

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

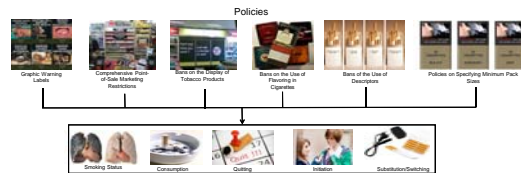


Enhancing the Economic Impact Analysis Used in FDA's Rules for Tobacco Products  
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## Aim 1

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



**Approach:** Estimate the impact of existing, possible, and future FDA regulatory actions and other tobacco control policies on tobacco use 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

## Aim 1



**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

**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

## Acknowledgements

**Co-Investigators:**

- Aim 1: Jidong Huang, Roy Wada, Ce Shang, UIC
- Aim 2: Justin White, Stanford, & Matt Levy, LSE
- Aim 3: Richard Peck & John Tauras, UIC