

Generic Clearance for the Collection of Qualitative Data on Tobacco Products and Communications  
0910-0796

Generic Collection Title	Use of Information
Qualitative Study of Perceptions and Knowledge of Visually Depicted Health Conditions	Information obtained through this qualitative study informed the development of new cigarette GHW labels designed to increase knowledge and correct misperceptions of the negative health consequences of cigarette smoking. The results were used to identify the most promising images as well as indicate areas for further refinement.
Focus Group Study of Youth Reactions to Creative Advertising Concepts Designed to Prevent Youth Tobacco Use among Multicultural Youth	Information obtained through this qualitative study informed the development and implementation of FDA's Multicultural Campaign designed to prevent youth tobacco use among youth who are influenced by Hip Hop peer crowd. Results were used to develop and refine creative concepts for the Multicultural Campaign.
Focus Groups on ENDS: Device Types, User Experiences, and Product Appeal	Information obtained through this qualitative study was to understand how device characteristics of ENDS, such as e-cigarettes, influence users' experience; and how these experiences shape use behavior, beliefs, and attitudes about ENDS.
Point-of-Sale Creative Concept Testing – Focus Groups with Current Adult Smokers	Information obtained through this qualitative study informed the development and implementation of a Point of Sale Public Education Campaign designed to motivate smokers to take steps towards their next quit attempt. Study results helped identify the most promising creative concepts as well as indicate areas for further refinement to guide creation of effective advertisements.
American Indian/Alaska Native Campaign: Focus Group Study of	Information obtained through this qualitative study informed the development of a public

<p>Reactions to Strategic Concepts Designed to Prevent Youth Tobacco Use</p>	<p>education campaign aimed at preventing and reducing tobacco use among American Indian/Alaska Native (AI/AN) youth. The research was used to assess advertising concepts designed to reduce AI/AN youth tobacco use.</p>
<p>2017 FDA Tobacco Retail Compliance Check Inspection Program Coordinators' Training</p>	<p>This information was used to assess the effectiveness of the training provided by FDA and identify training areas that require improvement.</p>
<p>Consumer Comprehension of Displays of Harmful and Potentially Harmful Constituents (HPHCs) in Tobacco Products</p>	<p>Information obtained through this qualitative study informed the best way to convey Harmful and Potentially Harmful Constituents (HPHC) information to the public that is understandable and not misleading to a layperson.</p>
<p>Multicultural Campaign: Wave 3 focus group study of reactions to creative advertising concepts designed to prevent multicultural youth tobacco use</p>	<p>The information obtained through this study informed the implementation of FDA's Multicultural Campaign. Specifically, refining, and optimizing creative concepts to be developed into video ads for FDA's Multicultural Campaign.</p>
<p>The Real Cost General Market: Wave 4 Creative Concept Testing Designed to Prevent Youth ENDS Use</p>	<p>Information obtained through this study informed the development and implementation of FDA's General Market At-Risk Youth Tobacco Prevention Campaign ("The Real Cost") designed to reduce youth tobacco use. Study results helped identify the most promising creative and strategic concepts as well as indicated areas for further refinement to guide creation of effective advertisements.</p>
<p>The Real Cost Smokeless: Wave 2 Focus Group Study of Reactions to Creative Advertising Concepts Designed to Prevent Rural Youth Tobacco Use</p>	<p>The information obtained through this study informed the implementation of FDA's The Real Cost (TRC) Smokeless campaign. Specifically, the goals of this study were to take creative concepts in the form of animatics (drawn images with voice overs) and get qualitative feedback from youth.</p>

<p>The Real Cost Smokeless: Wave 2 In-depth Interviews Designed to Prevent Rural Youth Tobacco Use</p>	<p>The information obtained through this study informed the implementation of FDA's The Real Cost Smokeless campaign. Specifically, the development of strategic and creative messaging strategies that feel authentic to this audience. Additionally, the interviews were used to better understand the tobacco environment that surrounds the participants and their own experiences with tobacco usage.</p>
<p>Qualitative Study on Consumer perceptions of Cigarettes Health Warning Images</p>	<p>The study was intended to evaluate consumer comprehension, perceptions, and reactions to cigarette graphic health warning images. Results were used to refine images to effectively communicate the negative health consequences of smoking. Findings from this study informed revisions to the image element of warnings to ensure that they are understandable and believable. In addition, findings from this study helped to narrow down the number of potential images to eventually be paired with text warning statements.</p>
<p>Qualitative Study on Acute Nicotine Toxicity Warnings for E-Liquids: Knowledge, Beliefs, and Perceptions</p>	<p>The study assessed consumer reactions to draft acute nicotine toxicity warnings for e-liquids. Study findings were used to refine the draft warnings to most effectively communicate the risk of acute toxicity from exposure to nicotine-containing e-liquids in ENDS and what to do in case of accidental contact.</p>