



What's On Tap?

Volume 8, Issue 3, OC

Fall 2013

Then & Now: A Decade of CSDP

The Chicago Social Drinking Project initially began in March 2004 with the testing of our first participant in your study cohort (i.e., Sub#'s 401-598).

Approximately 98% of you have remained with the CSDP in the follow-up and re-testing phase, now approaching our 10th year. We recently received news from the National Institute of Health (NIH) that we will likely receive five more years of grant funding, as our grant submission scored in the top 1 percentile!

This next phase of CSDP from 2014 to 2018, will continue with follow-ups similar to previous online and telephone interviews. This phase will also include a 10-year laboratory re-testing in Chicago, similar to those many of you (83%) did at your 5-Year interval. We will compensate you at higher rates to show our appreciation for your dedication.

We all got a bit nostalgic as

we approach this momentous 10-year anniversary of the CSDP, so we went back and reviewed what the world was like when many of you initially enrolled in 2004. While you may think you have undergone some changes, ...**just look at this:**

What it was like in 2004:

Pop Culture

Janet Jackson's controversial Superbowl half-time show successfully implanted the phrase "wardrobe malfunction" into our every day speech.

A 12-year old Miley Cyrus was currently auditioning for the role of Hannah Montana on the Disney Channel.

Social Media

A Harvard University student, Mark Zuckerberg, founded Facebook.

Gas Prices

In May 2004, gas prices nation-



wide were reported at a milestone high... at \$2.00/gallon!

Politics

Prior to George W. Bush winning re-election, a relatively unknown 3rd term Illinois State Senator named Barack Obama gained national attention following a moving speech at the Democratic National Convention. While not in Springfield, Obama was also still teaching a course in Constitutional Law at the University of Chicago.

Thanks for staying with the study through all of life's changes over the last 10 years. Your continued dedication is truly appreciated.

Director's Note

In this issue of "What's On Tap?", we report on our good



news that we are positioned to receive five more years of NIH grant funding for CSDP. We take you back to what life was like during the initiation of the study. We also provide information on the study raffle from October, invite you to find us on Facebook, spotlight a new lab member, and present an article on electronic cigarettes and TV advertising.

Happy Autumn to All —

Dr. Andrea King
Principal Investigator

Follow-Up Raffle

In October, we held our follow-up raffle for persons completing their Annual Follow up between April and September 2013. The following prizes were awarded:

- \$100 Grand Prize: Participant #512
◦ Who, when informed, stated "I'm so excited!"
- \$20 Prize: #619, Participant #626
- \$10 Prize: #517, Participant #530

Congratulations to all! Our next raffle will be 4/15/14 for all those completing an interview between October 2013 and March 2014.

New CARL Facebook

The Clinical Addictions Research Laboratory (CARL) conducts several studies on the use of alcohol, cigarettes, and smoking, including the Chicago Social Drinking Project.



Make sure to search for and like our page on Facebook for current lab updates, study announcements, and more!

Also, check out the CSDP main site for information about the study, past newsletters, and raffle results:

<http://socialdrinking.uchicago.edu>

CSDP Contact Information

Address

5841 S. Maryland Ave.
Rm. L470, MC 3077
Chicago, IL 60637

Telephone: 773-834-3878

Fax: 773-702-0096

E-mail: socdrink@uchicago.edu

Web: socialdrinking.uchicago.edu

Principal Investigator

Andrea King, Ph.D.

Project Coordinator

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Lauren Kemp, Curt Van Riper,

Dr. Irene Tobis, Dan Roche,

Alyssa Epstein, Sandra Rueger,

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Should E-Cigarettes Be Allowed on T.V?



The advertising of cigarettes on television and radio has been banned since Congress enacted the *Public Health Cigarette Smoking Act* in 1971. The law sought to decrease the practice of smoking by eliminating smoking cues which might make quitting difficult or might encourage new users.

Recently, manufacturers of electronic cigarettes (e-cigarettes) have gotten around the law since e-cigarettes, while containing nicotine, are not *technically* cigarettes as there is no combustion of tobacco. As such, advertisements showing an individual smoking an e-cigarette are currently allowed while advertisements showing an individual smoking a regular cigarette are not. Questions remain, including: ***Should this be the case? Would seeing an e-cigarette being used make a smoker crave***

a cigarette as much as seeing a regular cigarette being smoked?

We recently examined this question by testing daily smokers in our laboratory. They filled out mood scales at baseline and then after being exposed to another participant drinking water, smoking a regular cigarette, or smoking an e-cigarette.

Analyses of results is taking place this month with preliminary report showing that exposure to an electronic cigarette produced *identical* increases in urge to smoke as did exposure to a regular cigarette. The results may suggest that an e-cigarette being utilized on television could potentially have the same impact on increasing smoking desire and ultimately



smoking behavior as would the currently banned regular cigarette. This may also be true for e-cigarette use in bars.

We will continue to investigate and examine the impact of this new product for young adults.

Source:

McNamara, P.J., Smith, L.J., King, A.C., Matthews, A.K. (2014, February). Passive exposure to e-cigarette use increases smoking urge in young adult daily smokers. Abstract submitted for presentation at the 20th Society for Research on Nicotine and Tobacco annual meeting, Seattle, Washington.

Lab Spotlight: Dan Fridberg, PhD

Our lab is pleased to welcome Dr. Daniel Fridberg to our ranks as a new post-doctoral scholar. Dan comes to us having received his Ph.D. in clinical psychology from Indiana University. Dan's research interests include decision-making and its impact on substance use behavior. Dan is currently in the process of overseeing a study investigating the effects of health feedback on future substance use patterns. He is also providing therapy to patients in our department clinic.

He is new to Chicago, and in his free time, he's been enjoying the multitude of dining options in the Windy City.

Welcome, Dan!



Concerned about your drinking or substance use or about that of a friend or a family member?

Feel free to call Dr. Andrea King (who is a licensed clinical psychologist) on a confidential basis, for suggestions or referrals at 773-702-6181



What's On Tap?

Volume 8, Issue 3, C2

Fall 2013

Then & Now: Five Years with the CSDP!

The Chicago Social Drinking Project initially began enrolling participants into the second study cohort (i.e., Sub#s 600-707) in April 2009. Currently, 100% of you have remained with the CSDP during the follow-up phase, now approaching its 5th Year!

We recently received news from the National Institute of Health (NIH) that we will likely receive five more years of grant funding, as our grant submission scored in the top 1 percentile!

This next phase of CSDP from 2014 to 2018, will continue with follow-ups on an annual and biennial basis, similar to the annual follow-ups you have completed in the past. As time progresses, we will begin to compensate at higher rates to show our appreciation for your continued dedication.

We all got a bit nostalgic as

we approach this 5-year anniversary of the CSDP, so we went back and reviewed what the world was like when many of you initially enrolled in 2009. While you may think you have undergone some changes, ...**see these items:**

What it was like in 2009:

Movies

James Cameron revolutionized 3D technology with *Avatar*, we saw the first of a trilogy of bad nights in *The Hangover*, and Disney Pixar soared to new heights with *Up*.

Pop Culture

The world was shocked to hear of the unexpected death of the 'King of Pop', Michael Jackson. In December, Tiger Woods took a leave from professional golf to focus on his marriage after his infidelity was revealed.



Music

The Black Eyed Peas (*Boom Boom Pow*, *I Gotta Feeling*), Lady Gaga (*Poker Face*, *Just Dance*), and Taylor Swift (*Love Story*) comprised Billboard's top 5 singles of 2009.

Cost of Living

In 2009, it would have cost you an average of \$7.50 for a movie ticket, \$9-\$9.50 for a pack of cigarettes, and gas would have set you back \$2.73/gallon!

Thanks for staying with the study through all of life's changes over the last 5 years. Your continued dedication is truly appreciated.

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