

Affective Sciences Perspectives on Cancer Control

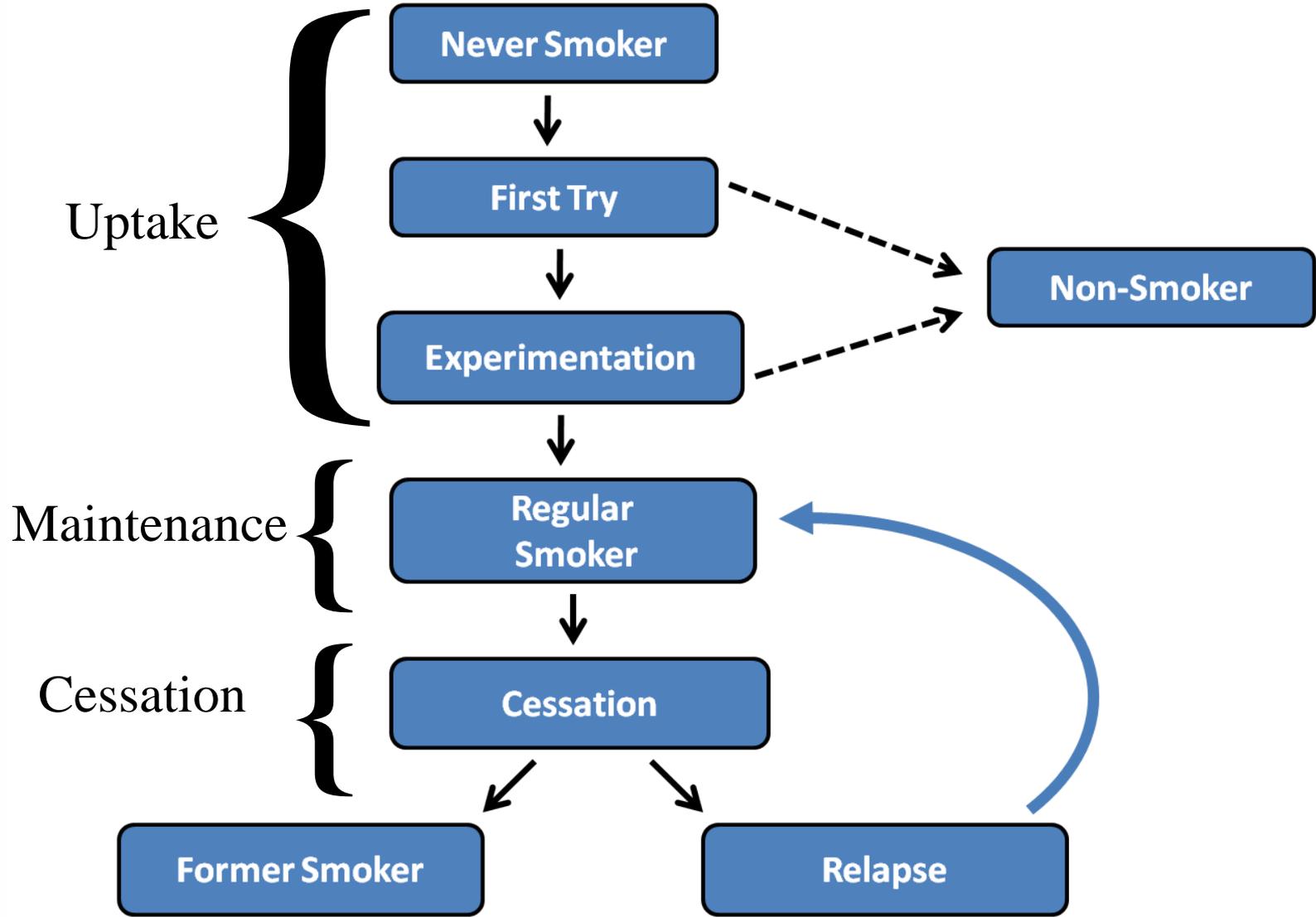
Tobacco

Yvonne Hunt, PhD, MPH

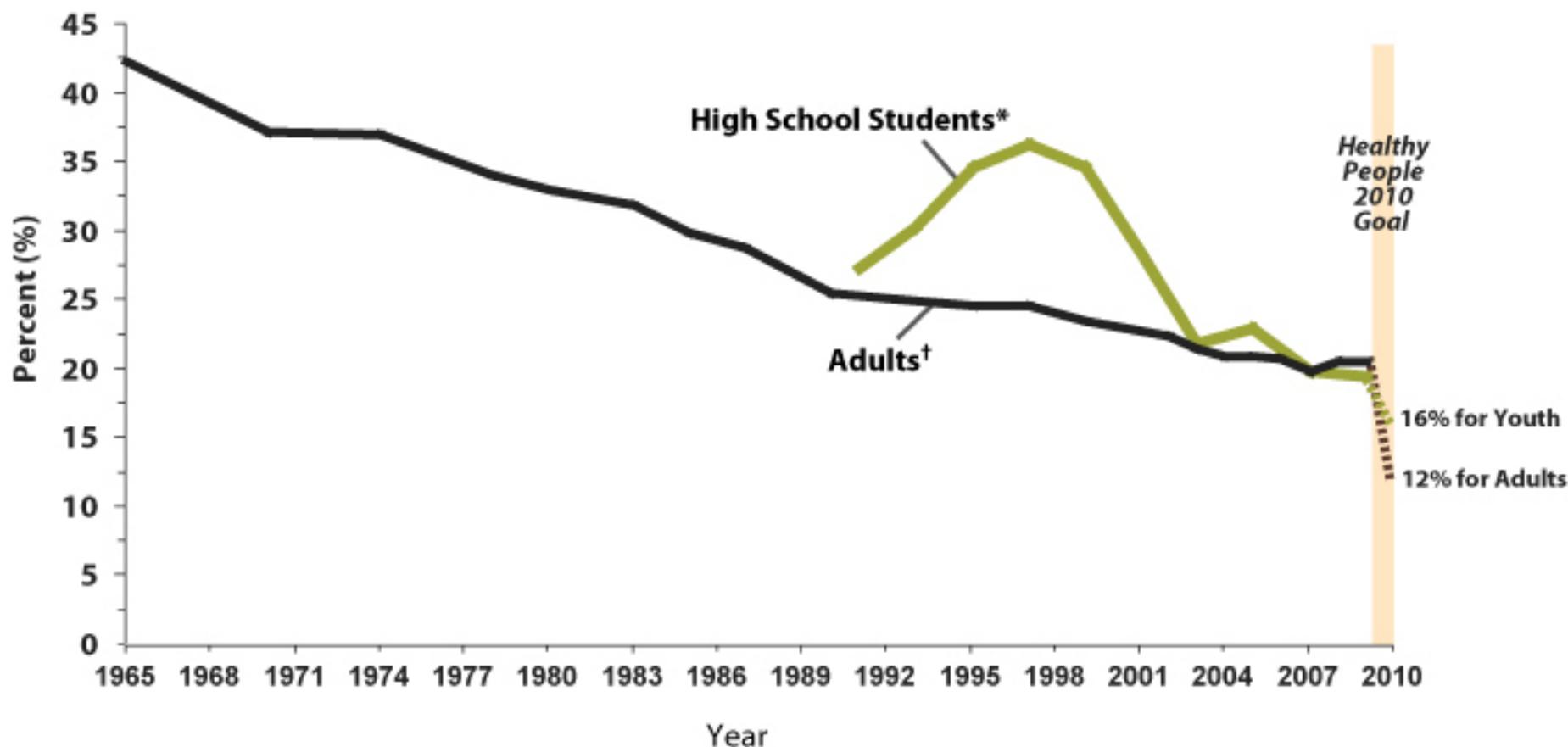
Annette Kaufman, PhD, MPH

Heather Patrick, PhD

Tobacco Use Spectrum and Affect



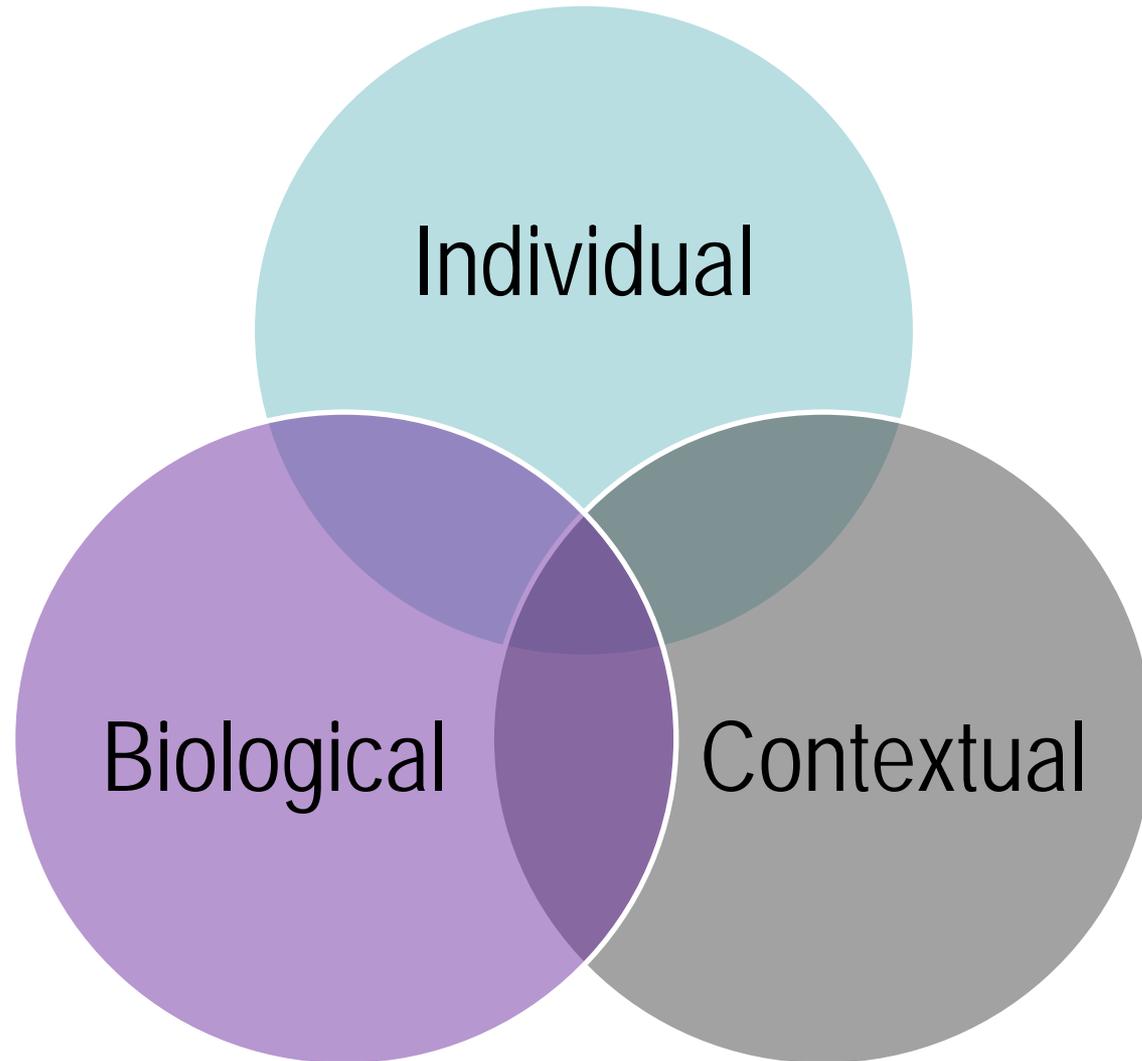
Trends in Current Cigarette Smoking Among High School Students* and Adults,†United States, 1965–2009



*Percentage of high school students who smoked cigarettes on 1 or more of the 30 days preceding the survey (Youth Risk Behavior Survey, 1991-2009).

†Percentage of adults who are current cigarette smokers (National Health Interview Survey, 1965-2009).

Biopsychosocial Model



Contextual Example Graphic Warning Labels



Canada



Egypt

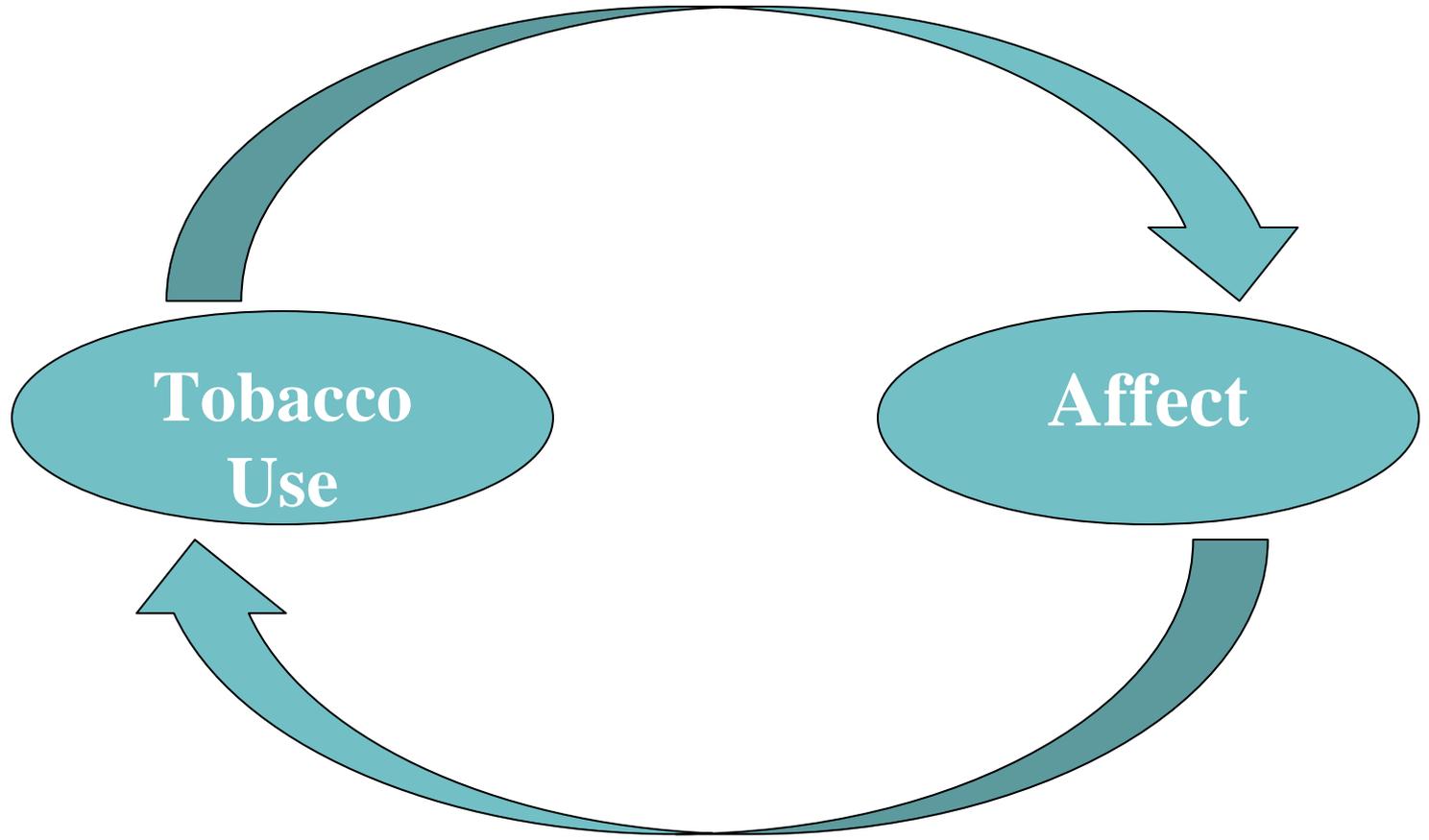


Brazil



U.S.

Feedback Loop



What We Know Smoking Uptake & Affect

Biological Factors

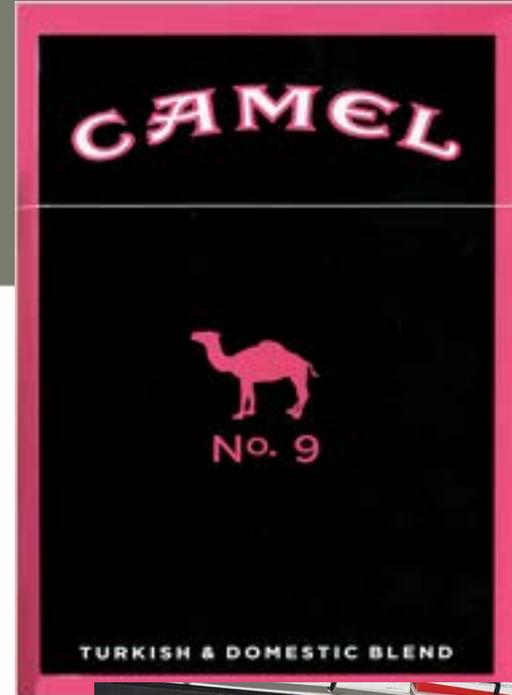
- Nicotine exposure and mood

Individual Factors

- Mood Variability and Magnitude
- Beliefs about Smoking and Mood
- Affective Normative Feedback

Contextual Factors

- Peer Smoking
- Tobacco Advertising and Promotion
- Anti-Smoking Messages and Emotion
 - Graphic Warning Labels and Emotion



What We Know Smoking Maintenance & Affect

Biological Factors

- Stress-Precipitated Tobacco Relapse
- Imagery-Induced Cigarette Craving

Individual Factors

- Emotion Regulation
- Beliefs about Smoking and Mood
- Affective temperaments
- Someday Smokers and Emotion

Contextual Factors

- Graphic Warning Labels and Emotion

What We Know Smoking Cessation

Biological Factors

- Withdrawal and mood regulation
- Cessation medications and limbic activation

Individual Factors

- Affective withdrawal symptoms
- Negative affect and relapse
- Failed quit attempts and mood

Contextual Factors

- Graphic warning labels
- POS advertising

Psychopathology

Biological Factors

- Early nicotine exposure and psychopathology
- Antidepressant/anxiolytic effects of nicotine
- Shared pathways (e.g., genetic, dispositional)

Individual Factors

- Bidirectional influences
- Smoking uptake and psychopathology
- Nicotine dependence and psychopathology
- Cessation outcomes and psychopathology
- Relapsing mood disorders and cessation

BIG Questions

Smoking and Affect

- How can a better understanding of affective processes help to inform tobacco control efforts and clinical interventions?
- What are the etiological processes linking affect and smoking vulnerability?
- Which affective dimensions are important regarding uptake, maintenance, and cessation (e.g. negative vs. positive)?
- How is mood regulation related to uptake, maintenance and cessation?

BIG Questions

Smoking and Affect

- How do the drug effects of nicotine interact with the neurobiology of affect to influence uptake, maintenance, cessation?
- Which emotions should health communication messages target to influence uptake, maintenance, and cessation?
- What mediators and moderators are important regarding the relationship between affect and uptake, maintenance, and cessation (e.g. peer smoking, sensation seeking, genetics)?
- How do we monitor the influence of tobacco industry activities (e.g. advertising) on affect and uptake, maintenance, and cessation?

Thank you!

U.S. Proposed Warning Labels

