

Behavioral Informatics for Tobacco Control: Opportunities and Challenges for Research, Policy, and Communication of Data

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Health Communication and Informatics Research Branch
Office of the Associate Director
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Office of the Associate Director

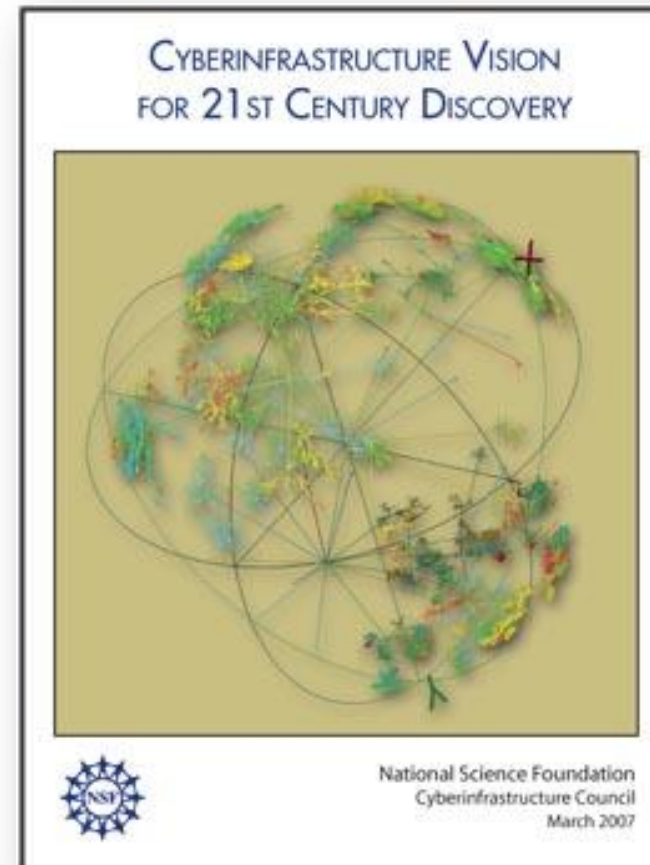
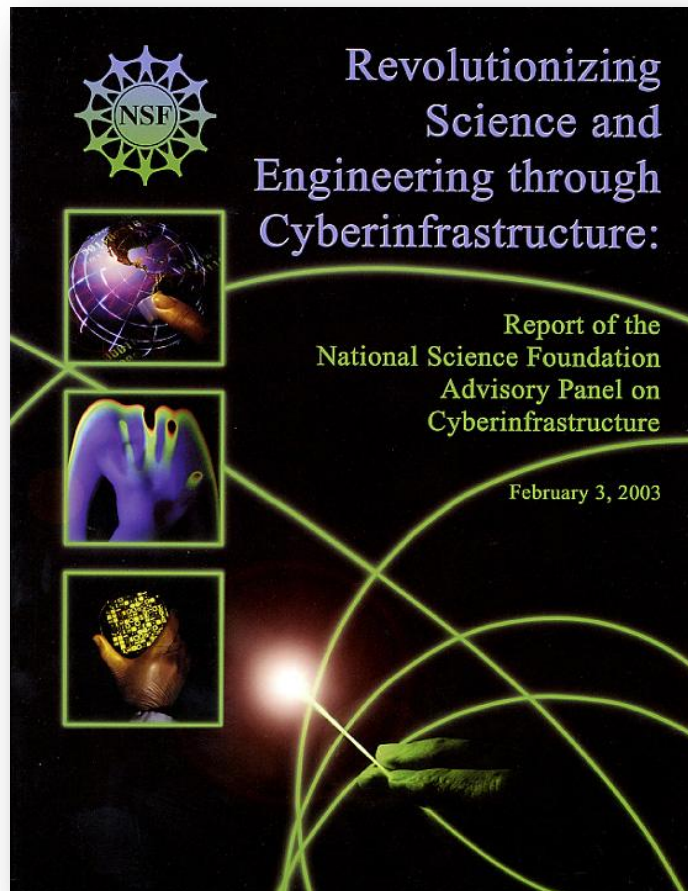
Scientific & Societal Gordian Knots

- Global climate change
- Responding to natural disasters
- Pandemics (e.g., Avian Flu)
- Cancer, Heart Disease, Diabetes

Islands of research communities, data sets, & methods



The National Science Foundation



REPORT TO THE PRESIDENT
REALIZING THE FULL POTENTIAL OF
HEALTH INFORMATION TECHNOLOGY
TO IMPROVE HEALTHCARE FOR
AMERICANS: THE PATH FORWARD

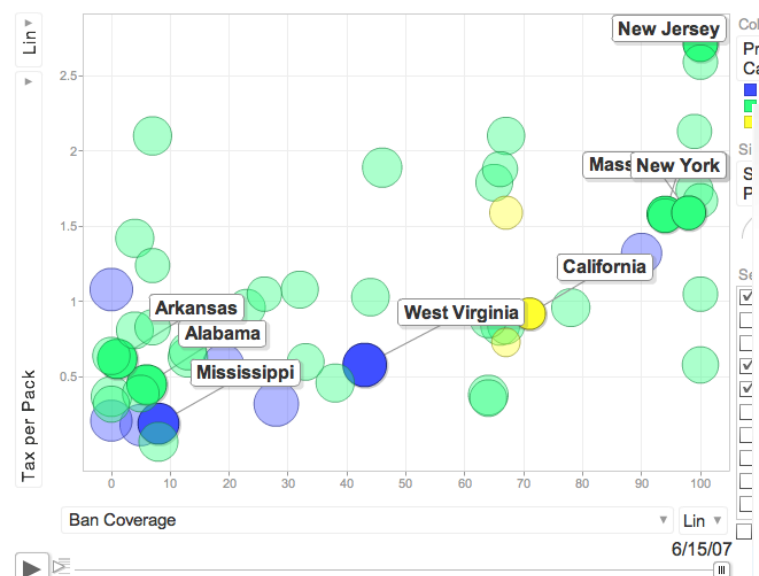
Executive Office of the President
President's Council of Advisors on
Science and Technology
December 2010

PopSciGrid Community Health Portal

Do State Cigarette Taxes and Smoking Bans reduce Prevalence of Smoking?

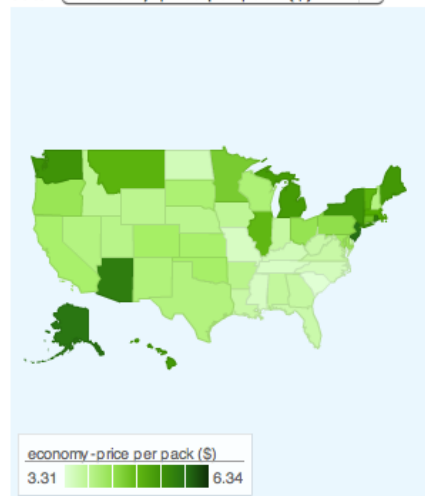
Pressing play (▶) in the chart below will show how each State's Cigarette Tax (\$) and Smoking Ban Coverage (%) changes from 1994 to 2007.

The size of the circles corresponds to the percentage of smokers in the state, while the color of the circles corresponds to a "High", "Intermediate", or "Low" degree of the same quantity.

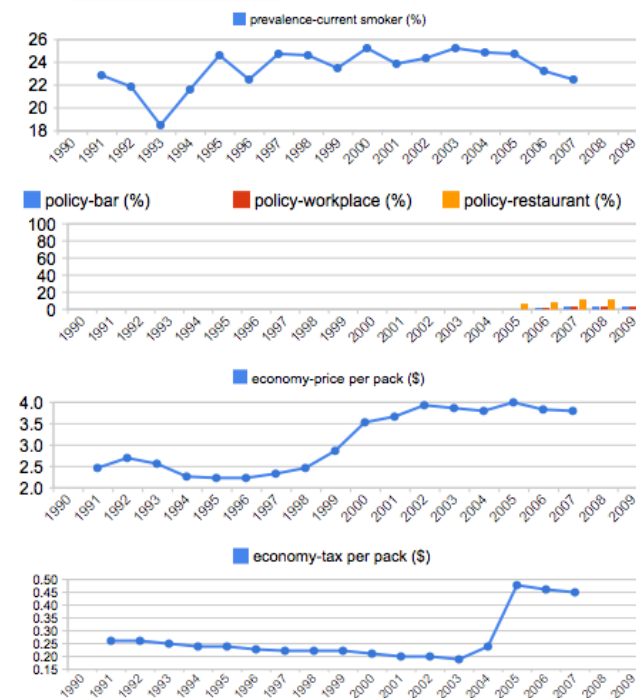


Interactive Tobacco Policy, Price and Prevalence Analysis (alpha version)

year: 2007
data: economy-price per pack (\$)



state: Alabama





Grid Enabled Measures Database

www.gem-beta.org - A grid-enabled, interoperable, dynamic website for behavioral and social science theoretical constructs and measures

Use the fields below to provide general information about the measure being submitted

Measure Name:

Measure Type:

Construct:

Research Areas(s): ☒ Tobacco ☐ Other

GEM Grid-Enabled Measures Database

Constructs Measures Datasets News About GEM

The following screen can be used to review the **constructs** currently available in the system. If you would like to add a new construct, press the "Add New Construct or Definition" button to enter the necessary data. Click on table headers to resort list.

Add New Construct or Definition (NOTE: Construct names may be repeated if definition differ.)

Construct	Definition	Theoretical Foundation	Construct Synonyms
Nicotine Dependence	pending		Synonym 1
Self-efficacy	Self-efficacy pertains to a sense of control over one's environment and behavior. Self-efficacy beliefs are cognitions that determine whether health ...	Theoretical Foundation 1	Synonym 2
Self-efficacy	Intention is the most proximal predictor of behavior. Cognitions that affect a specific intention are attitudes, subjective norms, and perceived behavioral control ...	Theoretical Foundation 2	Synonym 3
Smoking Behavior	pending		Synonym 4

Page 1 2 3

OUTLINE

- Introduction & Overview - Glen Morgan
- PopSciGrid - Abdul Shaikh
- Questions
- Break
- Grid Enabled Measures – Erik Augustson
- Questions
- Summary & Discussion – Cathy Backinger