# The Science of Decision-Making: Connecting People and Policy

*Enhancing the Economic Impact Analysis Used in FDA’s Rules for Tobacco Products*

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## Aim 1

**Impact of FDA regulatory actions and other tobacco control policies on tobacco use and related outcomes**

- **Analyses (using a variety of data sources):**
  - The impact on trajectories of tobacco use among young people and adults.
  - The differential impact of these actions on disparate populations.
  - The differential impact of regulatory actions and control policies on the use of traditional and emerging tobacco products, purchase behaviors, and related outcomes.

## Aim 2

**Impact of FDA regulatory actions and other tobacco control policies on the consumer surplus obtained by tobacco users**

- **Approach:** Conduct an RCT to estimate the costs of behavioral biases neglected in past cost-benefit analyses of tobacco use.

## Aim 3

**Range of costs and benefits including in assessing the economic impact of FDA regulatory actions**

- **Approach:**
  - Conduct cost benefit analysis of reductions in secondhand smoke exposure
  - Incorporate benefits of reductions in maternal smoking during/after pregnancy
  - Assess long term benefits from reduced prevalence from tobacco use
  - Incorporate additional economic benefits

## Randomized Control Trial:

- **Recruit 900 adult daily smokers from 10 cities through web-based panel.**
- **Subjects will get cash incentives to be smoke-free in certain weeks, and will predict response to different-sized incentives.**
- **The difference between predictions and quit behavior will be used to estimate parameters from a behavioral economics model.**
- **Focus on present bias and projection bias**

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**Co-Investigators:**

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