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Grant Program: Office of the Provost, Internal Grant Program, Social Sciences

Grant Title: Validation of measurement approaches to assess the impact of pictorial warning labels on cigarette packaging

Amount of Award: $19,062.50

A statement/executive summary that describes what was accomplished with funding (activities and achievements), summary of how funds were expended, outcomes, and overall progress.

The study involved using standard methods to assess the reliability and validity of self-reported measures of the affective, cognitive, and behavioral impacts of pictorial HWLs. Data were analyzed from six datasets and a technical report was produced to support the selection of high quality survey questions used in a successful R01 proposal and a successful administrative supplement for a P01, both of which were funded by NIH. Activities were conducted as planned and the budget spent as expected, mostly supporting a Research Assistant who conducted analyses and produced the technical report.

Description of the products:

The PI secured a $ 2.7 million R01 grant from the National Cancer Institute to extend the work supported by this application (R01 CA167067, PI Thrasher, building evidence for effective and sustainable cigarette warning label policy).

The PI and collaborators secured a $2 million administrative supplement from the National Cancer Institute, which also involved building on results from this provost grant (P01 CA138389-05S1, PI Cummings & USC PI Thrasher, Effectiveness of tobacco control policies in high vs. low income countries).

Additional proposals based on this work will be developed and submitted in 2015.
A scientific manuscript based on the Provost research is about to be submitted for review. So far, three papers based projects that were funded because of the Provost grant have been published or are in press, with an additional five papers under review:


Huang L, Thrasher JF, Reid J, Hammond D. Predictive and external validity of a pre-market study to determine the most effective pictorial health warning label content for cigarette packages. Nicotine & Tobacco Research. Under review.

