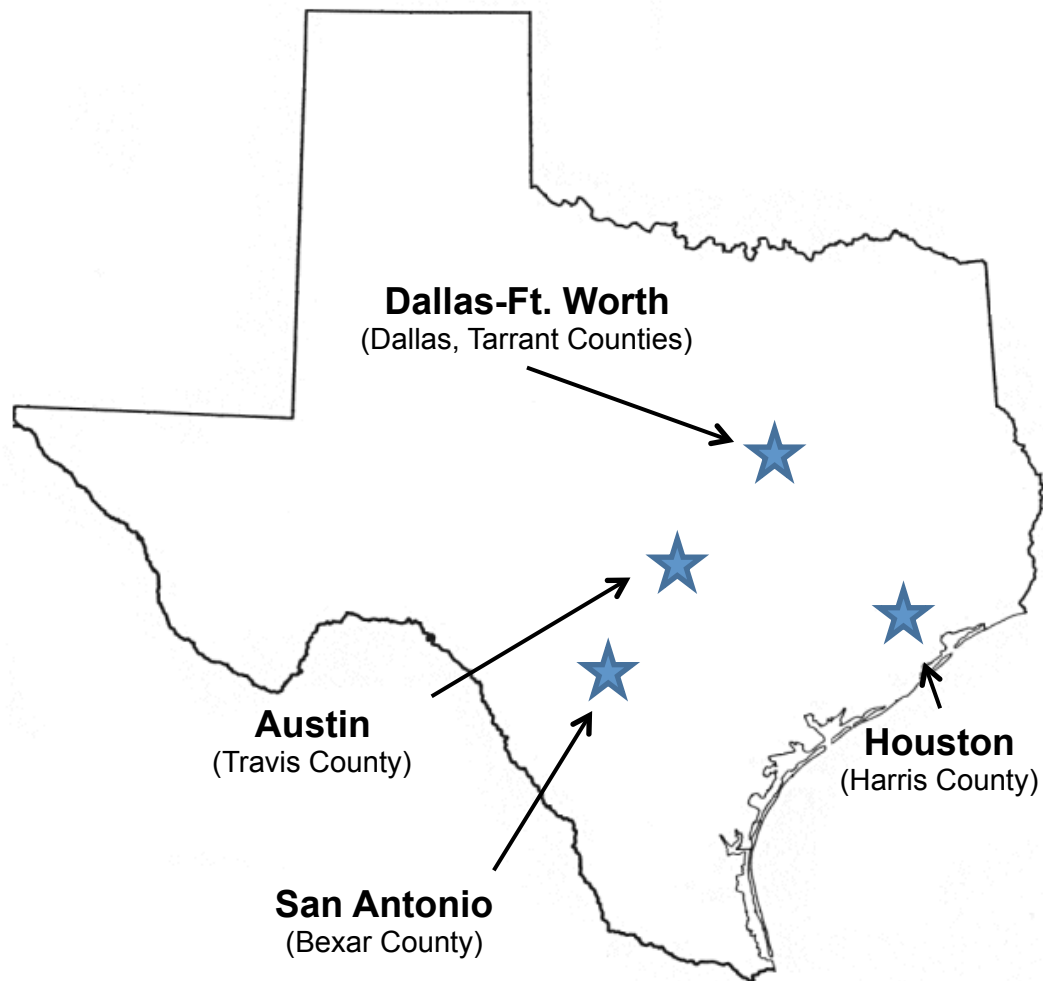


Methods

Young Adult Survey

- 5,482 18-29 year old students at baseline
 - Part- or full-time degree-seeking students
 - 18-29 or 18-26
- Attending 24 colleges/universities in four metropolitan areas
- 6 colleges from each area (½ 2-year; ½ 4-year)
- Completed an online survey
 - Wave 1 Nov 2014-Feb 2015
 - Subsequent waves every six months

Data collection



Measures

- **Tobacco use behaviors**

- Cigarettes
- E-cigarettes
- Little filtered cigars
- Cigarillos and large cigars
- Hookah (i.e., waterpipe)
- Smokeless tobacco and snus

- **Tobacco use behaviors**

- Ever use
- Current use
- Brand preference
- Flavor preference
- Cessation, dependence

Measures

- **Other factors**

- Demographics
- Susceptibility
- Reasons to use
- First experience
- Social influences
- Perceptions of risk
- Perceptions of harm
- Mental health (e.g., depression)
- Alcohol use
- Marijuana use

Measures

- **Marketing factors**
 - Print advertising
 - Radio, TV advertising
 - E-mail and direct mail
 - Text messages
 - Discount coupons
 - Brand websites
 - Social media (e.g., FB)
 - Bar Promotions

Methods

Marketing Surveillance

- Point-of-sale (POS) and bars
 - Six weeks before waves 2, 4, 5, & 6 of data collection
 - Within 1 mile radius of 24 college campus
 - Document outdoor and indoor advertising/promotions
- Print advertising
 - Magazines, newspapers, tobacco-branded websites, direct mail, and email
- Marketing data will be linked and merged with student self-reports of tobacco use behaviors.



Sample Demographics

	Overall (<i>n</i> =5,482)
Mean Age	20.5 (2.36)
% Female	63.8
% Single	87.3
Race/Ethnicity	
% White	36.4
% Hispanic	31.1
% Asian	18.8
% Black	8.8
% other	4.9
% Parent Use	38.9
% Household Tobacco Use	33.3

Response rate

Longitudinal Wave	Date	Young Adult cohort completed surveys
1)	Nov 2014	5,482
2)	May 2015	4,326 (79%)
3)	Oct 2015	4,321 (79%)
4)	April 2016	4,448 (81%)
5)	Oct 2016	4,268 (78%)
6)	April 2017	--

- 64% cohort (n=3,511) participated in 5 waves



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