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Background

- FDA is required by Family Smoking Prevention and Tobacco Control Act to communicate the risks of tobacco use to the public
- Few studies have examined the effect of constituent tobacco messages, FDA as a campaign source, or specific messaging to increase campaign impact
- The study examines attention to and recall of *source* and *engagement text* about smoking cessation for a cigarette constituent print campaign

Methods

- Eye tracking study of 221 adults who have smoked cigarettes in the last 30 days
- 2 Source (Present, Absent) x 2 Engagement Text (Present, Absent)
- Participants were randomly assigned to 1 of 4 conditions (Table 1) and shown 4 constituent messages within that condition (Figure 1)
- After viewing constituent messages (about Arsenic, Formaldehyde, Uranium and Smoking Harms), participants were asked unaided recall questions about the source of the messages and the national quitline

Table 1. Conditions and Example Stimuli

	No Source	FDA Source
No Engagement	Condition 1 	Condition 2
	Condition 3 	Condition 4

Methods

Figure 1. Stimuli for Condition 4 (FDA Source + Engagement Text)



Results

- During the study, participants spent the most time on the image, compared to the other areas of interest
- Participants in conditions with engagement text (3 and 4) had around 10 seconds of attention to that information
- Participants in conditions with FDA source (2 and 4) had only 1-2 second of attention to source
- Few participants in conditions with FDA source attended to the source, and fewer recalled it
- Participants in conditions with engagement text were more likely to recall the quitline number

Results

Table 2. Demographics (n=221)

Age, years (mean)	36.8
Sex	
Male	41%
Female	59%
Sexual Identity	
Straight or heterosexual	83%
Gay or Lesbian	9%
Bisexual	7%
Other	1%
Ethnicity	
Latino/Hispanic	5%
Not Latino/Hispanic	95%
Race	
White	57%
Black or African American	38%
Other	5%

Figure 2. Area of Interest Definitions

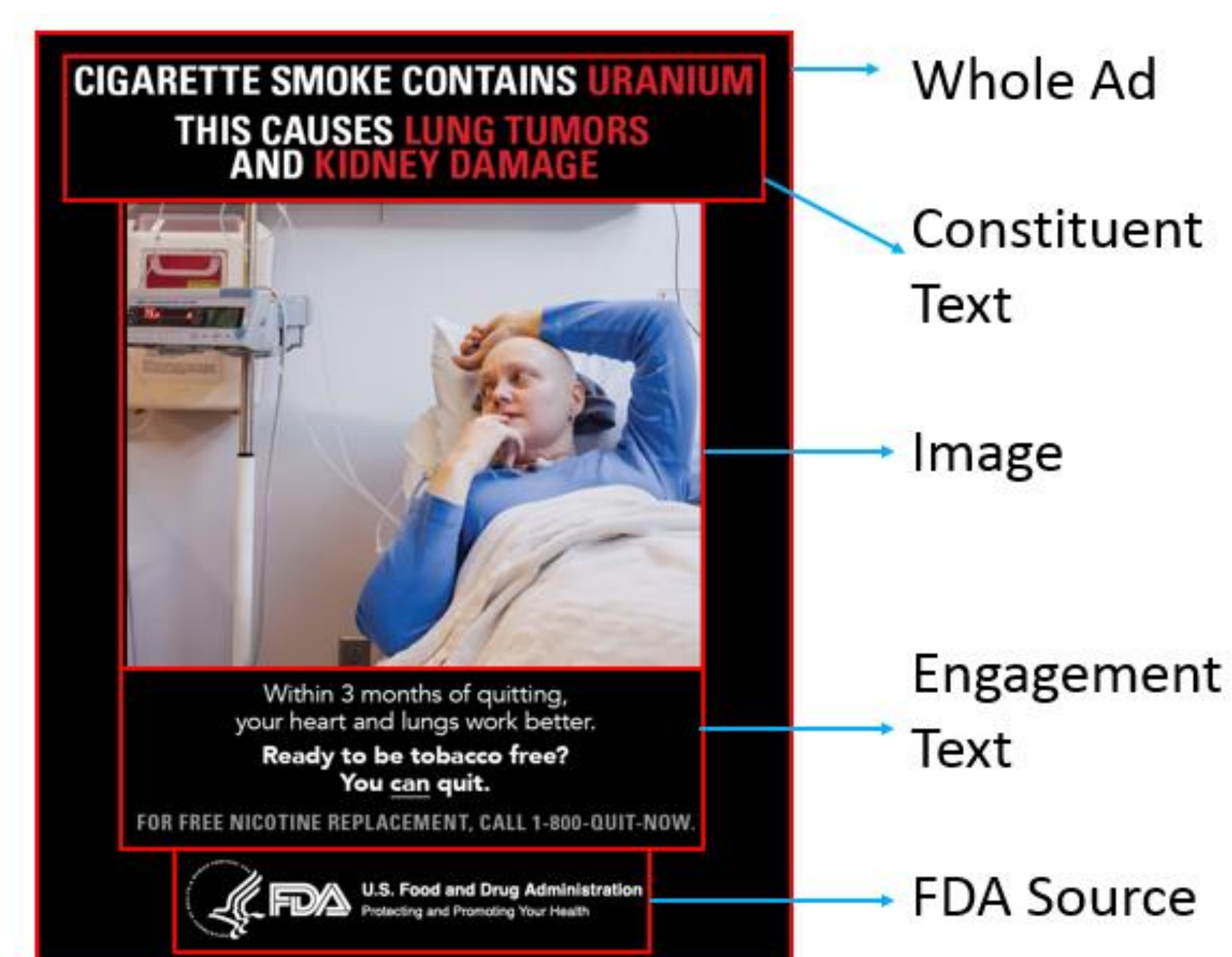
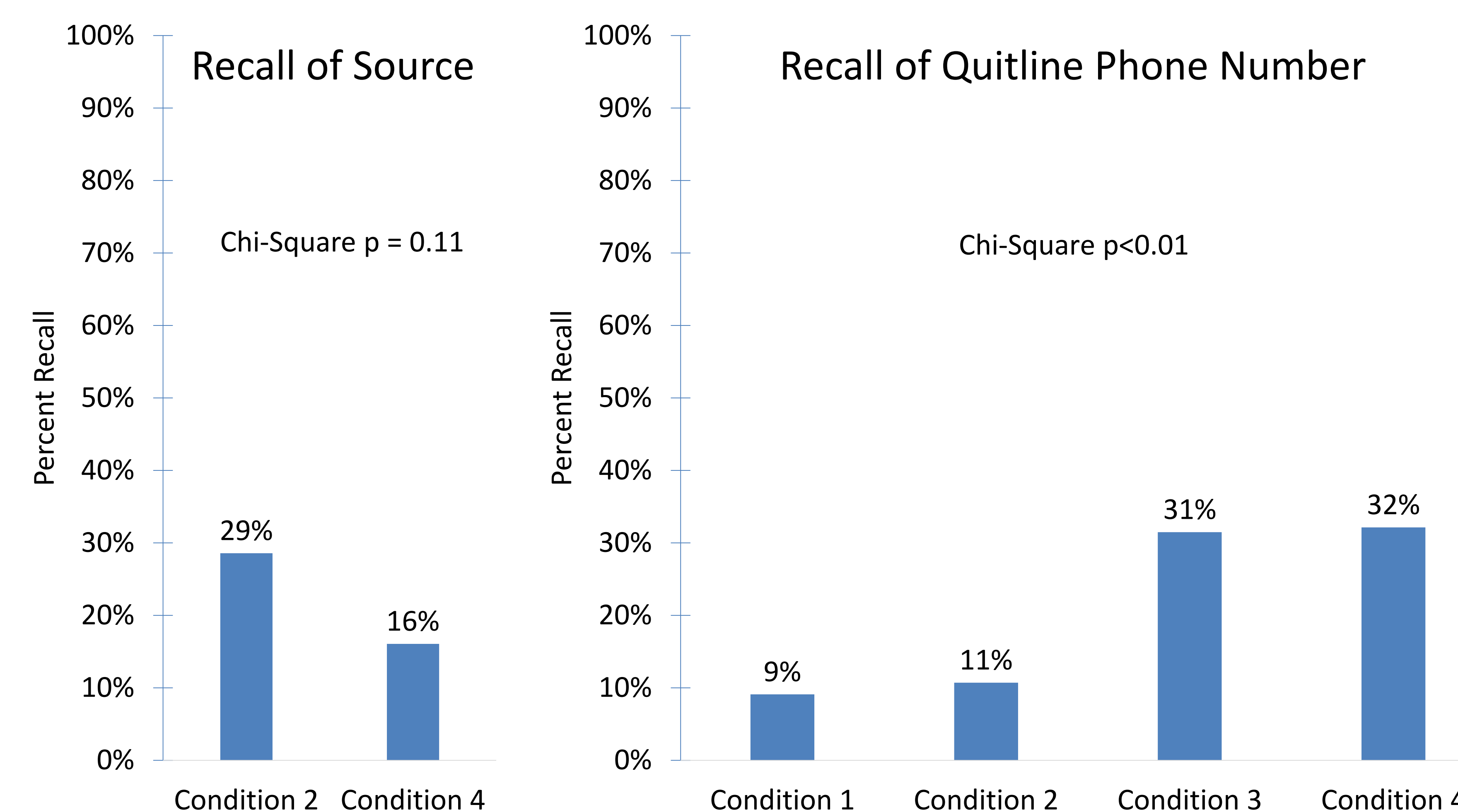


Table 3. Attention to Area of Interest (AOI) by Condition

	Condition 1	Condition 2	Condition 3	Condition 4
Mean Dwell Time (seconds)				
Whole Ad	26.8	34.1	43.7	43.3
Constituent Text	6.1	8.3	7.7	6.8
Image	14.0	13.7	11.5	11.7
Engagement Text	0.0	0.1	10.3	9.7
FDA Source	0.0	2.1	0.3	1.1
Percent Attending to AOI				
Engagement Text	11%	39%	83%	94%
FDA Source	7%	71%	46%	71%

Figure 3. Recall of Source and Quitline by Condition



Discussion

- Engagement text that includes quit resources on tobacco constituent messages are attended to and recalled
- Source information in our study had a low amount of attention and recall
- Future directions for these data:
 - Further examination of relationship between attention to source and quitline and recall of those areas
 - Effect of message and condition on believability, discouragement from smoking, and helping to quit
 - Impact of condition on intention to quit and other smoking-related outcomes
 - Impact of condition on risk perceptions
 - Relationship between open mindedness at beginning of study and eye tracking and smoking-related outcomes

Please contact Kristen Jarman if you have questions about this research
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