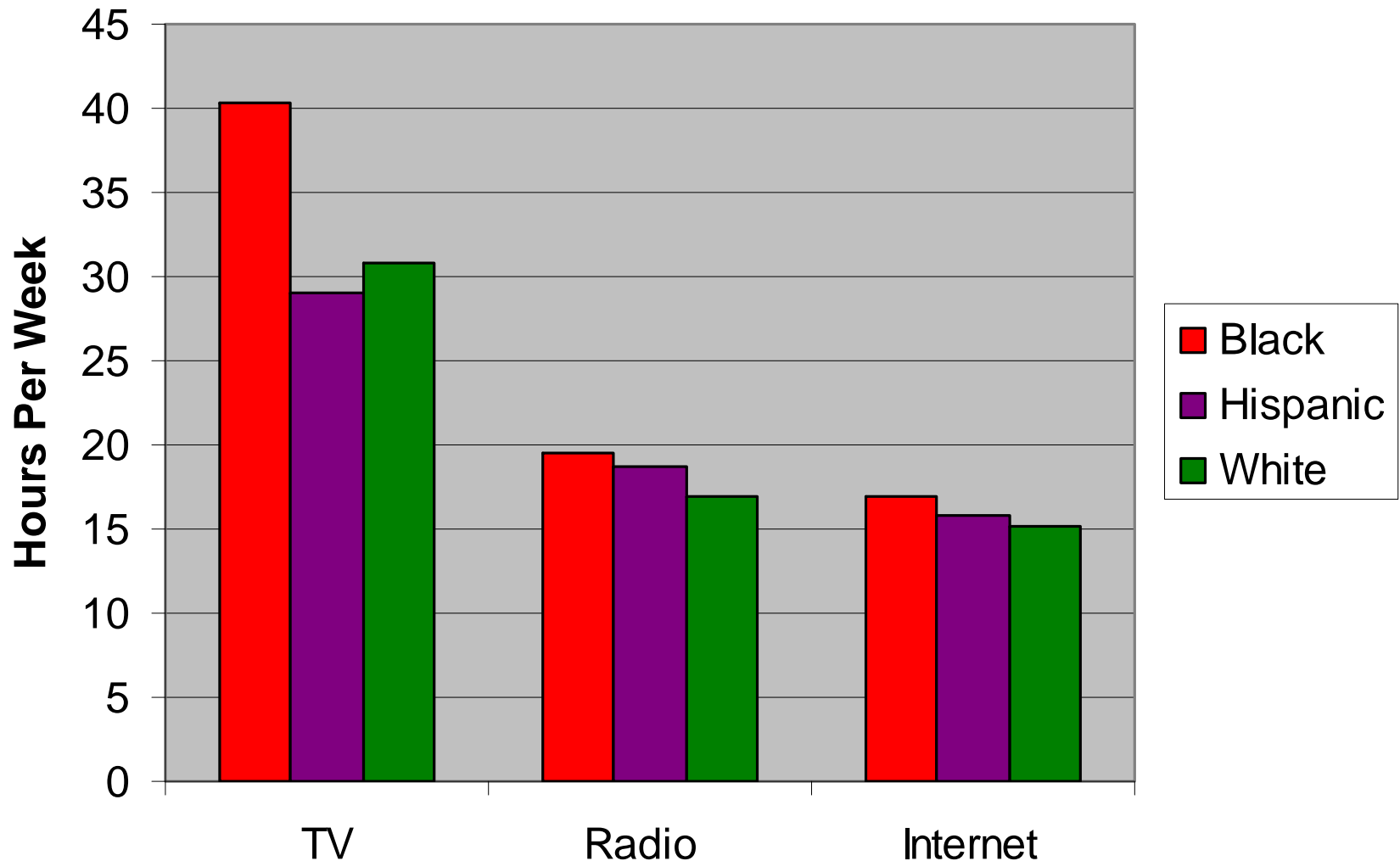


Overview of the TeRMM Project: Measuring Exposure to Tobacco-Related Messages & Media in Underserved Populations

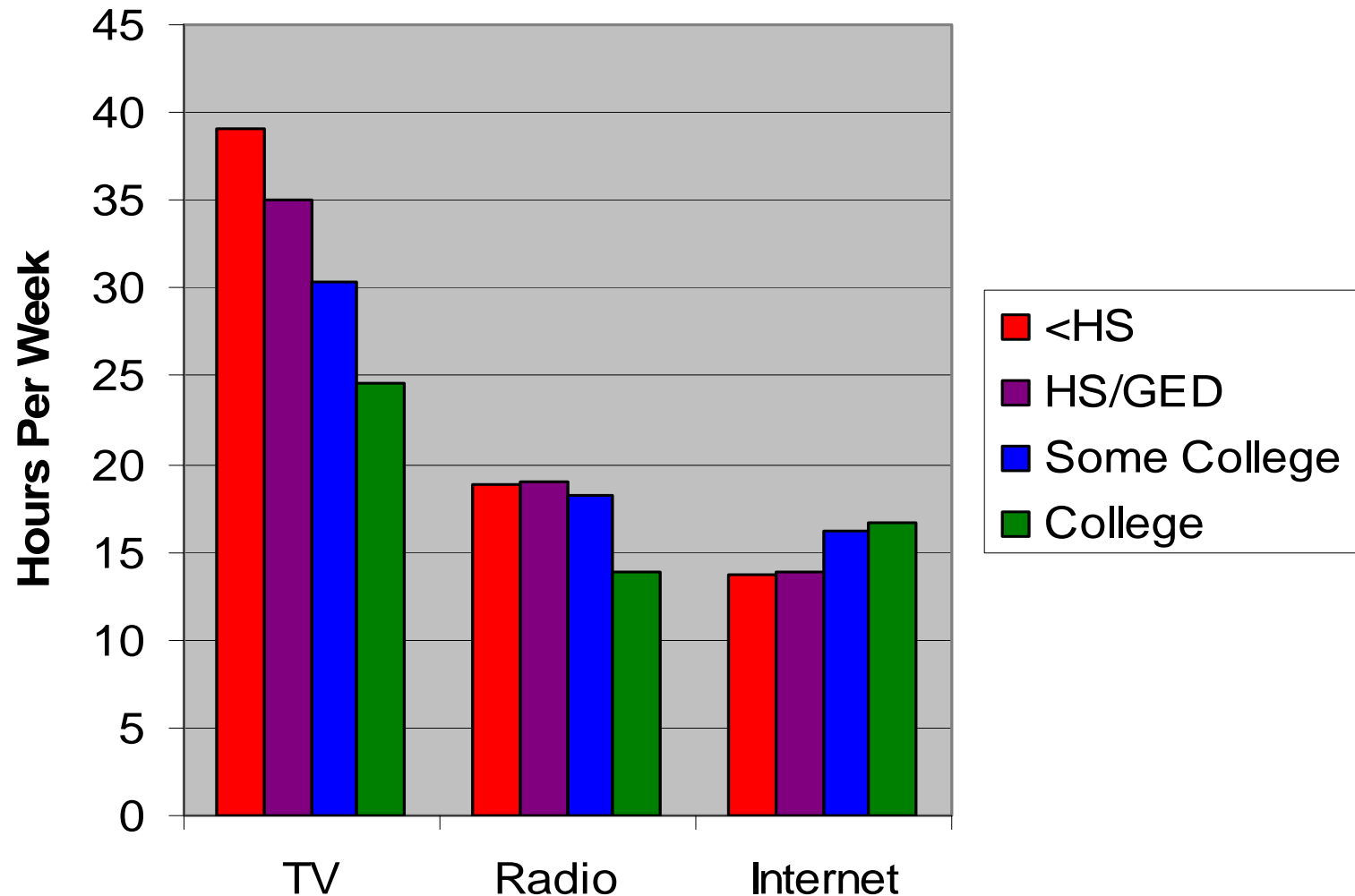
**Donna Vallone, PhD, MPH
TReND Conference
Oct. 24-25, 2010**

Weekly Media Use among Adults 18+, by Race/Ethnicity



*Source: 2010 Doublebase GfK MRI

Weekly Media Use among Adults 18+, by Education



*Source: 2010 Doublebase GfK MRI

Tobacco-Related Messages Influence Behavior

An established body of research shows:

- Exposure to pro-tobacco messages increases the likelihood tobacco use initiation; reduces likelihood of quitting.
- Exposure to anti-tobacco messages reduces likelihood of initiation; increases likelihood of quitting.

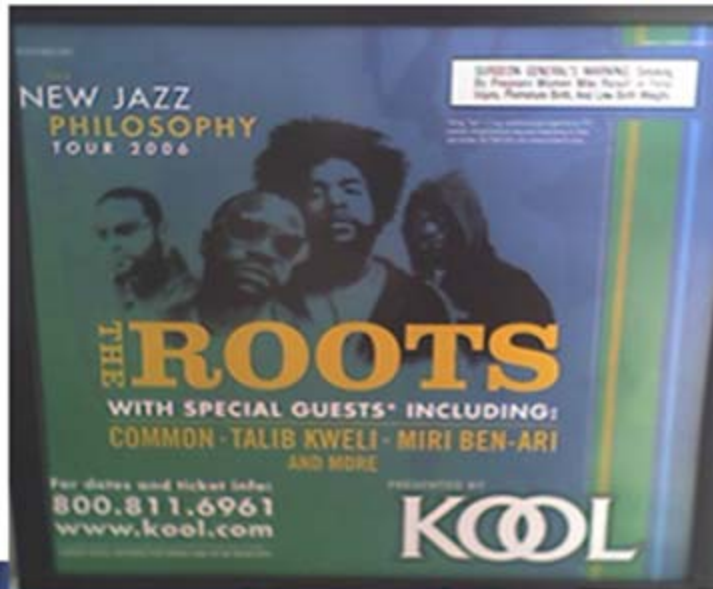
*Source: National Cancer Institute (NCI). NCI Tobacco Control Monograph Series 19. The role of the media in promoting and reducing tobacco use. U.S. National Cancer Institute, Department of Health and Human Services, National Institutes of Health. 2008.

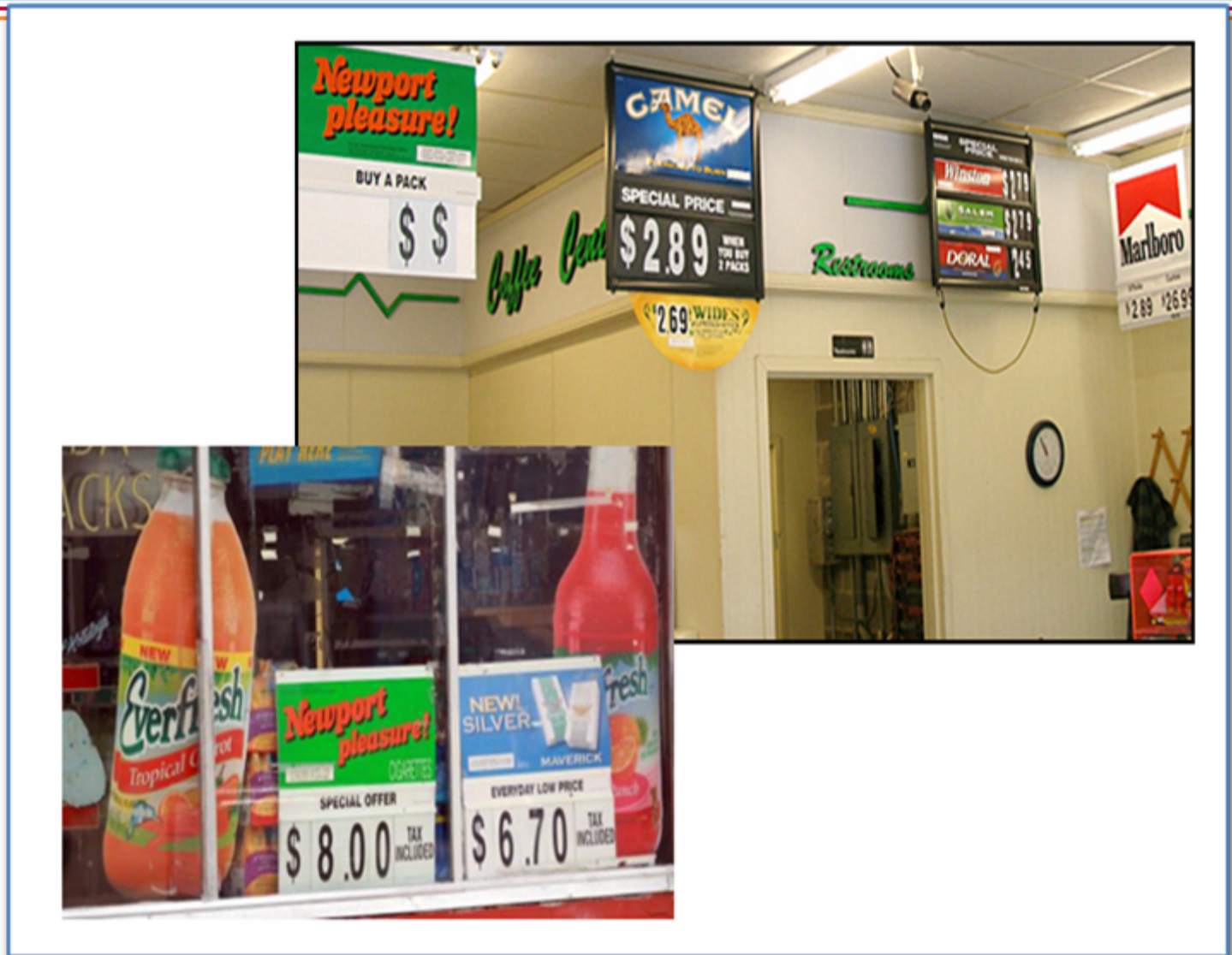
Message Effects by Subgroups

- Less evidence of message effects by SES and race/ethnicity.
- However, the tobacco industry uses tailored messages to promote specific products within low SES and racial/ethnic minority populations.



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The Challenges

- Evaluation of media effects by SES & race/ethnicity is hampered by:
 - Lack of adequate sample size for racial/ethnic minority groups
 - Lack of validated survey items developed for low-SES and racial/ethnic populations

What is TeRMM?

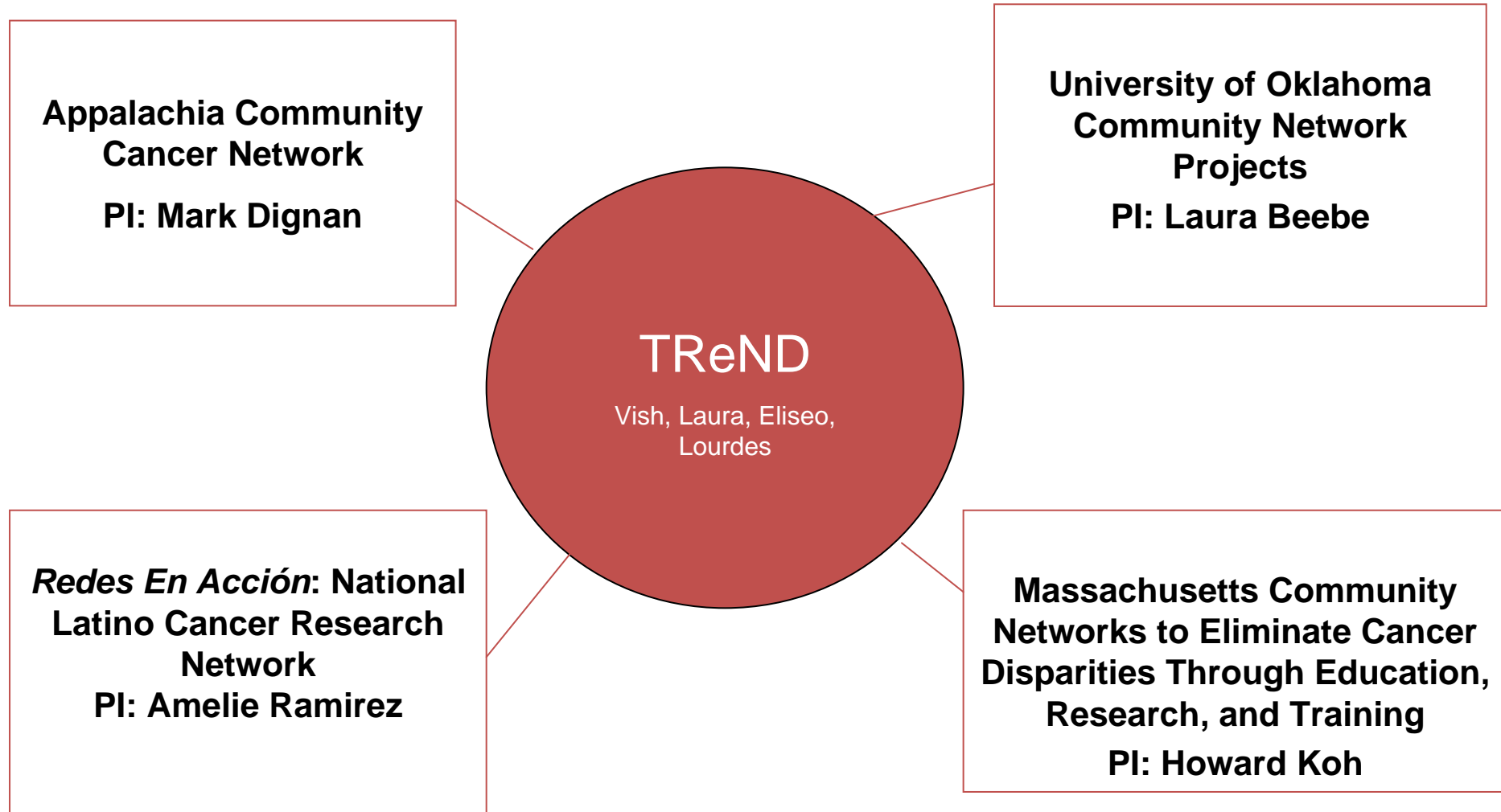
- TeRMM = Tobacco-Related Messages & Media
- An effort to develop a battery of items which can help answer the question:
 - How do people from low SES and racial/ethnic minority groups encounter tobacco-related messages?

- Document recall of messages among low SES and racial/ethnic minority respondents:
 - Message type (pro- & anti-tobacco; SHS/counter-industry/cessation)
 - Media channel
 - Frequency of Exposure

Four Phases of TeRMM

- Phase 1: Focus groups with populations represented by NCI's Community Network Programs (CNP's)
- Phase 2: Develop & conduct cognitive testing
- Phase 3: Validation in a national survey
- Phase 4: Dissemination

Phase I: TeRMM Collaborators



Phase I: Focus Groups

- Focus groups explored participant exposure to tobacco-related messages:
 - Media channels (TV, Internet, radio)
 - Location (gas station, convenience store)
 - Interpersonal exchanges
 - Both pro and anti-tobacco messages

Phase I: Focus Group Populations

- **Native American Indians, OK**
 - University of Oklahoma Community Networks Project (OUCNP)
- **Hispanic/Latinos, CA**
 - Redes En Acción: National Latino Cancer Research Network
- **Urban Blue-Collar African Americans, MA**
 - MA Community Networks to Eliminate Cancer Disparities Through Education, Research, and Training (MassCONNECT)
- **Poor Rural Whites, Appalachia**
 - Appalachia Community Cancer Network (ACCN)

Phase 2: Item Development

- Cognitive testing of proposed items conducted by the Viswanath Lab.
- Online survey of adults, 25-64; conducted March, 2010.
 - Sample evenly split between groups (African Americans, Hispanics, Native Americans, and Low-SES Whites; N=1800)

Phases 3 and 4: Validation and Dissemination

- Plans call for including some of the items in a national survey.
- Items will be disseminated broadly for use in public health and communication surveys.

- Phase 1: COMPLETE
 - Dr. Laura Beebe and Dr. Sherrie Wallington will discuss the Qualitative Formative Research
- Phase 2: COMPLETE
 - Dr. K. Viswanath and Dr. Brian Flaherty will discuss the Cognitive Interviews and Early Psychometric Assessment
- Phase 3 & 4: In planning stages