

**GENERIC SUB-STUDY SUBMISSION – 0925-0046-03**

**DATE OF REQUEST:** 8/26/2013

**SUB AGENCY (I/C):** NIH/NCI/OD/OCE

**TITLE OF SUB-STUDY:** “Playing for Life: Reducing the Negative Impact of Tobacco on Youth and Young Adults through Video Games, Gaming, and Gamification”

**GENERIC CLEARANCE UNDER OMB #0925-0046-03      EXP. DATE:** 5/31/2016

**TOTAL BURDEN APPROVED:** 6,600 hours  
**BURDEN APPROVED TO DATE:** 92 hours  
**BURDEN FOR THIS REQUEST:** 10 hours

**ABSTRACT:**

This data collection will focus on the role of using games for promoting health in the US, including digital video games and gaming-based approaches, and how they can be used successfully as tools to prevent tobacco product use and improve smoking cessation rates for youth. This research is considered formative in nature. It is the third component of a research project that aims to assess gaming for tobacco-related education with youth and outline best practices related to health-related gaming strategies that will inform NCI and FDA activities. The other two elements are a comprehensive review of scientific and grey literature on games for health that are relevant and applicable to tobacco prevention, as well as the review of current and past video games that target tobacco prevention and cessation for youth. Interviews with subject matter experts will be conducted to identify best practices, lessons learned, and guidance on using games for tobacco-related education and communication. This research will help NCI and FDA develop an evidence-based strategy regarding using gaming as a method to reach youth with messages regarding tobacco prevention and cessation. A pilot test has already been conducted with nine experts and it was determined that more interviews will be required in order to cast a wider net across experts in this area who may contribute to the evidence.

<b>IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED?</b> ____ YES ___X___ NO _____ N/A	<b>IS PERSONALLY IDENTIFIABLE INFORMATION (PII) BEING COLLECTED?</b> ___X___ YES _____ NO _____ N/A
<b>OBLIGATION TO RESPOND:</b> ___X___ VOLUNTARY ____ REQUIRED TO OBTAIN OR RETAIN BENEFITS ____ MANDATORY	<b>TYPE OF COLLECTION/RESEARCH?</b> ____ CUSTOMER SATISFACTION ____ USABILITY TESTING ____ FOCUS GROUPS ____ PRETESTING ___X___ FORMATIVE RESEARCH ____ QUESTIONNAIRE DEVELOPMENT ____ OTHER: _____
<b>HOW WILL THIS SURVEY BE OFFERED?</b> ____ WEB SITE ____ TELEPHONE INTERVIEW ____ MAIL RESPONSE ___X___ IN PERSON INTERVIEW ____ OTHER: _____	
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