

NCI's Tobacco Control Monograph Series

Presentation to the World Bank Group

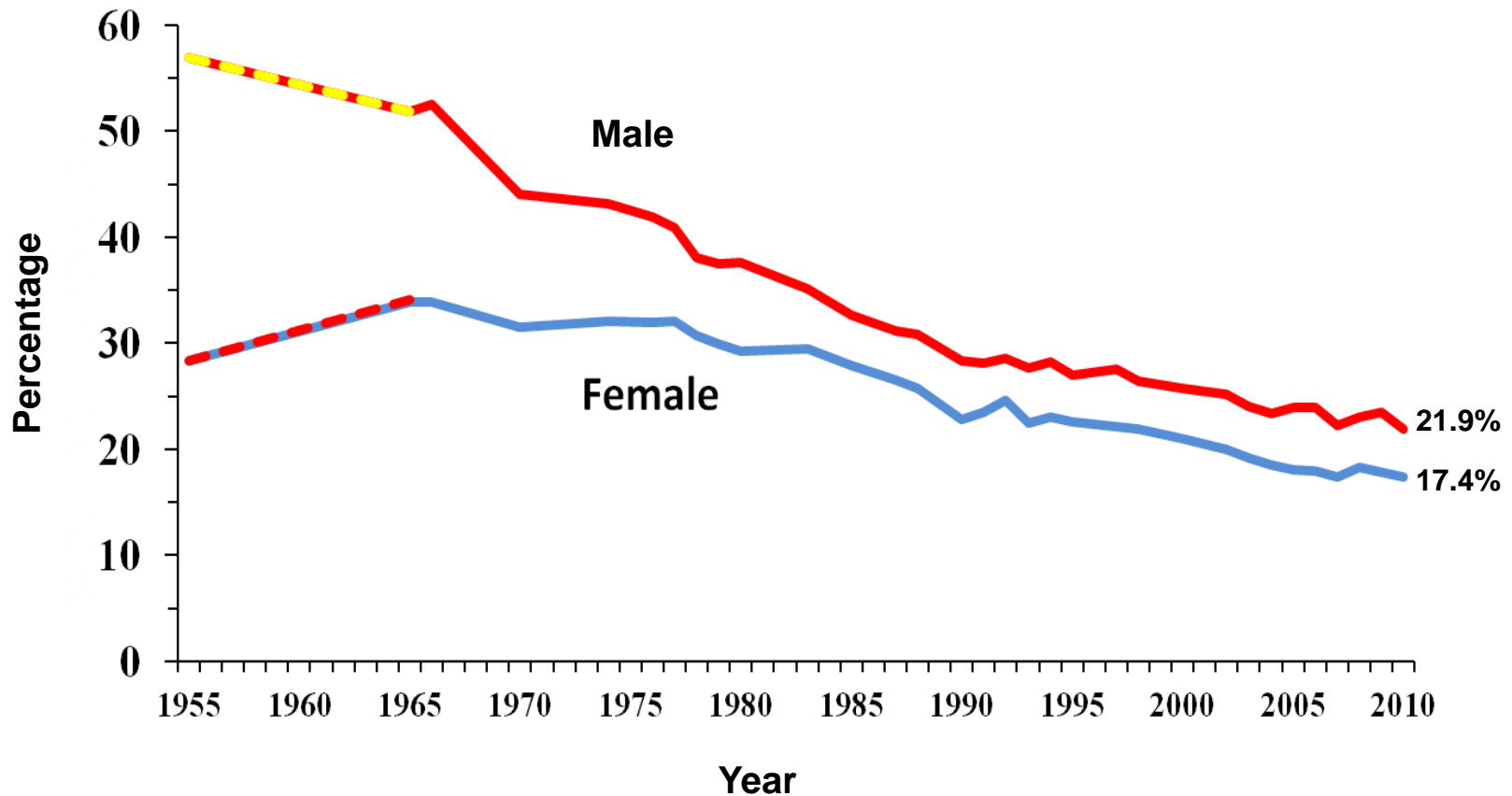
Michele Bloch, MD, PhD

Chief, Tobacco Control Research Branch

The U.S. National Institutes of Health



Trends in adult cigarette smoking, United States, 1955-2010



Source: 1955 Current Population Survey; 1965-2010 National Health Interview Surveys 2010 estimates are for January – September 2010. (Adults are age >18)

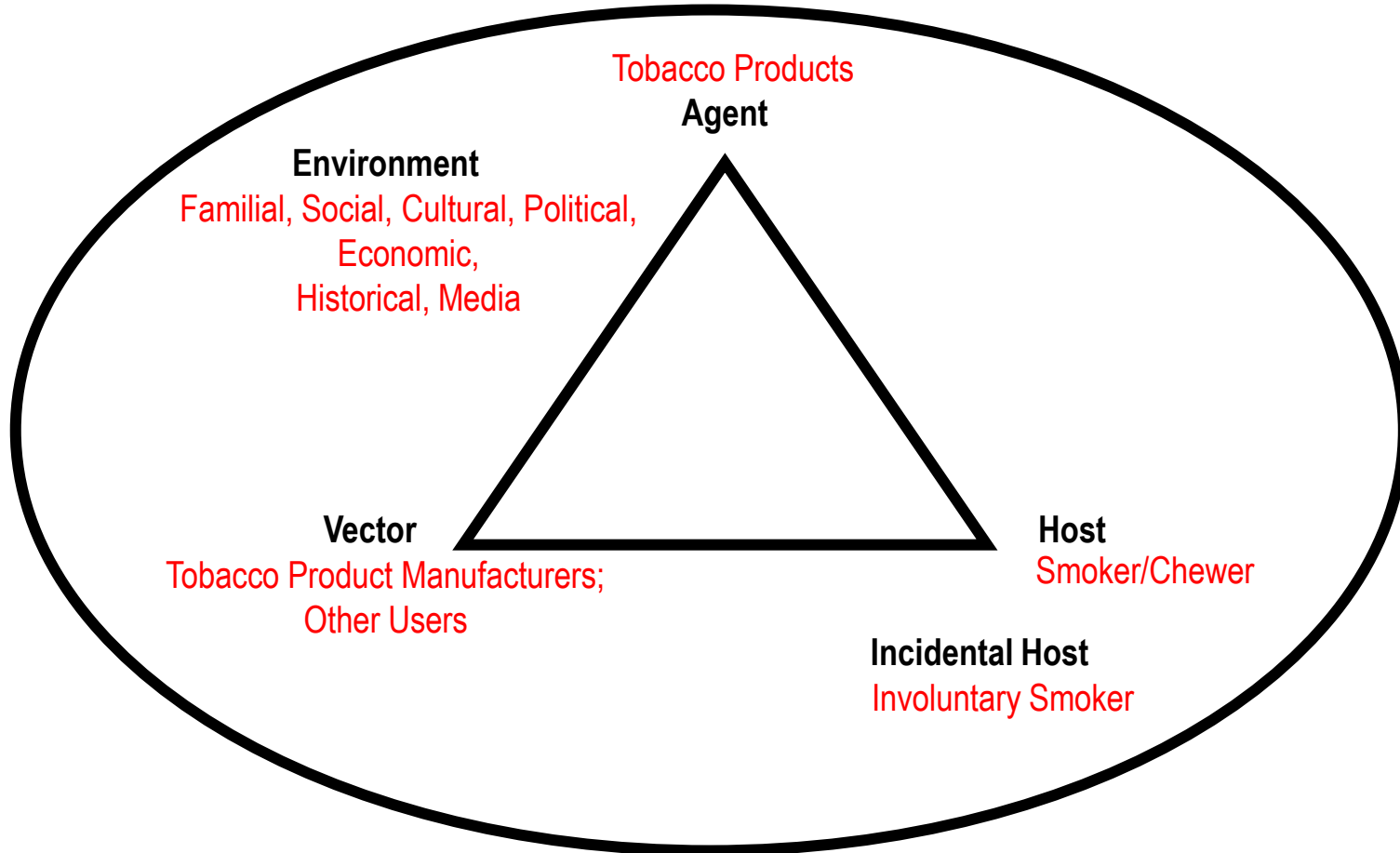
About NCI's Tobacco Control Research Branch (TCRB)

- **The vision** of the TCRB is a world free of tobacco use and related cancer and suffering.
- **The mission** of the TCRB is to lead and collaborate on research, and to disseminate evidence-based findings to prevent, treat, and control tobacco use.
- **Activities:** fund research grants and contracts, sponsor conferences and symposia, and disseminate tobacco control science.
- **Scientists:** administer grants and contracts, conduct research, and participate in diverse scientific and programmatic activities in support of national and international tobacco control efforts.

Overview of TCRB Grant Portfolio

- TCRB supports extramural research through a variety of NIH funding mechanisms.
- Most grants are investigator-initiated:
 - 60% Investigator-initiated (unsolicited)
 - 30% Program Announcements
 - 10% Request for Applications
- 99 grants, \$55 million total cost in FY2016.
- Wide range of tobacco control and prevention research topics.

Epidemiologic Model of the Tobacco Use





Source: Orleans & Slade, 1993; Giovino, 2002; President's Cancer Panel, 2006-2007 Annual Report.

Selected Research Initiatives

- Tobacco Use and HIV in Low and Middle Income Countries (PAR-17-087)
- Improving Smoking Cessation in Socioeconomically Disadvantaged Populations via Scalable Interventions (PAR-16-202)
- Exploratory Studies of Smoking Cessation Interventions for People with Schizophrenia (PAR-14-230)
- Substance Use and Abuse among U.S. Military Personnel, Veterans and their Families (RFA-DA-10-001)
- State and Community Tobacco Control Policy and Media Research (RFA-10-008)
- Transdisciplinary Tobacco Use Research Centers (RFA-04-012)
- Review and Analysis of Tobacco Industry Documents (PAR-01-063)
- Prevention and Cessation of Tobacco Use by Children and Youth in the U.S. (RFA-98-002)

TCRB Grant Portfolio


National Cancer Institute
 U.S. National Institutes of Health | www.cancer.gov


Tobacco Control Research
Cancer Control and Population Sciences

[Cancer Control and Population Sciences Home](#)

[Behavioral Research Home](#)

[Tobacco Control Research Home](#)

[Previously Funded Grants](#)

Cancer Control Research Initiatives:

[TCRB Health Disparities Grants](#)

[Transdisciplinary Tobacco Use Research Centers \(TTURC\) Grantees](#)

[Prevention and Cessation of Tobacco Use by Children and Youth in the U.S.](#)

[Tobacco Research Initiative for State and Community Interventions \(TRISCI\) Grantees](#)

[Review and Analysis of Tobacco Industry Documents](#)

[Small Grants Program](#)

Other Resources:

[NIH Research Portfolio Online Reporting Tool \(RePORT\)](#)

[Apply for Grants](#)

TCRB Grant Portfolio

This list contains grants carried over from prior fiscal years and new grants awarded in the current fiscal year.

Grants 1 to 100 of 140

Pages: [1](#) | [2](#)

Search:

GO

Tip: Quickly search the list for a word or words by choosing "Find..." from the "Edit" menu of your browser (or typing Ctrl+F). Then insert the search word(s).

PI Name Organization Name	Project Title (click for Abstract)	Grant Number (click for Publications)**
Andrews, Judy A. OREGON RESEARCH INSTITUTE	INTRANET-BASED TOBACCO PREVENTION PROGRAM FOR CHILDREN	5R01CA098555-08
Audrain-McGovern, Janet E. UNIVERSITY OF PENNSYLVANIA	THE PROTECTIVE EFFECTS OF PHYSICAL ACTIVITY ON ADOLESCENT SMOKING PROGRESSION	5R01CA126958-04
Beckham, Jean C. DUKE UNIVERSITY	SMOKING & ANXIETY IN POSTTRAUMATIC STRESS DISORDER	5R01CA081595-09
Bernstein, Steven L. YALE UNIVERSITY	TREATING LOW-INCOME SMOKERS IN THE HOSPITAL EMERGENCY DEPARTMENT	5R01CA141479-02
Bierut, Laura Jean WASHINGTON UNIVERSITY	THE COLLABORATIVE GENETIC STUDY OF NICOTINE DEPENDENCE	5P01CA089392-09

Tobacco: A Key Global Risk Factor for Cancer and NCDs

- “Tobacco use represents the largest preventable cause of cancer worldwide.” (IARC, 2011)
- “Tobacco use, the leading cause of death from non-communicable diseases such as heart and lung disorders and cancer, claims about 6m lives a year.” (Margaret Chan, Director-General, WHO, 2016)
- “...the tobacco epidemic has now become a global phenomenon. Faced with increasing health regulations in developed countries, the tobacco industry turned to new markets to find new users. And what better markets than those of developing economies...?” (American Cancer Society, 2015)



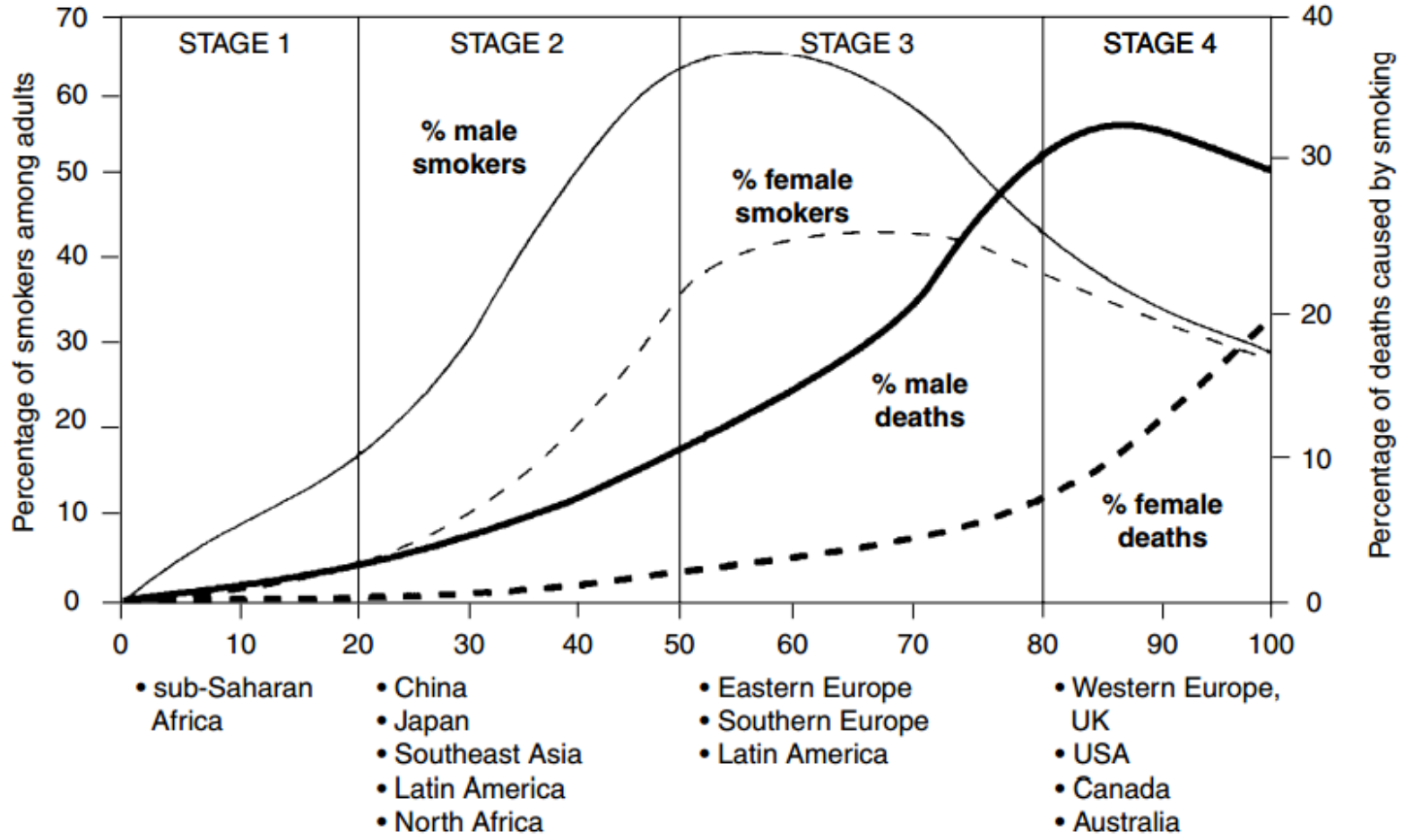
Tobacco Control: Global Cancer Research Priority

- November 2012: Research leaders from 15 countries came to NIH to discuss priorities in global cancer research.
- “With respect to modifiable lifestyle risk factors for cancer, there is a consensus that tobacco use remains, by far, the most important at a global level.”
- Measures that can already be taken to control tobacco use include removing tobacco products from trade agreements, increasing taxes on tobacco products, controlling tobacco industry marketing, building support among health professionals.

Source: H. Varmus, H. S. Kumar, Addressing the growing international challenge of cancer: A multinational perspective. *Sci. Transl. Med.* 5, 175cm2 (2013).



Global Tobacco Epidemic Continuum



Source: Lopez AD, Collishaw NE, Piha T. A descriptive model of the cigarette epidemic in developed countries. *Tob Control* 1994;3:242-247.

The Global Tobacco Control Laboratory

- Ongoing introduction of many new tobacco control policies driven by the Framework Convention on Tobacco Control (FCTC), but policies and timelines differ widely across countries.
- Diverse and changing conditions in products, patterns of tobacco use, cultural and social attitudes, economic forces, and healthcare environments.
- An enormous “natural experiment” is currently under way.
- Opportunity for studying the impact of different policies in different environments and understanding what works.

Expanding tobacco control research and research capacity in low- and middle-income countries is crucial to reducing the disproportionate burden of tobacco use and cancer.

The International Tobacco and Health Research and Capacity Building Program (TOBAC) Country Collaborators, 2001-2013



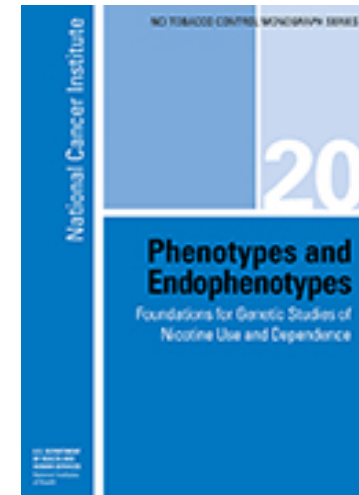
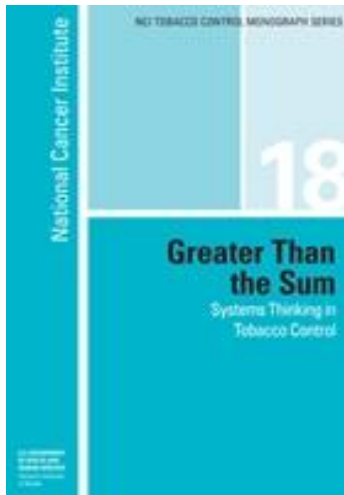
Source: <https://www.fic.nih.gov/programs/pages/tobacco.aspx>

NCI Tobacco Control Monograph Series

- Established in 1991; 21 volumes published to date.
- Goal: Summarize cross-cutting research on key tobacco control topics.
- A key vehicle to disseminate tobacco control research to the broad community of researchers, practitioners, and other stakeholders in U.S. and around the world.
- Available at:
<https://cancercontrol.cancer.gov/brp/tcrb/monographs/index.html>

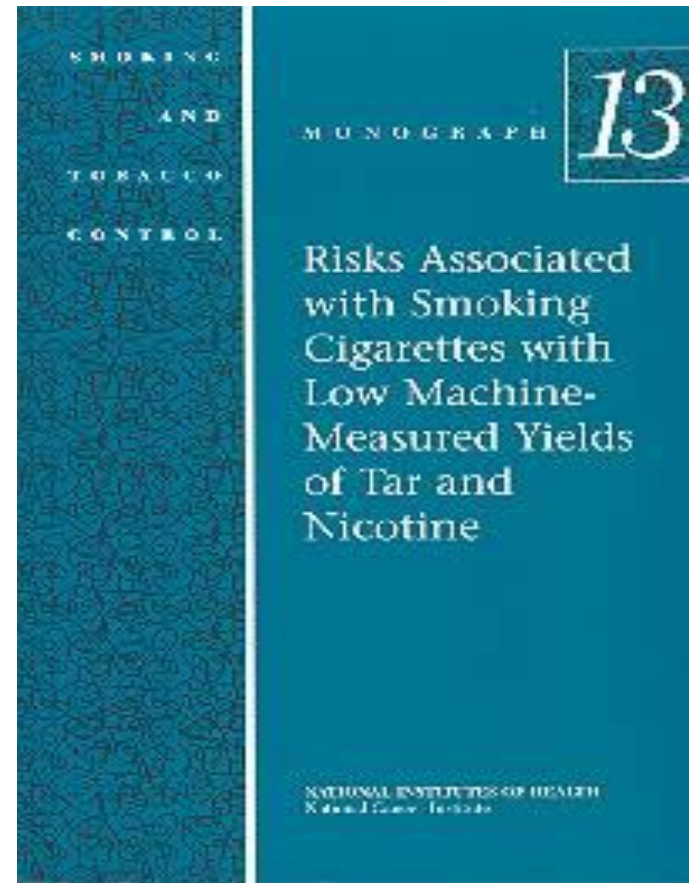
Key Monograph Topics

- Monograph 5: Tobacco and the Clinician (1994)
- Monograph 9: Cigars: Health Effects and Trends (1998)
- Monographs 4 and 10: Secondhand Smoke (1993, 1999)
- Monograph 18: Greater Than the Sum: Systems Thinking in Tobacco Control (2007)
- Monograph 20: Genetic Studies of Nicotine Use and Dependence (2009)



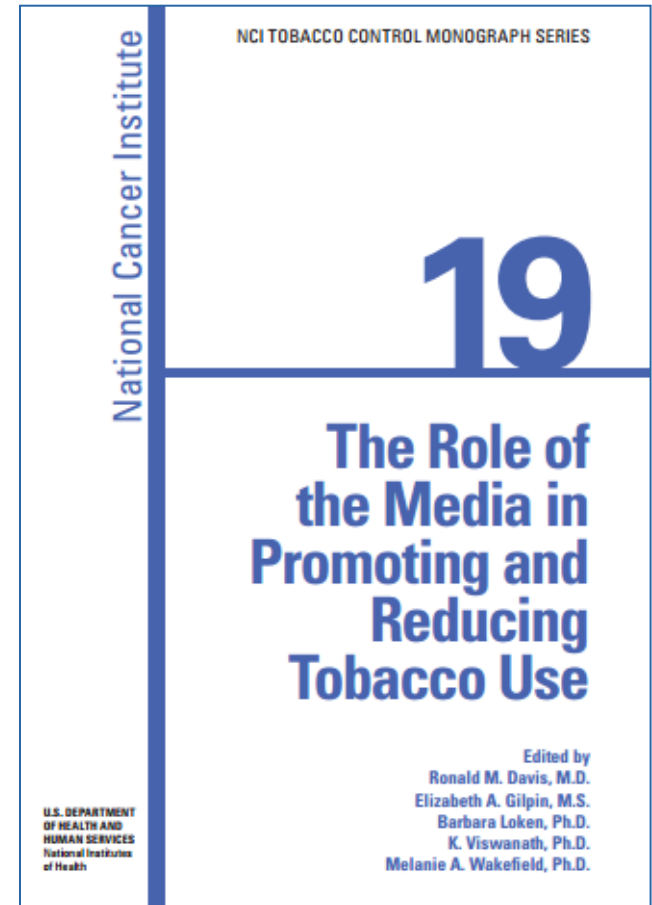
Monograph 13: Risks Associated with Smoking Cigarettes with Low Machine-Measured Yields of Tar and Nicotine (2001)

- “Cigarettes have changed dramatically over the last 50 years, but ...the disease risk associated with smoking have not.”
- “The absence of meaningful differences in smoke exposure... makes the marketing of these [light/low tar] cigarettes ...deceptive for the smoker.”
- “that many smokers chose these products as an alternative to cessation - a change that would produce real reductions in disease risks – makes this deception an urgent public health issue.”



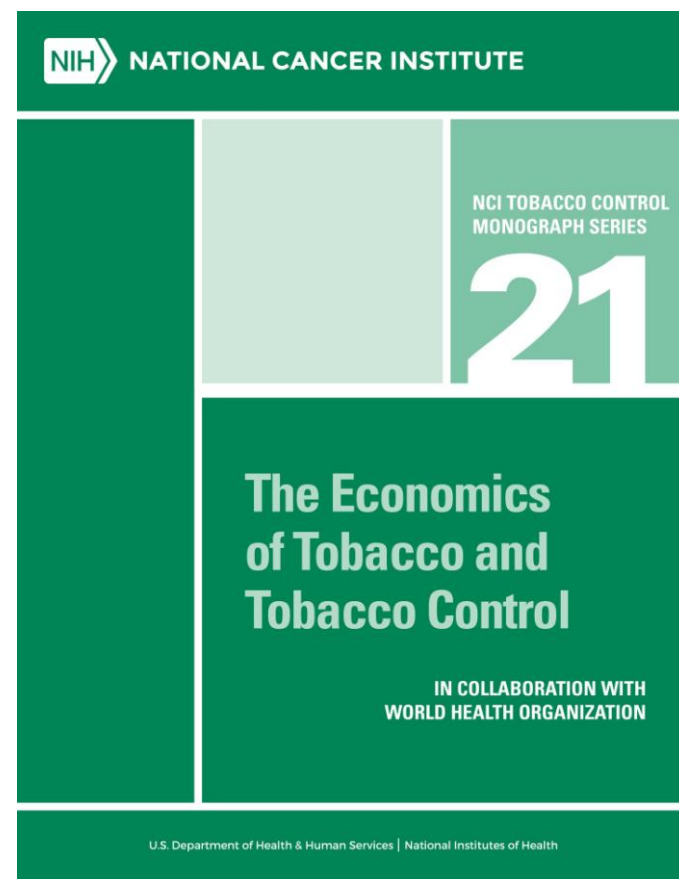
Monograph 19: The Role of the Media in Promoting and Reducing Tobacco Use (2008)

- Findings:
 - “The total weight of evidence...demonstrates a causal relationship between tobacco advertising and promotion and increased tobacco use.”
 - “The total weight of evidence...indicates a causal relationship between exposure to depictions of smoking in movies and youth smoking initiation.”
 - “Mass media campaigns designed to discourage tobacco use can change youth attitudes about tobacco use, curb smoking initiation, and encourage adult cessation.”



Monograph 21: The Economics of Tobacco and Tobacco Control (2016)

- This monograph was developed by the NCI in collaboration with the World Health Organization, with scientific leadership from Frank J. Chaloupka, Ph.D., Geoffrey T. Fong, Ph.D., and Ayda Aysun Yürekli, Ph.D.
- This ambitious effort included contributions from more than 60 leaders in the field and was peer-reviewed by more than 70 scientific experts.
- “Above all, the research summarized in this monograph confirms that evidence-based tobacco control interventions make sense from an economic as well as a public health standpoint.”



Monograph 21: NCI Preface

- “Cancer research funders such as the NCI can make an important contribution...by continuing to support research and research capacity building for tobacco control. We can also put forth the message that – despite the need for continued research – effective tools exist to curtail the global tobacco epidemic.
- As this monograph appropriately concludes, ‘Government fears that tobacco control will have an adverse economic impact are not justified by the evidence. The science is clear; the time for action is now.’”



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Institute



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Director, NCI Center
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