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| **About the Measure** |
| **Protocol Id** | 740701 |
| **Domain:** | Tobacco Regulatory Research: Vector  |
| **Measure:** | Self-reported Exposure to Tobacco Product Sponsorships  |
| **Definition:** | An interviewer-administered survey to assess exposure to recent events that were sponsored by the tobacco industry.  |
| **Purpose:** | The purpose of this measure is to assess consumer exposure to tobacco industry sponsorships.  |
| **Essential PhenX Protocols:** |  |
| **Related PhenX Protocols:** |  |
| **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:** | Self-reported Exposure to Tobacco Product Sponsorships  |
| **Protocol Name From Source:** | International Tobacco Control (ITC) 4-Country Survey  |
| **Protocol Availability:** | Available  |
| **Keywords:** | International Tobacco Control; ITC; International Tobacco Control 4-Country Survey; ITC 4; tobacco product sponsorships; tobacco; product sponsorships; sponsorships; cigarette brands; tobacco companies; cigarette; sports  |
| **Description:** | These questions from the International Tobacco Control (ITC) 4-Country Survey are directly related to exposure to tobacco product sponsorships. |
| **Specific Instructions:** | The Working Group (WG) recommends that the following deletions or additions be made to protocol items:1. Remove "Thinking again" from the beginning of the question and replace "6 months" with "30 days."
2. Add "Thinking again" to the beginning of the question and replace "6 months" with "30 days."
3. Add "Thinking again" to the beginning of the question and replace "6 months" with "30 days."

The WG also recommends that the interviewer note to the respondent that sponsored events may not be restricted to tobacco company brand names (e.g., Kool, Newport, Winston, Camel) but may also be sponsored under corporate names (e.g., R. J. Reynolds, Philip Morris, Inc., Brown & Williamson, Lorillard). |
| **Protocol:** | **Ask all.**1. Thinking again about the last 6 months have you seen or heard about any … sport or sporting event that is sponsored by or connected with BRANDS of cigarettes?[ ] 1 Yes[ ] 2 No[ ] 7 Not applicable[ ] 8 Refused[ ] 9 Don’t know2. Sport or sporting event that is sponsored by or connected with tobacco COMPANIES?[ ] 1 Yes[ ] 2 No[ ] 7 Not applicable[ ] 8 Refused[ ] 9 Don’t know3. Music, theater, art, or fashion events that are sponsored by or connected with BRANDS of cigarettes?[ ] 1 Yes[ ] 2 No[ ] 7 Not applicable[ ] 8 Refused[ ] 9 Don’t know |
| **Selection Rationale:** | The International Tobacco Control (ITC) 4-Country Survey is an international cohort study of tobacco use whose overall objective is to measure the psychosocial and behavioral impact of key national-level policies. This survey is being used in more than 20 countries. |
| **Source:** | International Tobacco Control (ITC) Policy Evaluation Project. (2011). International Tobacco Control 4-Country Survey. Items 136a-136c. |
| **Language** | EnglishOther languages available at source  |
| **Participant:** | Youth (12-17) and Adults (18+) |
| **Personnel and Training Required:** | None. |
| **Equipment Needs:** | None. |
| **Standards** |  |
| **General References:** | None |
| **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.  |