

**James & Esther King Biomedical Research Program**

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*Division of Health Affairs  
Florida State University*

*2011 Program  
New Investigator Research  
(3-year project)*

**Project Title:** Improving Surveillance Measures of Tobacco Use in Florida's Adolescent Population

**Project Summary:** The goal of this study is to determine what effect peer, familial and media influences have on adolescent smoking in order to improve the surveillance and evaluation component of Florida's youth anti-tobacco initiatives. Social influences are among the most important and consistent factors associated with adolescent smoking. However, the manner in which social influences manifest, and more importantly, how they interact in a population of adolescent smokers is not well understood. Therefore, this study will have three specific aims. Aim 1: Obtain detailed information over a three year period on the social influence of media, family and peers from a representative population of Florida adolescents. Aim 2: Determine the effect of social influences and the manner in which they interact on Florida's adolescent smokers and non-smokers using well-defined statistical techniques and measures from the social interaction/social network literature. Aim 3: Using the results from Aim 2 coupled with the current surveillance and evaluation of tobacco control program methodologies developed by the Centers for Disease Control and Prevention and World Health Organization, improve the current surveillance measures of adolescent smoking in Florida, particularly for subgroups based on gender, age and ethnicity.