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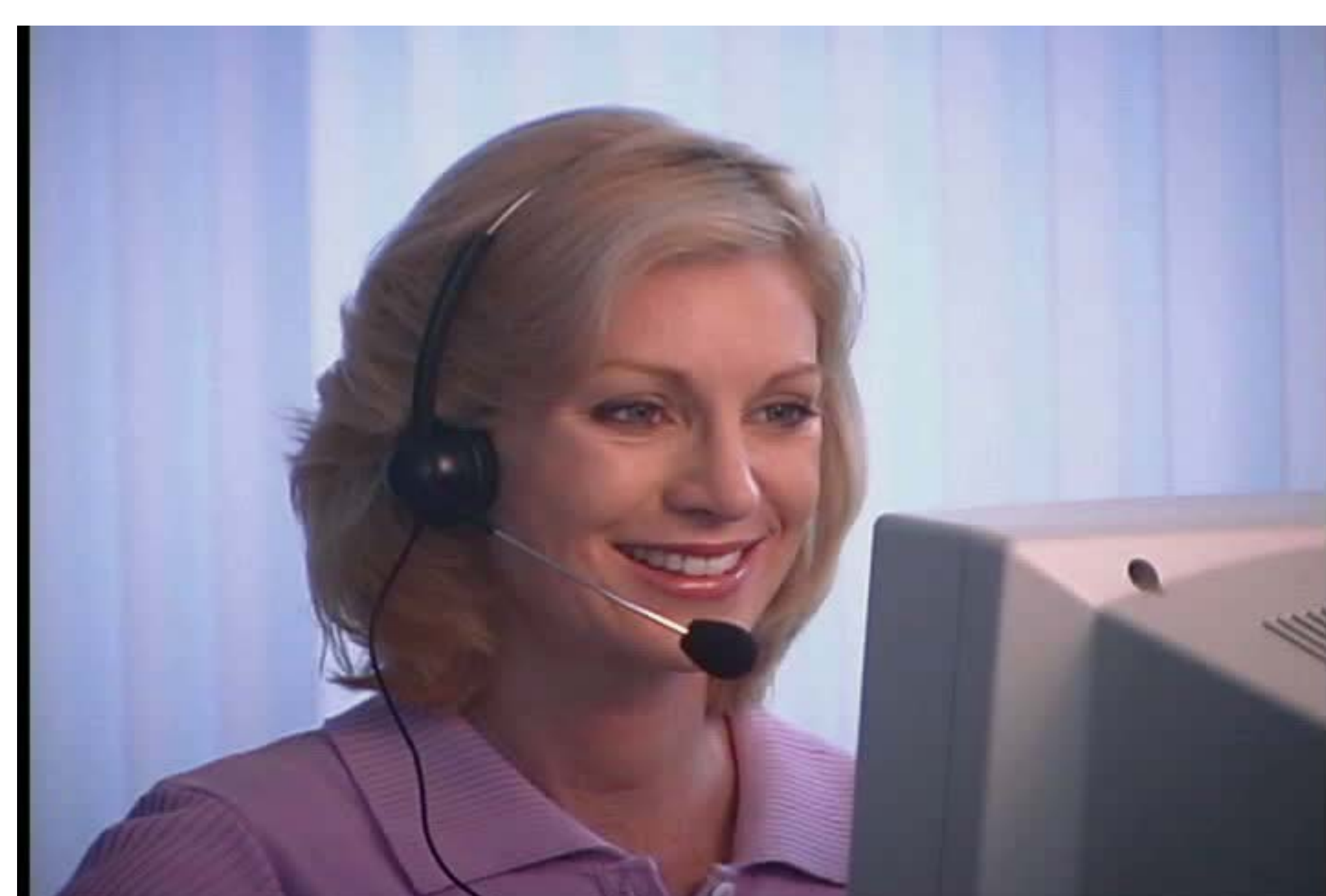
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## BACKGROUND

- FDA granted regulatory authority over tobacco products in 2009
- Studies report low awareness that FDA regulates tobacco products
- Current study compares data on perceptions of the role of FDA from among the general public and tobacco retailers

## METHODS

- General Public:
  - Phone Survey
  - Nationally Representative
  - August 2016 – May 2017
  - 4964 respondents



- Retailers:
  - In person
  - Southern California
  - January 2016 – January 2017
  - 800 respondents



## RESULTS

**Table 1. Questions asked for each Construct**

Construct	Public Question (UNC)	Retailer Question (USC)
Awareness of FDA	Have you ever heard of the FDA or Food and Drug Administration?	Before today, have you ever heard of the US Food and Drug Administration also known as the FDA?
Trust in FDA	In your opinion, does the FDA give trustworthy information to the public?	Do you think the FDA is a trustworthy source of information on tobacco rules?
Awareness of FDA Regulation at Point of Sale	Do you think the FDA regulates how cigarettes and other tobacco products are sold in stores?	Do you believe that the FDA has the right to regulate the sales of tobacco products in this store?
Trust in Tobacco Industry	In your opinion, do tobacco companies give trustworthy information to the public?	How trustworthy are the following organizations as a source of information on tobacco? Tobacco Companies

**Table 2. Sample Characteristics**

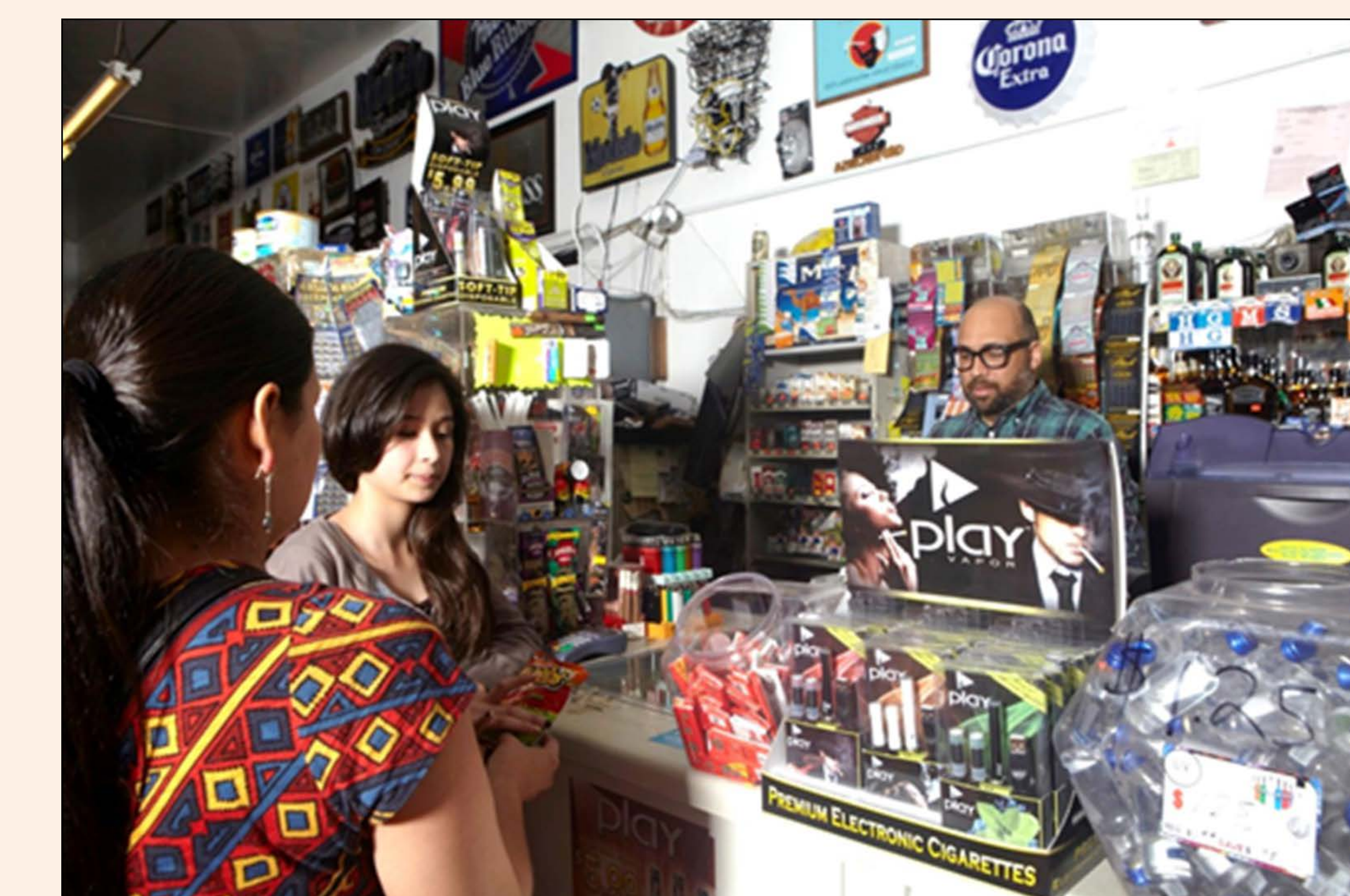
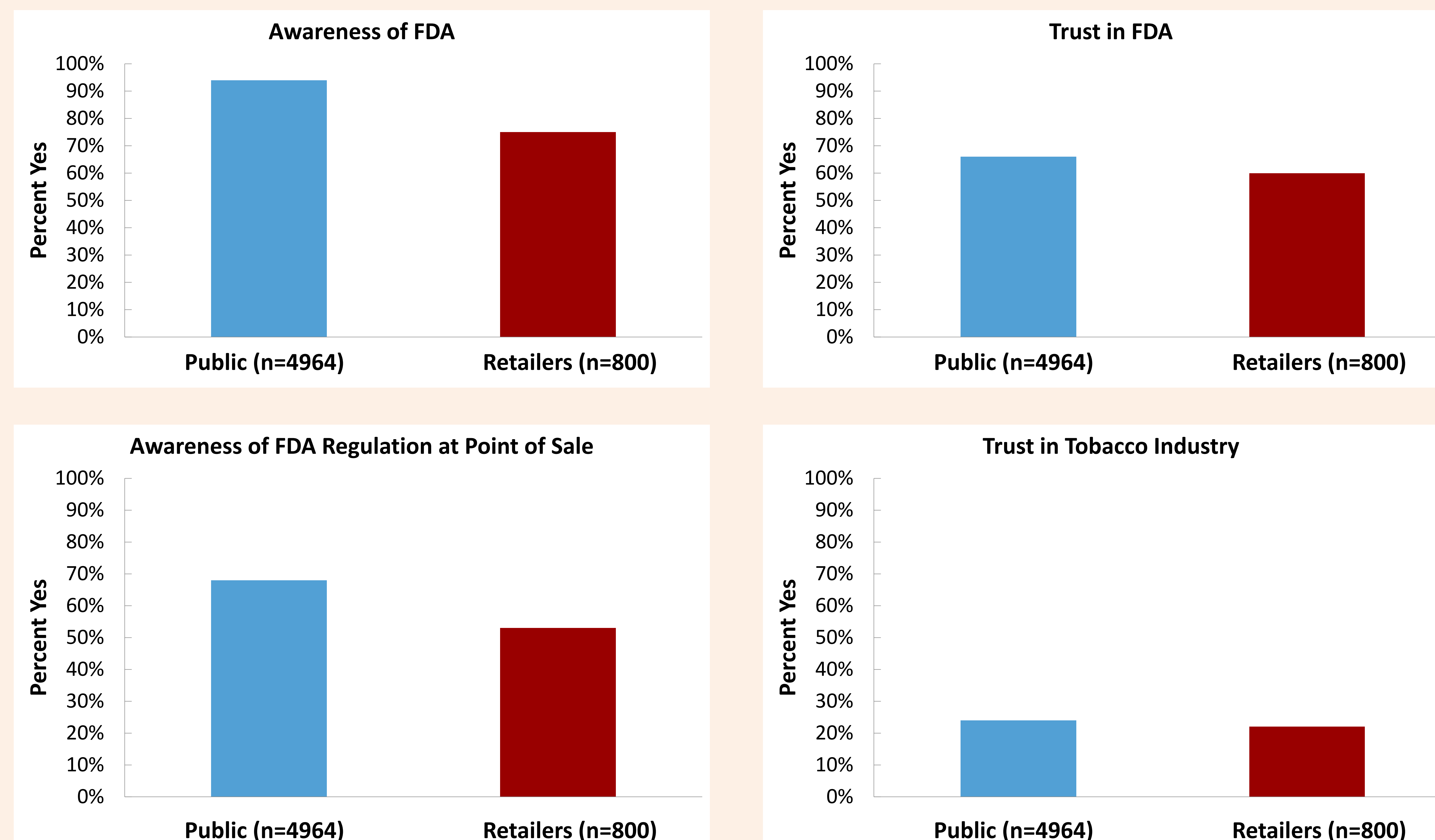
	Public		Retailers	
	n	%	n	%
<b>Gender</b>				
Male	1924	49	498	62
Female	2276	52	299	37
<b>Age, years (mean)</b>	47.3	46	42.5	
<b>Race</b>				
White	2855	67	121	15
Black or African American	879	20	39	5
American Indian/Alaska Native	162	3	22	3
Asian	70	2	217	27
Pacific Islander	25	1	6	1
Other/Unknown	189	8	98	12
<b>Ethnicity</b>				
Latino/Hispanic	353	15	307	38
Non-Latino/Hispanic	3838	86	493	62
<b>Tobacco Product Use</b>				
Any Tobacco Product Use, Past 30 Days	1376	27	154	19
No Tobacco Product Use, Past 30 Days	2832	74	646	81
<b>Current Cigarette Smoking</b>				
Current Smoker	973	15	100	13
Non-Smoker	3234	85	698	87

- The retailer survey included more minority participants, including people that identify as Asian, 'Other', and Latino/Hispanic
- General public survey included higher proportions past 30 day of tobacco use, and current cigarette smoking

## DISCUSSION

- Retailers appear to be less aware of FDA than general public
- Both retailers and public appear to see FDA as trustworthy
- Increased efforts to educate both retailers and the public about FDA's roles in tobacco regulations, including at the point of sale, would be beneficial

**Figure 1: Perceptions of FDA as a Tobacco Regulator among General Public and Tobacco Retailers**



## IMPLICATIONS FOR CTP

- Given role of tobacco retailers, it is surprising that so many were not aware of FDA's role as tobacco regulator at the point of sale
- Increasing knowledge and awareness of FDA as the authority over tobacco products will help the public and retailers understand FDA's role at the point of sale and beyond

Please Contact Kristen Jarman if you have questions about this research: [jkristen@email.unc.edu](mailto:jkristen@email.unc.edu)

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