Graphic Health Warnings

Content, format, and evaluation of graphic health warnings to educate consumers of the hazards of tobacco use, prevent initiation, and increase quit attempts and cessation.

- How are the impacts of graphic health warnings identified in basic experimental research and studies designed to mimic real world conditions likely to differ from impacts of graphic health warnings when implemented at the population level?
- How does the impact of graphic health warnings differ for different populations of tobacco users (never/former/current users) or specific age and other demographic groups?
- What specific properties of graphic health warnings have the greatest impact on knowledge, beliefs, attitudes, perceptions, intentions, and behaviors related to tobacco use?
- What impact do graphic health warnings have on knowledge, beliefs, attitudes, perceptions, intentions and behaviors related to tobacco use?

Product Labeling, Packaging and Marketing

The impact of product characteristics such as labeling, packaging, and marketing on consumer perceptions of tobacco products and its association with initiation, especially among youth and other vulnerable populations.

- What aspects (if any) of descriptors, color, and packaging influence the likelihood of youth experimentation and established use of tobacco products or new tobacco products?
- What is the impact of advertising and promotion on youth experimentation with non-cigarette tobacco products, e.g., cigars, smokeless tobacco products, or new tobacco products?
- Which types of advertising and marketing restrictions (if any) are effective at reducing youth initiation of tobacco products?
- What aspects (if any) of descriptors, color, and packaging convey information regarding product risk and harms to consumers, particularly youth and other vulnerable populations?
- What role, if any, do tobacco product advertising displays at the retail point-of-sale (POS) have on initiation, usage, and cessation among youth, young adults, and other vulnerable populations? Similarly, what role, if any, does tobacco prevention advertising at the retail POS have on initiation, usage, and cessation among youth, young adults, and other vulnerable populations?
- What is the impact of tobacco industry marketing through social media campaigns and other non-traditional communication strategies on tobacco use behavior among vulnerable populations?
Cigars

_Cigar (small, cigarillos, large, premium) initiation, use (including transition to other tobacco products and multiple use), perceptions, dependence, toxicity, chemical and microbial aspects of cigar tobacco and cigar smoke; and biomarkers of exposure, harm, and health related outcomes._

- What evidence is there that little cigars, cigarillos, and large cigars result in dependence and harm?
- What are consumer perceptions related to how little cigars and cigarettes may be similar or different with respect to appearance, product constituents, or packaging and labeling?
- What proportion of youth and young adults initiate tobacco use with flavored cigars versus non-flavored products?

Electronic Cigarettes

_E-cigarette design, initiation, use (including transitions to other tobacco products and multiple use), perceptions, dependence, toxicity, modeling impact of e-cigarettes on tobacco use; and biomarkers of exposure, harm, and health related outcomes at the individual and population level._

- What is the extent to which non-users and former tobacco users are initiating e-cigarette use and current users are switching or initiating dual use? What is the trajectory of tobacco product use for non-users who initiate with e-cigarettes?
- What is the influence of characterizing flavorings in e-liquids on appeal, initiation, and continued use, especially in youth?

Nicotine

_Nicotine dependence threshold among youth and adults; impact of nicotine reduction on tobacco product use behavior (e.g., topography, compensation, switching, multiple use, initiation, cessation, and relapse); and modeling of the impact of nicotine reduction on tobacco use._

- How might a nicotine reduction in cigarettes influence perceptions of harm and appeal of that product, as well as of other tobacco products (not affected by nicotine reduction)? How might these perceptions and attitudes influence tobacco use behavior?
- If cigarette smokers cannot choose a regular nicotine-containing cigarette and the only cigarette available is low nicotine, will they continue to smoke, switch to another combustible or NRT product, or quit tobacco use altogether? What are the factors that might influence the choice? How might the changes in behavior differ across demographics? What is the impact of these different behaviors on physiological measures?

Flavors/Appeal

_Flavor/appeal impact on initiation, especially among youth and young adults, and the effect flavors/appeal have on product use patterns, dependence, and cessation; identification and characterization of chemical constituents of flavoring across the spectrum of tobacco products._
• What is the influence of flavors on initiation and progression to regular use of non-cigarette tobacco products among youth and young adults, especially e-cigarettes, cigars (particularly cigarillos and little cigars), hookah, and smokeless products? What proportion of youth and young adults initiate tobacco use with flavored products vs. non-flavored products? What proportion of flavored-product initiators progress to regular use of flavored vs. unflavored products? Is polytobacco use more prevalent among youth and young adults who use flavored vs. non-flavored tobacco products?

• Are youth, young adults, and adults who use flavored tobacco products more likely to be dependent compared to users of unflavored products, after adjustment for key determinants of dependence such as frequency of use?

• Are youth, young adults, and adults who use flavored tobacco products (including menthol) more or less likely to successfully quit tobacco use, or relapse, compared to users of unflavored products, after adjustment for key determinants of tobacco use cessation? How do youth, young adult, and adult users of flavored products differ in quitting intentions/attempts compared to non-flavored product users?

Communications

*Effective strategies around communicating the harm of tobacco products and evaluating the impact of communications on tobacco knowledge, attitudes, beliefs, and behaviors.*

• How can information regarding tobacco products and tobacco use (including constituent information and new and emerging tobacco products) be conveyed to the public so that it is understandable and not misleading?

• What is the impact of FDA’s tobacco prevention campaigns on tobacco knowledge, attitudes, beliefs, and behaviors among non-target populations (e.g., adults)?

• What are the most effective communication/social media vehicles to reach vulnerable populations with messages about the health risks of tobacco? [Vulnerable populations include groups with higher rates of tobacco product use (such as low-income; gay, lesbian and bisexual; and mentally ill) or groups at high risk of initiating use (such as youth and young adults).]

Other Tobacco Products other than E-Cigarettes and Cigars (e.g., smokeless tobacco, dissolvables, and hookah)

*Smokeless tobacco initiation, use (including transitions to other tobacco products and multiple use), perceptions, dependence, and toxicity/other tobacco product (e.g., hookah, dissolvables) initiation, use (including transitions to other tobacco products and multiple use), perceptions, dependence, toxicity, and biomarkers of exposure, harm, and health related outcomes.*

• What would be the public health impact of implementing a Gothiatek-like standard on smokeless tobacco products in the U.S.? What constituents are the main drivers of disease risk in smokeless tobacco and what is the magnitude of the reduction in these constituents that could be attained? How would this influence behavior?

• What product factors influence use behavior, such as chosen portion size (for unportioned products), uses per day, and deposition time in the mouth? How do these product factors impact exposure to nicotine and toxicants? Do these differ among users with differing experience (newer versus experienced) or younger versus older users?
- What are some of the key features of models to assess the population health impact of a potential modified-risk tobacco product (e.g., critical data inputs, appropriate outcome metrics)?
- What are the design features that impact use over time, exposure to harmful and potentially-harmful constituents (HPHCs), use, behavior, and addiction (e.g., different flow resistance, portioned versus loose smokeless tobacco, etc.)?