

Background

- The Food and Drug Administration (FDA) now has regulatory authority over *all* tobacco products, including manufacturing, advertising, and sales.
- The credibility of the FDA is likely related to its long-term success in its regulatory and communication roles.
- It is unknown whether efforts to increase the public's knowledge of FDA's regulatory roles may improve perceptions of FDA credibility.
- This research explores the impact of 3 types of information that characterize FDA regulatory mission on knowledge and credibility perceptions the FDA.



Methods

Experimental Manipulations

- Participants randomly assigned to view a message that varied three types of information on:
- Information on FDA roles in regulating tobacco:
"The FDA regulates the manufacture, marketing, and distribution of tobacco to safeguard people's health".

- Information on scientific basis of FDA regulations:
"FDA regulations are based on scientific evidence".

- Information on the protective function of FDA regulations:
"FDA regulations are designed to protect Americans from the activities of the tobacco industry".

		Methods			
		Protective function of regulations			
FDA roles	Scientific basis of regulations	Yes	No		
		Yes	1. The Food and Drug Administration (FDA) regulates the manufacture, marketing, and distribution of tobacco to safeguard people's health. FDA regulations are based on scientific evidence, and are designed to protect Americans from the activities of the tobacco industry. 3. The Food and Drug Administration (FDA) regulates the manufacture, marketing, and distribution of tobacco to safeguard people's health. FDA regulations are designed to protect Americans from the activities of the tobacco industry. 5. Regulations of the Food and Drug Administration (FDA) are based on scientific evidence, and are designed to protect Americans from the activities of the tobacco industry. 7. Regulations of the Food and Drug Administration (FDA) are designed to protect Americans from the activities of the tobacco industry.	No	2. The Food and Drug Administration (FDA) regulates the manufacture, marketing, and distribution of tobacco to safeguard people's health. FDA regulations are based on scientific evidence. 4. The Food and Drug Administration (FDA) regulates the manufacture, marketing, and distribution of tobacco to safeguard people's health. 6. Regulations of the Food and Drug Administration (FDA) are based on scientific evidence. 8. None (Control condition)

Sample

- Data collected via Amazon Mechanical Turk.
- Participants: 1770 adults (n=864 smokers, n=906 non-smokers), aged 18 or older.
- Current smokers = have smoked ≥ 100 cigarettes in lifetime and smoked every or some days in the past 30 days.

Measures

- Credibility of FDA as a tobacco regulator (15 items, alpha .93).
- Perceived knowledge of FDA's roles in regulating tobacco (3 items, alpha .77).
- Attitudes toward FDA tobacco regulations (3 items, alpha .84).
- Views towards the tobacco industry (10 items, alpha .88).
- Sociodemographic and smoking related variables.

Statistical analysis

- Four-way factorial ANOVAs with smoking status (smoker vs. non smoker) as the forth factor.
- Examined main and interactive effects of the 3 types of information and smoking status.

Table 1. Sample Characteristics, n=1770
 % or mean (SD)

Smoking status	
Smoker	49
Age (18-98)	35 (11.9)
Sex	
Male	50
Hispanic ethnicity	
Yes	6
Race	
White	83
African American	6
Asian	8
Other	3
Education	
High school or less	10
Some College or associate degree	36
Bachelor's degree or higher	54
Annual household income	
Below \$25,000	19
\$25,000 - \$49,999	30
\$50,000 - \$74,999	25
\$75,000 or higher	25

Table 2. Distribution of outcomes in sample
 Mean (SD)

FDA credibility (0-15)	10.0 (2.9)
Perceived knowledge of FDA roles (0-3)	1.1 (0.6)
View of the tobacco industry (0-10)	7.1 (1.9)
Attitudes toward FDA tobacco regulations (0-3)	2.3 (0.6)

Summary of main findings

- No statistically significant interactions were observed.
- Providing information on FDA roles increased credibility of FDA and perceived knowledge of FDA mission.
- Providing information on the scientific basis of FDA regulations lead to more negative view of the tobacco industry.
- Providing information on the protective function of FDA regulations increased credibility of FDA and lead to stronger positive attitudes toward FDA regulations.

Table 3. Impact of Information Exposure on Outcomes

	Information about FDA role in regulating tobacco		Information about scientific basis of FDA regulations		Information about protective function of FDA regulations	
	Presented	Control	Presented	Control	Presented	Control
Credibility of FDA ^a	10.28 (0.09)	9.77 (0.10) ^{***}	10.02 (0.09)	10.03 (0.10)	10.18 (0.09)	9.87 (0.10)*
Perceived knowledge of FDA ^a	1.21 (0.02)	1.05 (0.02) ^{***}	1.14 (0.02)	1.12 (0.02)	1.15 (0.02)	1.11 (0.02)
Attitudes toward FDA regulations ^a	2.31 (0.02)	2.26 (0.02)	2.28 (0.02)	2.28 (0.02)	2.33 (0.02)	2.24 (0.02)**
View of the tobacco industry ^b	7.08 (0.06)	7.10 (0.06)	7.20 (0.06)	6.98 (0.06)*	7.16 (0.06)	7.02 (0.06)

Note. Values are means (SE). * $p < .05$, ** $p < .01$, *** $p < .001$.

^ahigher number indicate higher credibility, higher perceived knowledge, and stronger positive attitudes toward tobacco regulations.

^bhigher numbers indicate stronger negative views of the tobacco industry.

Discussion

- Disseminating information that clarifies the FDA's role, the scientific basis of FDA regulations, and the FDA's protective function each have a positive impact on public perceptions of the FDA and the agency's tobacco-related regulations.
- This study highlights key ways to characterize FDA CTP's tobacco regulatory mission, which the FDA can use to improve its credibility as a source for tobacco communications and regulations.

Funding

Research reported in this poster was supported by grant number P50CA180907 from the National Cancer Institute and the FDA Center for Tobacco Products (CTP). The content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH or the Food and Drug Administration.

Conflict of Interest. None declared