

Kristen Jarman, MSPH¹; Amira Osman, PhD¹; Leah M. Ranney, PhD²; Adam O. Goldstein, MD, MPH^{1,2}

¹University of North Carolina at Chapel Hill, School of Medicine, Lineberger Comprehensive Cancer Center

²University of North Carolina at Chapel Hill, School of Medicine, Department of Family Medicine

Background

- The US Food and Drug Administration (FDA) was given regulatory authority (2009) over some tobacco products under the Family Smoking Prevention and Tobacco Control Act
- Along with regulation of tobacco, FDA is tasked with communicating risks of tobacco use to the public
- Studies report low public awareness that FDA regulates tobacco products
- The current study examines awareness of FDA tobacco regulation and FDA perceived credibility as a tobacco regulator among adults in the US in two repeated cross sectional surveys

Methods and Demographics

- Nationally representative surveys of adults
- Wave 1: 2014-2015
- Wave 2: 2016-2017
- Adults asked about:
 - Knowledge of FDA tobacco regulatory authority
 - Perceptions of credibility of FDA to regulate tobacco
 - Response options: Yes, No, Don't Know
 - Adults that had not heard of FDA were removed from these analyses (approx. 5%)
- Weighted frequencies presented with $\alpha=0.05$, * indicates significant differences between waves

TABLE 1. Weighted demographic characteristics of adult phone survey sample – CRRTC National Adult (≥18 years) Phone Survey

	Wave 1 (2014-2015) n=5014	Wave 2 (2016-2017) n=4208
Age, years (Mean)	47	46
Sex		
Male	49%	49%
Female	52%	52%
Cigarette Smoking Status		
Current Smokers	18%	15%
Not Current Smokers	82%	85%
Ethnicity		
Latino/Hispanic	14%	15%
Not Latino/Hispanic	86%	86%
Race		
White	68%	67%
Black or African American	19%	20%
Other	13%	14%

Results

Measures of Knowledge and Credibility of FDA Regulation of Tobacco

Knowledge of FDA:

Do you think the FDA regulates how cigarettes are...

- Made?
- Advertised?
- Sold in stores?
- Do you think the FDA communicates the risks of cigarettes and other tobacco products to the public? (added in Wave 2)

Credibility of FDA:

Participants asked if they...

- Trust FDA to inform public about tobacco product risks
- Think the FDA is honest about tobacco product risks
- Believe what the FDA says about the risks of tobacco products
- Think FDA is capable of doing a good job regulating tobacco products
- Think FDA can effectively regulate tobacco products
- Think FDA is committed to protecting the public from the possible tobacco product risks
- Believe that if the FDA knew that certain tobacco products are less harmful, they would tell the public

Figure 1: Knowledge of FDA Regulation of Tobacco by Domain CRRTC National Adult (≥18 years) Phone Survey Waves 1 and 2

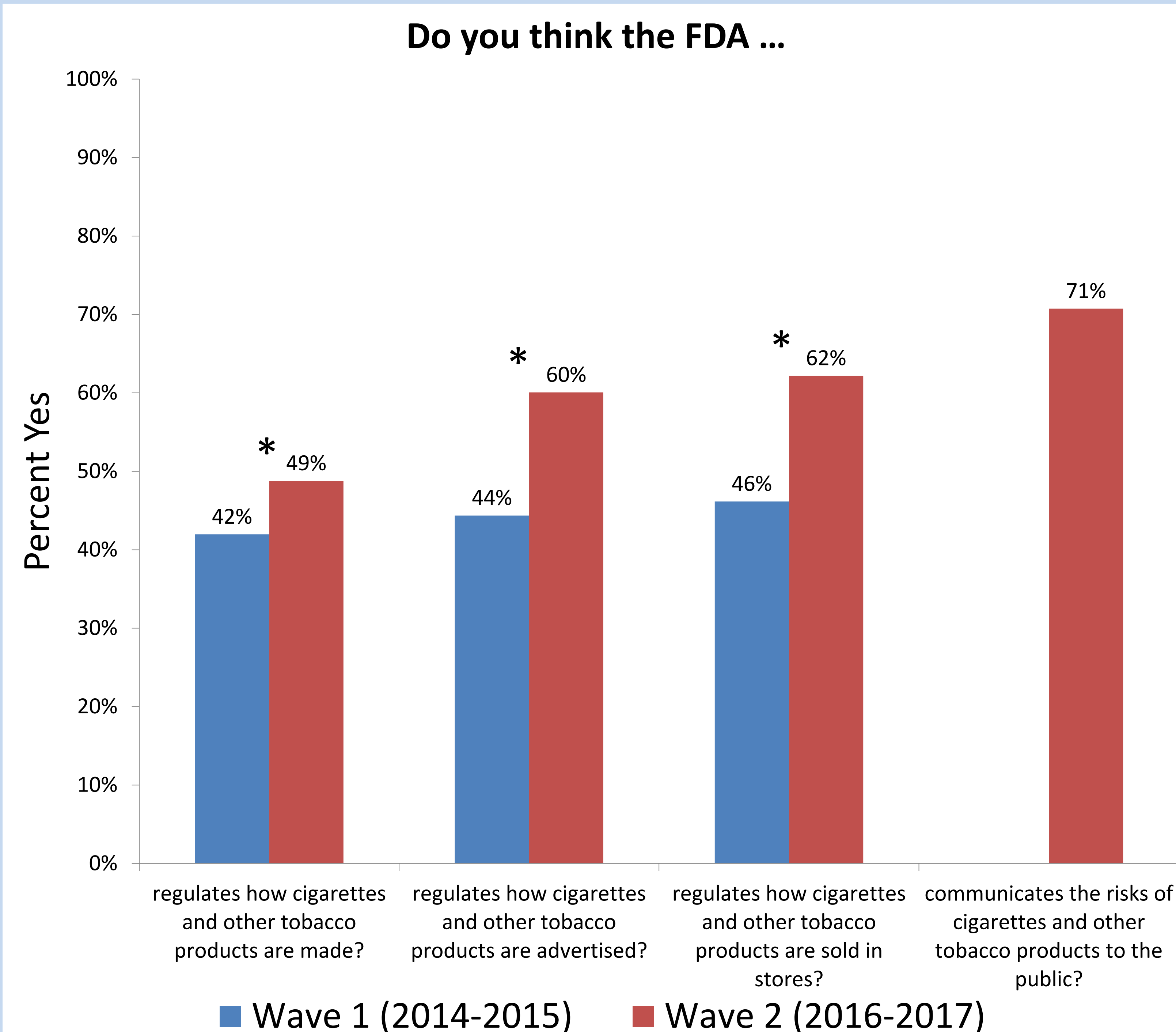
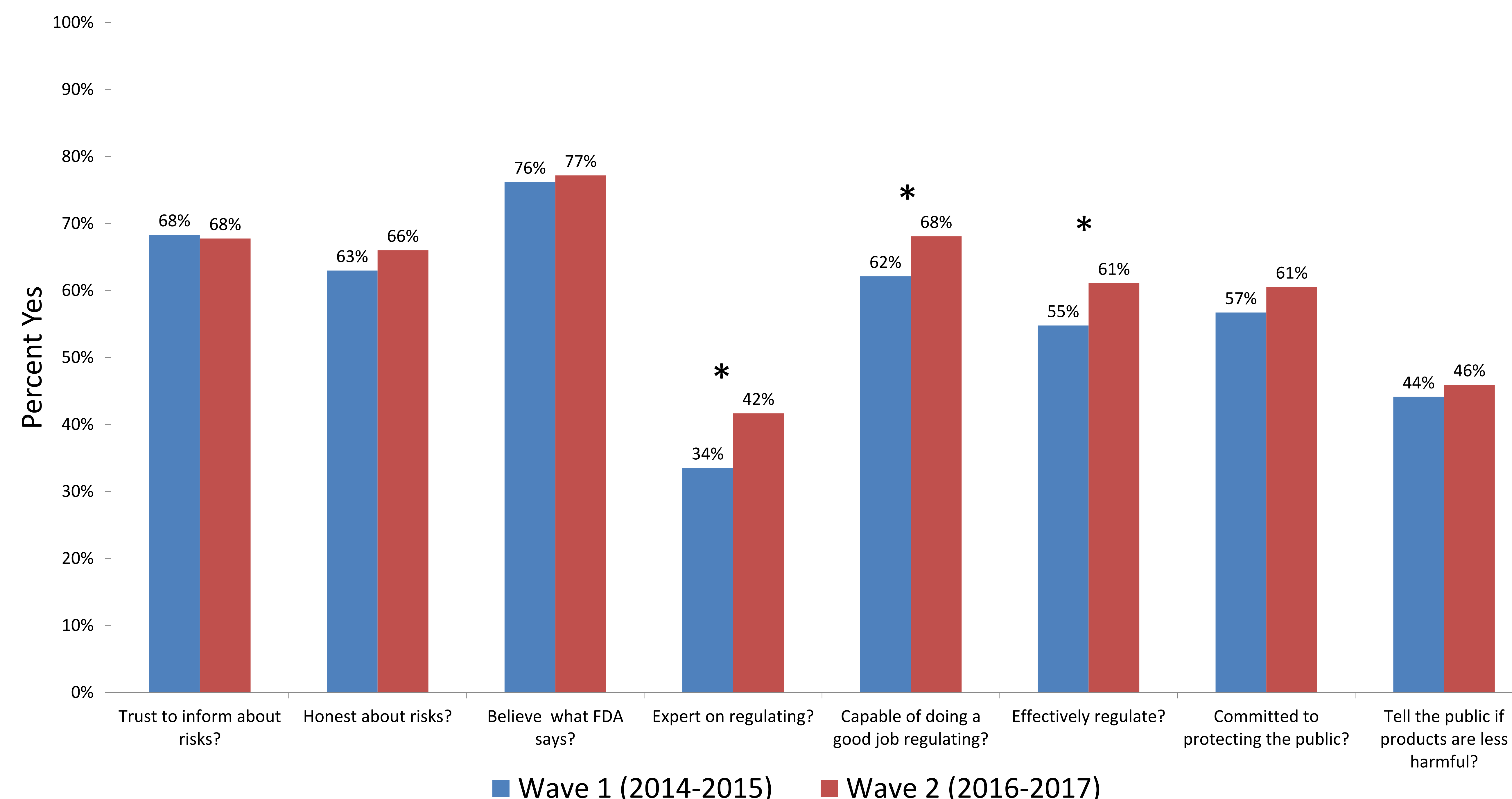


Figure 2: Attitudes Toward FDA as a Tobacco Regulator - CRRTC National Adult (≥18 years) Phone Survey Waves 1 and 2



Discussion

- Public awareness that FDA regulates cigarettes was fairly low among adults at wave 1 (2014 – 2015)
- Awareness of FDA regulation significantly increased at wave 2 (2016-2017)
- FDA continues to be perceived as mostly credible on tobacco issues
- Credibility of FDA significantly increased on 3 measures between waves 1 and 2
 - Expertise on regulating
 - Capable of doing a good job regulating
 - Effectively regulating
- Ongoing efforts by FDA to educate the public about the risks of tobacco product use may increase perceptions of FDA credibility



Strengths and Limitations

- Large cross sectional national survey conducted at 2 time points
- Weighted analysis is representative of adults in US
- Knowledge questions were randomly ordered, but 1 question was added at wave 2
- Future research from our group will expand on these analyses for a manuscript

Please contact Kristen Jarman if you have questions about this research
 jkristen@email.unc.edu
 (919)966-3016

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