

**Abstract Submission
Society for Research on Nicotine and Tobacco
13th Annual Meeting
February 21-24, 2007
The Hilton Austin Hotel
Austin, Texas**

Corresponding Author Information

Name: Michael Cummings
Degree: PhD, MPH
Job Title: Research Scientist
Institution: Roswell Park Cancer Institute
Department: Health Behavior
Address: Elm and Carlton Streets
Address2:
City: Buffalo
State/Province (USA and Canada): New York
State/Province (Other than USA or Canada):
Zip/PostalCode: 14263
Country: United States
Telephone Number: 716-845-8456
Fax Number: 716-845-8487
Email Address: michael.cummings@roswellpark.org
SRNT Member Status: Y

SRNT Call for Abstracts Poster Submission

NOTE: All areas marked with this symbol * are required

Topic*

All abstracts are reviewed within their selected topic area. Please choose the topic which best represents your abstract submission. If the Topic chosen is "Other," please define it in the field to the right (below).

Public Health Research

Keyword Index*

A keyword index will be provided in the 2006 Annual Meeting Proceedings. Please select two keywords that best describe your abstract presentation.

Keyword Index 1: Policy **Keyword Index 2:** Evaluation

Abstract Submission*

Abstract

Your submission is not to exceed 2,200 characters (including spaces).

All abstracts must be prepared in plain text, in English with no embedded symbols or formatting characters including "Smart Formatting" as used by some word processing programs. Electronic submissions may not include charts, graphs, tables or references.

[See Sample Abstract](#)

Abstract Title*

USE ALL
CAPITAL
LETTERS

POLICIES TO REDUCE TOBACCO HARM: HOW DO WE REALLY KNOW WHAT WORKS?

Authors and Affiliations*

Indicate presenting author with an asterisk(*)

K. Michael Cummings* PhD, MPH, Roswell Park Cancer Institute, Buffalo, NY (USA), on behalf of the ITC Research Collaboration

Abstract Body*

This poster describes the International Tobacco Control (ITC) Policy Evaluation study and provides highlights from studies conducted to date. The ITC study utilizes multiple country controls, a longitudinal design, and a pre-specified, theory-driven conceptual model to test hypotheses about the anticipated effects of the demand reducing policies of the Framework Convention on Tobacco Control (FCTC) among (primarily) adult smokers. The rationale for the study and study design are outlined along with highlights from ITC evaluations on product warnings, ad ban, taxation, smoke free policies, and tobacco product regulations. ITC studies completed to date reveal the following: 1) product warning labels are an important source of information for smokers and strengthening labels so that they are larger and more graphic is well justified; 2) smoke free policies are readily accepted and complied with, and appear to help smokers quit; 4) the European Commissions' (EC) 2003 tobacco product advertising ban reduced smokers' exposure to cigarette advertising on billboards/posters, in print media, and in sports events as intended; 5) higher cigarette taxes impact the behavior of smokers in complex ways such as quitting and reducing smoking, switching to lower cost cigarettes (including roll-your-own), and encouraging the use of less costly tobacco outlets; 5) the EC's 10-1-10 product regulation has failed to alter smokers exposure to smoke toxins. As tobacco control policies are formulated and implemented, it is important that they undergo rigorous evaluation since the effects are not always as predicted.

Funding*

Please include all sources of funding. If no funding was received, enter the text "No Funding." Abstracts cannot be submitted without funding information.

The ITC project is supported by grants R01 CA 100362 and P50 CA111236 (Roswell Park Transdisciplinary Tobacco Use Research Center) from the National Cancer Institute of the United States, Robert Wood Johnson Foundation (045734), Canadian Institutes of Health Research (57897), National Health and Medical Research Council of Australia (265903), Cancer Research UK (C312/A3726), Canadian Tobacco Control Research Initiative (014578); Centre for Behavioural Research and Program Evaluation, National Cancer Institute of Canada/Canadian Cancer Society.

Presenter*

Corresponding Author is the presenter: Yes
If you answered "No" above enter Presenter information below. Please include name, affiliation, email address, mailing address, city, state/province, zip code/postal code, and country.

List of Authors

Please list each author for inclusion in the Annual Meeting Proceedings Author Index, *including the Corresponding Author* (list each one separately). Please type **Last Name, First Name, MI** (*Please omit titles and degrees - name ONLY*).

Example: Fox, Sam A.

- | | |
|-------------------------|-----|
| 1. Cummings, K. Michael | 2. |
| 3. | 4. |
| 5. | 6. |
| 7. | 8. |
| 9. | 10. |