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CECCR Research featured in LDI Issue Brief

Research conducted by investigators at the EPIC CECCR and the Tran disciplinary Tobacco Use Research Center (TTURC) was featured in the October/November 2006 Issue Brief of the Leonard Davis Institute for Health Economics (LDI). Through the Issue Brief Series, LDI disseminates key policy findings from timely health services research to health care decision makers. This Issue Brief, titled *Lower Nicotine Cigarettes May Not Lower Harm*, presented findings from two separate studies led by CECCR Investigator Andrew Strasser, Ph.D. Results from the first study suggest that smokers make false inferences about the relative safety of Quest® cigarettes, a new reduced-nicotine cigarette, based on the Quest® advertisement. The second study provides evidence that when smokers use the lower-nicotine Quest® products, they may change their smoking behavior by taking larger or more frequent puffs, thus increasing their harm exposure. These studies suggest that public health awareness campaigns should warn that smoking any cigarettes, including low-nicotine cigarettes, has serious health effects.

A copy of the issue brief can be accessed at <http://www.upenn.edu/ldi/publications.html>.

Remaining EPIC Speaker Series Guests:

LISA E. BOLTON, PhD
University of Pennsylvania, Wharton
Wednesday, February 14, 2007, 4:00–5:30pm

JAMES PENNEBAKER, PhD
University of Texas, Austin
Wednesday, March 14, 2007, 4:00–5:30pm

LINDA COLLINS, PhD
The Pennsylvania State University
Wednesday, April 11, 2007, 4:00–5:30pm

EPIC Spotlight



CECCR Investigators Present Research at SRNT

This February, EPIC CECCR investigators, Andrew Strasser, PhD, and Amy Leader, MPH, will attend the Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting in Austin, Texas.

Amy Leader will present a poster, titled *A vaccine against nicotine addiction: Which smokers will take a shot at quitting?* This poster features results from a recent CECCR pilot study that evaluated smokers' interest in the nicotine vaccine and assessed whether information about genetic susceptibility to nicotine addiction affected that interest. The nicotine vaccine, which is not yet available, would stimulate the production of nicotine antibodies in humans, undermining the pleasurable effects of smoking. Study results indicate that interest in the vaccine as a cessation method overall is relatively favorable among smokers, and beliefs about the root cause of nicotine addiction appear to have little effect on intentions to vaccinate.

Dr. Strasser will present the two studies highlighted in the LDI Issue Brief at the SRNT Meeting. The first, a poster presentation, is titled *Effect of advertisement manipulations on smokers' false inferences about Quest cigarettes*. The second, an oral paper, is titled *False perceptions, compensatory smoking, and harm exposure related to Quest cigarettes*.

EPIC Pilot Study Featured on NPR

Dominick Frisch, Ph.D., Assistant Professor of Medicine at the University of California, Los Angeles was recently featured on NPR reporting results from his EPIC CECCR pilot study titled *Marketing Prescription Drugs: A Content Analysis of Television Direct-to-Consumer Advertising*. Study results indicate that, despite claims that prescription drug advertisements serve an educational purpose, they provide limited information about the causes of a disease or who may be at risk; show characters that have lost control over their social, emotional or physical lives without the medication; and minimize the value of health promotion through lifestyle changes.

The full study appeared in the January/February 2007 issue of the *Annals of Family Medicine*. The broadcast can be accessed at: <http://www.npr.org/templates/story/story.php?storyId=7077201&sc=emaf>.

Frosch, D., Krueger, P., Hornik, R., Cronholm, P., & Barg F. (2007). Creating demand for prescription drugs: A content analysis of television direct to consumer advertising. *Annals of Family Medicine*, 5 (1), 6-13.

Upcoming Conferences



Society for Research on Nicotine and Tobacco Annual Meeting

Date: February 21-24, 2007
 Location: Austin, TX
 Registration: <http://www.srnt.org/meeting/2007/index.html>



American Society of Preventive Oncology Annual Meeting

Date: March 2-4, 2007
 Location: Houston, TX
 Registration: <http://www.aspo.org>



Society of Behavioral Medicine Annual Meeting

Date: March 21-24, 2007
 Location: Washington, DC
 Registration: <http://www.sbm.org/meeting/2007/>



American Association of Cancer Research Annual Meeting

Date: April 14-18, 2007
 Location: Los Angeles, CA
 Registration: <http://www.aacr.org/page6750.aspx>



Health Information National Trends Survey (HINTS) Data Users Conference

Date: May 4-5, 2007
 Location: Pasadena, CA
 Registration: <https://www.hintsmeeting.com/default.asp>



What's New at the National Cancer Institute?

NCI is offering paid, 6-month internships in the area of health communication to students who are completing their Master's or Doctorate degrees:

- ▶ All interns offered benefits
- ▶ Deadline for July - December internship is March 15th. Please see <http://internship.cancer.gov> for more information on application procedures and details about internship eligibility.

This summer NCI will offer the following courses in cancer prevention:

- ▶ The Principles and Practice of Cancer Prevention and Control: July 2 - 27, 2007
- ▶ Molecular Prevention: July 30 - August 3, 2007

All courses are open to physicians, scientists, and other health care professionals who have interest in cancer prevention and control. Recommended prerequisites are epidemiology, biostatistics, and cancer biology. Registration began February 1st and is required due to space limitations. To register, please visit: <http://www3.cancer.gov/prevention/pob/courses/index.html>.

Upcoming Submission Deadlines

February 9, 2007

American Public Health Association (APHA) Annual Meeting
<http://www.apha.org/meetings/index.htm>

February

February 14, 2007

National Communication Association (NCA) Annual Meeting
<http://www.natcom.org/nca/Template2.asp?>

March 2, 2007

CDC Cancer Conference: Meeting Future Challenges
<http://www.cdccancerconference.net/>

March

March 4, 2007

Health Information National Trends Survey (HINTS) Data Users Conference: Building the Evidence Base in Cancer Communication
<https://www.hintsmeeting.com/default.asp>

Research Funding Announcements



Funding Agency: Office of Public Health Research/ Centers for Disease Control and Prevention (CDC)
Title: CDC Mentored Public Health Research Scientist Development Award (K01)

RFA Number: RFA-CD-07-003

Purpose: The Mentored Research Scientist Development Award (K01) provides support for a sustained period of “protected time” for intensive research career development under the guidance of an experienced mentor or sponsor in areas addressing basic, Behavioral, and applied sciences related to health promotion, disease prevention, injury and disability prevention, and health protection from infectious, environmental, and terrorist health threats leading to research independence. The expectation is that through this sustained period of research career development and training, awardees will launch independent public health research careers and be competitive for new research project grant (R01) funding.

Letters of Intent Receipt Date: March 1, 2007

Application Receipt Date: March 30, 2007

Website: <http://www.cdc.gov/od/pgo/funding/CD07-003.htm>



Funding Agency: National Institutes of Health (NIH)
Title: Research on Clinical Decision Making in Life-Threatening Illness (R01)

Program Announcement (PA) Number: PA-07-062

Purpose: This funding opportunity announcement (FOA) seeks to stimulate research on the decision-making processes made by persons faced with life-threatening illness. These illnesses are ones that almost always lead to death in a fairly short period of time if left untreated, but may be chronic – or even cured – if dealt with early in the disease process. An example of a life-threatening illness that may be chronic for some years would be HIV infection when treated. An example of a life-threatening illness that may be cured in its early stages would be breast cancer. Decision-making can occur from the point of adopting preventive behaviors through the end of life. Examples of such decisions could include participating in an HIV vaccine clinical trial, testing for genetic disorder, choosing a treatment intervention vs. watchful waiting (as in early stage prostate cancer), choosing a treatment intervention among several options, joining a therapeutic clinical trial, or making end-of-life care decisions.

Application Receipt Date(s): Standard dates apply *

Website: <http://grants.nih.gov/grants/guide/pa-files/PA-07-062.html>



Funding Agency: National Institutes of Health (NIH)
Title: Methodology and Measurement in the Behavioral and Social Sciences (R01)

Program Announcement (PA) Number: PA-07-060

Purpose: The goal of this program announcement is to encourage research that will improve the quality

and scientific power of data collected in the behavioral and social sciences, relevant to the missions of the NIH Institutes and Centers (ICs). Research that addresses issues of methodology and measurement in diverse populations, studying sensitive behaviors, ethics in research, confidential data and the protection of research subjects, and developing interdisciplinary, multi-method, and multilevel approaches to behavioral and social science research is particularly encouraged, as are approaches that integrate behavioral and social science research with biomedical, physical, or computational science research or engineering. The participating NIH ICs invite qualified researchers to submit research grant applications aimed at improving and developing methodology and measurement in the behavioral and social sciences through innovations in research design, data collection techniques, measurement, and data analysis techniques.

Application Receipt Date(s): Standard dates apply *

Website: <http://grants.nih.gov/grants/guide/pa-files/PA-07-060.html>



Funding Agency: National Institutes of Health (NIH)
Title: Biobehavioral Methods to Improve Outcomes Research (R01)

Program Announcement (PA) Number: PA-07-072

Purpose: This Funding Opportunity Announcement (FOA) issued by the National Institute of Nursing Research, National Institutes of Health, solicits Research Project Grant (R01) applications from institutions/organizations that propose to foster bio-behavioral research and develop innovative research designs, methods of measurement, and data analysis techniques. Designs and methods that examine the impact of biologic and behavioral variables on individuals' health outcomes and quality of life are encouraged. Scientists are encouraged to increase the interface of bio-behavioral research and clinical practice in existing core and exploratory centers and training programs by sharing findings and designing collaborative research projects. Ideally, interdisciplinary researchers should overcome differences in perspectives, incentives, and methods by going beyond usual collaborations to engage others to solve problems creatively and efficiently.

Application Receipt Date(s): Standard dates apply *

Website: <http://grants.nih.gov/grants/guide/pa-files/PA-07-072.html>

* Standard dates apply. Please see <http://grants1.nih.gov/grants/funding/submissionschedule.htm> for more information.