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| **About the Measure** | |
| **Protocol Id** | 751001 |
| **Domain:** | Tobacco Regulatory Research: Environment |
| **Measure:** | Self-reported Exposure to Smoking on Television and in the Movies |
| **Definition:** | This measure is used to assess young adolescents’ exposure to smoking in entertainment media-television and the movies. |
| **Purpose:** | The purpose of this measure is to gain an understanding of an adolescent’s exposure to smoking in the media. |
| **Essential PhenX Protocols:** |  |
| **Related PhenX Protocols:** |  |
| **Measure Release Date:** | June 24, 2015 |

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| **About the Protocol** | |
| **Protocol Release Date:** | June 24, 2015 |
| **Protocol Review Date:** | June 24, 2015 |
| **PhenX Protocol Name:** | Self-reported Exposure to Smoking on Television and in the Movies |
| **Protocol Name From Source:** | Survey of Teen Opinions about Retail Environments (STORE) |
| **Protocol Availability:** | Available |
| **Keywords:** | smoking; tobacco; television; TV; televisions shows; movies; media; youth; Adolescents |
| **Description:** | This protocol uses one item from the Survey of Teen Opinions about Retail Environments (STORE), a school-based survey that included 1,681 adolescents (ages 11-14 years). This item assesses perceived exposure to people who smoke in movies or on television. |
| **Specific Instructions:** | For the purposes of scoring, the WG recommends that the following scale be used: Never = 1, Rarely = 2, Sometimes = 3, and Often = 4  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. |
| **Protocol:** | 1. In the past 7 days, how often did you see TV shows or movies where someone was smoking?  [ ] Never  [ ] Rarely  [ ] Sometimes  [ ] Often |
| **Selection Rationale:** | Consensus documents (e.g., Surgeon General reports, National Cancer Institute monographs) indicate that exposure to smoking in movies promotes smoking initiation, and the World Health Organization recommends a variety of policies to reduce youth exposure to tobacco imagery in entertainment media. Fine-grained assessment of exposure to tobacco in films (e.g., Beach Method) requires a significant amount of resources and survey questions that are likely beyond the scope of most tobacco research. This single item selected here shows evidence of predictive validity amongst young adolescents. |
| **Source:** | Survey of Teen Opinions about Retail Environments (STORE) |
| **Language** | English |
| **Participant:** | Adolescents (ages 11-14). |
| **Personnel and Training Required:** | None |
| **Equipment Needs:** | None |
| **Standards** |  |
| **General References:** | None. |
| **Mode of Administration:** | Self-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. |