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| **About the Measure** | |
| **Protocol Id** | 750301 |
| **Domain:** | Tobacco Regulatory Research: Environment |
| **Measure:** | Social Norms about Tobacco |
| **Definition:** | This measure assesses social norms about tobacco, such as attitudes about tobacco product use among family and peers for youth and adults. |
| **Purpose:** | The purpose of this measure is to evaluate perceptions and attitudes about tobacco product use by those who are important to them and by the general population, in order to develop a better understanding of the rules and standards by members of a group that guide or constrain social behavior without the force of laws. |
| **Essential PhenX Protocols:** |  |
| **Related PhenX Protocols:** | Disapproval of Substance Use [550201] Disapproval of Substance Use [550202] Quality of Communication about Smoking [710101] Frequency of Communication about Smoking [710201] Peer and Family Influence on Smoking [710901] House Rules About Tobacco Use [711101] Passive Exposures to Tobacco Products [730401] Use of Tobacco Products [741401] |
| **Measure Release Date:** | August 07, 2015 |

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| **About the Protocol** | |
| **Protocol Release Date:** | August 07, 2015 |
| **Protocol Review Date:** | August 07, 2015 |
| **PhenX Protocol Name:** | Social Norms about Tobacco - Adult |
| **Protocol Name From Source:** | Population Assessment of Tobacco and Health (PATH) Study, Wave 1, Adult Extended Interview 7.5 |
| **Protocol Availability:** | Available |
| **Keywords:** | Social norms; social acceptability; tobacco; smoke; smokeless tobacco; Chewing Tobacco; Snuff; dip; snus; Cigars; cigarillos; filtered cigars; International Tobacco Control; ITC; Population Assessment of Tobacco and Health; PATH; family; Friends; peers; smoking; attitudes; Adult; cigarettes; descriptive norms; injunctive norms; youth; Adolescents; cigarettes; opinion; second hand smoke; secondhand smoke; second-hand smoke |
| **Description:** | 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 social norms within the adult population by determining whether or not a respondent resides with one or more users of tobacco products; if most people’s and those most important to the respondent’s opinions of using tobacco are positive or negative; and the smoking status of five closest friends or acquaintances. |
| **Specific Instructions:** | The WG recommends that investigators provide the descriptions and images included in the protocol text section of this data sheet to respondents while the questions are being administered.  In addition, the WG recommends that investigators consider *clearly* defining "tobacco products" *by noting whether that definition includes or excludes* certain types of related products *based on these criteria*: products that are intended for human consumption; made or derived from tobacco; typically contain nicotine, but sometimes do not; and are not Food and Drug Administration-approved tobacco-cessation products.  For Question 1, the Working Group recommends that the investigator include e-cigarettes as a response option. |
| **Protocol:** | **Electronic Cigarettes (E-Cigarettes)**  **Electronic cigarettes**, often called **e-cigarettes** look like regular cigarettes, but are battery-powered and produce vapor instead of smoke. There are many types of e-cigarettes. Some common brands include NJOY®, Blu™, and Smoking Everywhere.  [img[750300\_img\_1.png|]]  **Cigars**  *Traditional cigars, cigarillos,* and *filtered cigars* go by lots of different names, so please use these descriptions and photos to understand what they are.  *Traditional cigars*contain tightly rolled tobacco that is wrapped in a tobacco leaf. Some common brands of cigars include Macanudo®, Romeo y Julieta®, and Arturo Fuente®, but there are many others.  *Cigarillos* and *filtered cigars*are smaller than traditional cigars. They are usually brown. Some are the same size as cigarettes, and some come with plastic or wood tips. Some common brands are Black & Mild®, Swisher Sweets®, Dutch Masters®, Phillies Blunts®, Prime Time®, and Winchester®.  [img[750300\_img\_2.png|]]  [img[750300\_img\_3.png|]]  [img[750300\_img\_4.png|]]  [img[750300\_img\_5.png|]]  [img[750300\_img\_6.png|]]  [img[750300\_img\_7.png|]]  **Pipe Tobacco**  There are many different types of regular pipes. They all have a bowl that holds the tobacco and a stem.  [img[750300\_img\_8.png|]]  [img[750300\_img\_9.png|]]  **Hookah and Shisha**  A *hookah* is a type of water pipe. It is sometimes also called a "narghile" pipe. There are many types of hookahs. People often smoke tobacco in hookahs in groups at cafes or in hookah bars.  [img[750300\_img\_10.png|]]  **Smokeless Tobacco**  **Smokeless tobacco** can be put in your mouth. Frequently you chew, suck or spit while using smokeless tobacco, although there is no need to do so for some types. Snus, for instance, is a type of smokeless tobacco that comes in a small pouch that you put inside your lip.  There are many kinds of 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®.  [img[750300\_img\_11.png|]]  **Dissolvable Tobacco**  *Dissolvable tobacco* products are not smoked-they are made of finely ground flavored tobacco that dissolves in your mouth.  Dissolvable tobacco products come in a variety of shapes, including small round pellets, thin sticks and flat strips. Some common brands are Ariva®, Stonewall™, and Camel Orbs, Sticks, or Strips.  [img[750300\_img\_12.png|]]  1. Does anyone who lives with you now do any of the following? Choose all that apply.  1 [ ] Smoke cigarettes  2 [ ] Use smokeless tobacco, such as chewing tobacco, snuff, dip, or snus  3 [ ] Smoke cigars, cigarillos, or filtered cigars  4 [ ] Use any other form of tobacco  5 [ ] No one who lives with me now uses any form of tobacco  [ ] -8 Don’t know  [ ] -7 Refused  2. Of the five closest friends or acquaintances that you spend time with on a regular basis, how many of them are smokers?  [ ] INSERT 0 to 5  3. Thinking about the people who are important to you, how would you describe their opinion on using tobacco?  1 [ ] Very positive  2 [ ] Positive  3 [ ] Neither positive nor negative  4 [ ] Negative  5 [ ] Very negative  4. How would you describe most people’s opinion of using tobacco?  1 [ ] Very positive  2 [ ] Positive  3 [ ] Neither positive nor negative  4 [ ] Negative  5 [ ] Very negative |
| **Selection Rationale:** | The 2011 International Tobacco Control (ITC) 4-Country Survey is an international cohort study of tobacco use whose overall objective is to measure the psychosocial and behavioral impact of key national-level policies. This survey is being used in more than 20 countries.  The Population Assessment of Tobacco and Health (PATH) Study is a nationally representative, in-person longitudinal cohort study of non-users and users of tobacco products and those at risk for tobacco use across the United States. Respondents 12 years old and up are asked questions on tobacco use, attitudes, and health, and biospecimens (buccal cell, urine, and blood) are collected from adults. The PATH Study was implemented to provide an evidence base for assessing and monitoring the U.S. Food and Drug Administration’s regulatory actions in meeting its mandate under the Family Smoking Prevention and Tobacco Control Act. Regulatory domains include product standards, new and modified risk products, health warnings, and health education campaigns. |
| **Source:** | International Tobacco Control Policy Evaluation Project. (2011). International Tobacco Control (ITC) 4-Country Survey. Item 365.  National Institutes of Health (NIH), U.S. Food and Drug Administration (FDA). (2012). Population Assessment of Tobacco and Health (PATH) Study, Wave 1 Adult Extended Interview 7.5. Items AX0066, AX0071, AX0007. |
| **Language** | English Other languages available at source |
| **Participant:** | Adults (18+) |
| **Personnel and Training Required:** | None. |
| **Equipment Needs:** | None. |
| **Standards** |  |
| **General References:** | National Institutes of Health, U.S. Food and Drug Administration. (2013). Population Assessment of Tobacco and Health (PATH) Study: Final Adult Baseline (Wave 1) Questionnaire. Bethesda, MD: National Institutes of Health.  Hitchman S, Fong GT, Zanna MP, Thrasher JF, Chung-Hall J, Siahpush M. Socioeconomic status and smokers’ number of smoking friends: Findings from the International Tobacco Control (ITC) Four Country Survey. Drug & Alcohol Dependence. 143:158-66. 2014  Hitchman S, Fong GT, Zanna MP, Thrasher JF, Laux F. The relation between number of smoking friends and quit intentions, attempts, and success: Findings from the International Tobacco Control (ITC) Project Four Country Survey. Psychology of Addictive Behaviors. 28(4):1144-52. 2014. |
| **Mode of Administration:** | Interviewer-administered questionnaire |
| **Derived Variables:** | None |
| **Requirements:** | |  |  | | --- | --- | | **Requirement Category** | **Required (Yes/No)** | | **Major equipment** | No | | **Specialized training** | No | | **Specialized requirements for biospecimen collection** | No | | **Average time of greater than 15 minutes in an unaffected individual** | No | |
| **Annotations for Specific Conditions:** | None |
| **Process and Review:** | Not applicable. |