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| **About the Measure** |
| **Protocol Id** | 730703 |
| **Domain:** | Tobacco Regulatory Research: Agent  |
| **Measure:** | Tobacco Brand and Variety  |
| **Definition:** | This measure consists of questions used to determine the tobacco product brand and type used by the respondent most often in the last 30 days.  |
| **Purpose:** | This measure is used to assess the type and brand of tobacco product used by respondents.  |
| **Essential PhenX Protocols:** | Use of Tobacco Products [741401]  |
| **Related PhenX Protocols:** | History of Switching to Lower Tar and Nicotine Cigarettes [730101]  |
| **Measure Release Date:** | June 24, 2015  |

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| **About the Protocol** |
| **Protocol Release Date:** | June 24, 2015  |
| **Protocol Review Date:** | June 24, 2015  |
| **PhenX Protocol Name:** | Tobacco Brand and Variety - Smokeless Tobacco  |
| **Keywords:** | tobacco brand and variety - smokeless tobacco; Tobacco Regulatory Research; TRR; cigar brand; cigar; cigar type; cigar variety; tobacco brand; tobacco variety; little cigars; cigarillos; TUS-CPS; agent; brand; tobacco type; tobacco product; cigarette smoking; menthol; cigarettes; regulars; smokeless tobacco; snus; moist snuff; dip tobacco; split tobacco; Chewing Tobacco; flavors; Population Assessment of Tobacco and Health; PATH; smokeless; dip; Snuff; spit  |
| **Description:** | Questions to discern the smokeless tobacco brands or varieties used and purchased by respondents within a 12-month period. |
| **Specific Instructions:** | Investigators should show respondents the following image when asking Question 1. [img[730703\_image\_1.png|]] |
| **Protocol:** | 1. Have you ever used any of the following smokeless tobacco products, even one or two times? Choose all that apply.[ ] 1 Snus pouches [ ] 2 Loose snus, moist snuff, dip, spit, or chewing tobacco [ ] 3 I have never used a smokeless tobacco product [ ] -8 DON’T KNOW [ ] -7 REFUSEDSHOW GENERIC IMAGES OF SMOKELESS TOBACCO2. Do you now use snus pouches, loose snus, moist snuff, dip, spit, or chewing tobacco? [ ] 1 Every day[ ] 2 Some days[ ] 3 Not at all [ ] -8 DON’T KNOW [ ] -7 REFUSED 3. [Do/ Did] you have a regular brand of smokeless tobacco, such as loose snus, moist snuff, dip, spit, and chewing tobacco that you usually [use/ used]?[ ] 1 Yes[ ] 2 No[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: Current users and former users 12 monthPROGRAM: For current users display "Do" and "use"; for 12-month former users display "Did" and "used"4. What brand of smokeless tobacco, such as loose snus, moist snuff, dip, spit, and chewing tobacco [do I did] you [usually/ last] use? Please select it from the choices below: **[**If you do not see it below, select the box marked "Something else."**]**[ ] Redman[ ] Levi Garrett[ ] Beechnut[ ] Skoal[ ] Grizzly and Copenhagen[ ] 1 Something else [GO TO Q6][ ] -8 DON’T KNOW [GO TO Q8][ ] -7 REFUSED [GO TO Q8]5. You selected [Response to Q4] as your brand. What kind of [smokeless tobacco brand] [do I did] you [usually I last] use? Please select it from the choices below by touching the screen. **[**If you do not see it below, touch the button marked "NEXT."/If you do not see it below, touch the box marked "Something else".**]**[ ] Redman[ ] Levi Garrett[ ] Beechnut[ ] Skoal[ ] Grizzly and Copenhagen[ ] 1 Something else [GO TO Q5 Q5AS1071][ ] -8 DON’T KNOW [GO TO Q6 AS1050][ ] -7 REFUSED [GO TO Q6 QQ67AS1050]6. You said that your brand was not indicated above. What is it?[ ] 1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [GO TO Q8][ ] -8 DON’T KNOW [GO TO Q8][ ] -7 REFUSED [GO TO Q8]7. You said that the type of [BRANDFILL]s that you [use/used] is not pictured. What type is it?[ ] 1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[ ] -8 DON’T KNOW[ ] -7 REFUSED8. [Is/was] [your regular brand/ the last brand] you [use/ used] flavored to taste like menthol, mint, clove, spice, candy, fruit, chocolate, alcohol (such as wine or cognac), or other sweets?[ ] 1 Yes[ ] 2 No[ ] -8 DON’T KNOW[ ] -7 REFUSED9. About how long (did you use/have you been using) your regular brand of smokeless tobacco, such as loose, snus, moist snuff, dip, spit, and chewing tobacco? Please choose whether (you used/you’ve been using) your regular brand for years, months, or days. Then enter the number of years, months, or days using the number keypad.[ ] 1 | \_ | \_ | DAYS[ ] 2 | \_ | \_ | MONTHS[ ] 3 | \_ | \_ | YEARS[ ] -8 DON’T KNOW[ ] -7 REFUSED10. You said earlier that you used smokeless tobacco [TIME OF LAST USE]. Think about the very last time you used it. Was the brand [NEQBRAND]?[ ] 1 Yes[ ] 2 No[ ] -7 DON’T KNOW[ ] -8 REFUSED11. You said earlier that you last used snus [TIME OF LAST USE]. Think about the very last pouch you used. Was the brand Camel snus, General snus, Marlboro snus, or Nordic Ice?[ ] 1 Yes[ ] 2 No[ ] -7 DON’T KNOW[ ] -8 REFUSED |
| **Selection Rationale:** | The Population Assessment of Tobacco and Health (PATH) Study is a nationally representative, longitudinal cohort study of nonusers and users of tobacco products and those at risk for tobacco use across the United States. Respondents 12 years old and up are asked questions on tobacco use, attitudes, and health, and biospecimens (buccal cell, urine, and blood) are collected from adults. The PATH Study was implemented to provide an evidence base for assessing and monitoring the Food and Drug Administration’s regulatory actions in meeting its mandate under the Family Smoking Prevention and Tobacco Control Act. Regulatory domains include product standards, new and modified risk products, health warnings, and health education campaigns. |
| **Source:** | U.S. Department of Health and Human Services, National Institutes of Health, National Institute on Drug Abuse, Food and Drug Administration. (2013). Population Assessment of Tobacco and Health (PATH). PATH Adult Extended Questionnaire, Version 7.5. Bethesda, MD: National Institutes of Health. (PATH ID: AS1047, AS1048, AS1070, AS1049, AS1071, AS1050, AS1051, AS0104, AU0104)National Institutes of Health, U.S. Food and Drug Administration. (2013). Population Assessment of Tobacco and Health (PATH) Study, PATH Wave 1 Individual Screener 7.5. Bethesda, MD: National Institutes of Health. (PATH ID: AS1002, AS1003) |
| **Language** | EnglishOther languages available at source  |
| **Participant:** | Adults (18+) |
| **Personnel and Training Required:** | The interviewer must be trained to conduct personal interviews with individuals from the general population. The interviewer must be trained and found to be competent (i.e., tested by an expert) at the completion of personal interviews. The interviewer should be trained to prompt respondents further if a "don’t know" response is provided. |
| **Equipment Needs:** | None. |
| **Standards** |  |
| **General References:** | National Institutes of Health, U.S. Food and Drug Administration. (2013). Population Assessment of Tobacco and Health (PATH) Study: Final Adult Baseline (Wave 1) Questionnaire. Bethesda, MD: National Institutes of Health. |
| **Mode of Administration:** | Interviewer-administered questionnaire  |
| **Derived Variables:** | None. |
| **Requirements:** |

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| **Requirement Category** | **Required (Yes/No)** |
| **Major equipment** | No |
| **Specialized training** | No |
| **Specialized requirements for biospecimen collection** | No |
| **Average time of greater than 15 minutes in an unaffected individual** | No |

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| **Annotations for Specific Conditions:** | None |
| **Process and Review:** | Not applicable.  |