

U.S. Food and Drug Administration
Center for Tobacco Products
Generic Clearance for the Collection of Qualitative Data on Tobacco Products and
Communications
0910-0796

Generic Collection Title	Use of Information
Qualitative Research to Design Advertising to Encourage Quitting Among Adult Cigarette Smokers (General Populations)	Information obtained through this qualitative study informed the development and implementation of FDA's public health campaign designed to encourage quitting among adult smokers. The results were used to indicate areas for refinement and development to guide creation of effective advertisements.
Creative Concept Testing Designed to Prevent Youth ENDS, Cigarette and Other Tobacco Product Use	Information obtained through this qualitative study informed the development and implementation of FDA's public health campaigns designed to reduce youth tobacco use. The results were used to identify promising creative and strategic concepts as well as indicate areas for further refinement to guide creation of effective advertisements.
Nicotine Education Project: Qualitative Study to Gain Insights from Adult Current and Former Smokers to Educate the General Public about Changing Nicotine Standards	Information obtained through this qualitative study informed communication strategies about potential nicotine product standards. The results were used to gain insights on nicotine, addiction, smoking behaviors, tobacco use, and awareness of nicotine related regulatory actions to inform strategies for a potential health communication effort.
Developing Brand & Creative Concepts Designed to Prevent AI/AN Youth Tobacco Use	Information obtained through this qualitative study informed the development of FDA's AI/AN youth tobacco education campaign. The results were used to refine future campaign materials and messaging.
Creative Concept Testing Designed to Prevent Youth ENDS Use in General and Hip-Hop Audiences	Information obtained through this qualitative study informed the development and implementation of FDA's General Market At-Risk Youth Tobacco Prevention Campaign

	<p>(“The Real Cost”) and FDA’s Multicultural Campaign (“Fresh Empire”) designed to reduce youth tobacco use. The results were used to develop and refine the creation of effective advertisements.</p>
<p>Rapid Message Testing with Consumer Panel—Nicotine Dialogue Campaign Branding</p>	<p>Information obtained through this qualitative study informed the development of Nicotine Dialogue logos and taglines. The results were used to develop messaging that met its objectives without causing unintended negative effects.</p>
<p>Qualitative Research to Design Advertising to Encourage Quitting Among Adult Cigarette Smokers (SGM Population)</p>	<p>Information obtained through this qualitative study informed the development and implementation of FDA’s public health campaign designed to encourage quitting among adult smokers. The results were used to develop and refine the creation of effective advertisements.</p>
<p>Smoking Machine Adapter</p>	<p>The information obtained through this survey questionnaire provided general information about the smoking and vaping machines being used by tobacco stakeholders. This information assisted in informing the development of a universal smoking machine adapter.</p>