Reflections on TeRMM

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TeRMM is a Good Thing

- Interdisciplinary team of scientists

- Use of multi-method studies to develop pro- and anti- tobacco media indicators

- Specific attention to reliability and validity among both disadvantaged and advantaged populations

Key Question

1. What types of questions do we want TeRMM to address?

- To compare the volume of exposure to pro- and anti- tobacco messages?

- To compare the volume of exposure by race, gender and SES?

- To assess the effects of this content on attitudes or behaviors?

- To evaluate specific campaigns?

Key Question

- If the goals are
    - To compare the volume of exposure to pro- and anti- tobacco messages
    - To compare the volume of exposure by race, gender and SES…

- Need measures with both valid and reliable psychometric properties

Key Question

- If the goal is
  - To assess the effects of this content on attitudes or behaviors?

- Most important to ensure substantial variation <u>within</u> population groups to permit tests of association
- Predictive validity more important than inter-item correlations

Key Question

- If the goal is
  - To evaluate specific campaigns?

- Need specific information about that campaign's messages to permit sensitive measurement
- Need to be able to distinguish exposure between different campaigns

Some Challenges

1. Tobacco marketing is a moving target

   - <u>Example</u>: Confirmed Awareness
   - Have you recently seen an anti-tobacco ad on television that shows young people unloading body bags onto a city sidewalk?

Some Challenges

2. Many previous studies making a case for tobacco marketing effects have not measured exposure, per se

- <u>Example</u>: Receptivity to Marketing
  - Favorite brand, Willing to wear tobacco merchandise?

- <u>Example</u>: Changes in Advertising Availability and Targeting
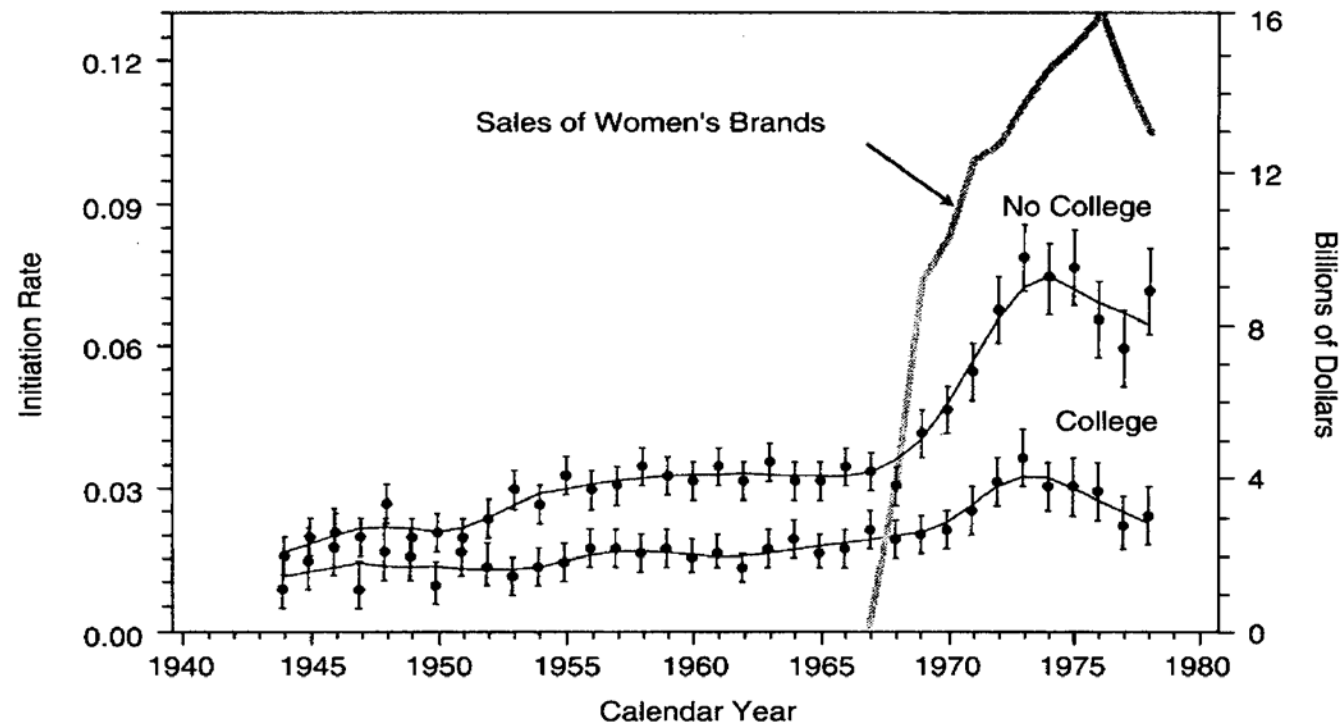
Cigarette Marketing and Women's Smoking

Fig 4.—Left ordinate, trends in initiation rates for 10- to 17-year-old girls during each calendar year for those who ultimately did and did not attend college. Right ordinate, combined sales in billions of dollars for Virginia Slims, Silva Thins, and Eve cigarettes.

Pierce, J. (1994). Smoking Initiation by Adolescent Girls, 1944 Through 1988: An Association with Targeted Advertising. *Journal of the American Medical Association.*

Some Challenges

3. People have a difficult time remembering where they see messages

- Theme and source/ location
- <u>Example</u>: LMTS and exposure (2001)
- During the past 30 days, have you seen or heard any advertising or promotions for cigarettes or other tobacco products?

Self-Reported Pro-Tobacco Advertising Exposure by Source
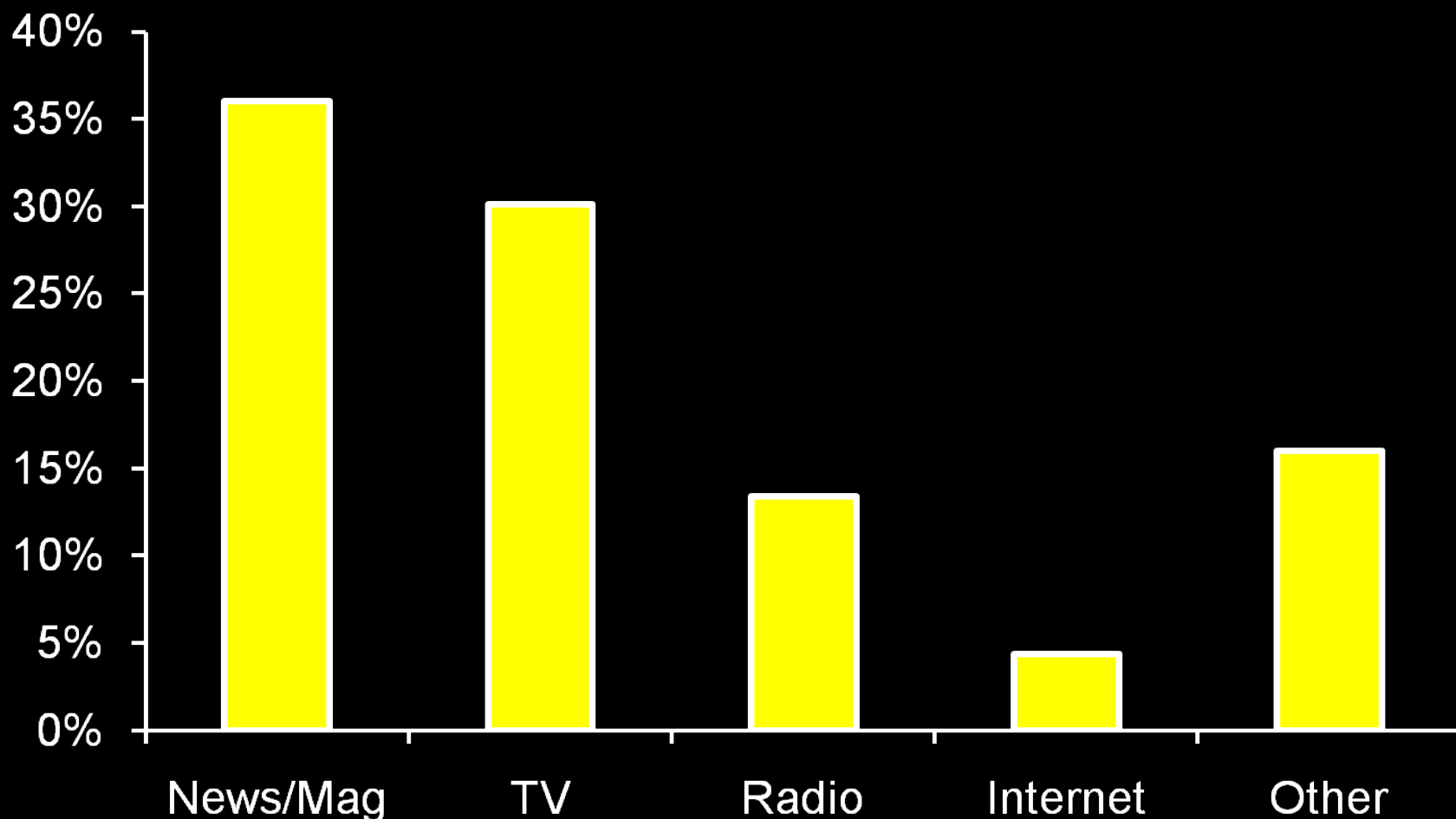
Legacy Media Tracking Survey (LMTS) II – American Legacy Foundation, 2001.

Final Thoughts

- TeRMM will be a valuable resource for those interested in media, disparities and/or tobacco control

- Reliability and validity data will be valuable for refining these measures

- Different measures of exposure are useful for different research questions

Questions and Comments from the Audience