Dr. King appeared this winter, December 5, 2014, on the Dr. Oz show to discuss electronic cigarettes (e-cigarettes).

During the interview, Dr. Oz asked Dr. King whether e-cigarettes are a good option for those looking to quit smoking. She responded that she does not recommend them due to the current lack of scientific evidence. Dr. King also cited some of our own research that indicates that there may be some risk to observers of e-cigarette use. In this work, viewing someone vaping an e-cigarette appeared to act as a cue to increase desire for an e-cigarette and for a regular cigarette. With replication, the findings may show that e-cigarettes promote dual product use.

Dr. King stated that e-cigarette products are unregulated and vary greatly in design. Thus, it is simply unknown from product to product, which constituents may be in the product vapor. Dr. Oz concluded that there are still simply too many unanswered questions when it comes to e-cigarettes.

References: King 2014; Pearson 2012; Tan 2012; Chapman 2014; FDA April 2013; Wagener 2014; Bullen 2013; Manzoli 2013

Dr. King’s appearance on the Dr. Oz show may be accessed here: http://www.doctoroz.com/episode/are-e-cigarettes-dangerous?video_id=3925592041001

Next Follow-Up Raffle
The next CSDP follow-up raffle will take place on April 15, 2015. All eligible participants and winners will be notified via e-mail, so keep your contact info up to date!

10 Year Chicago Social Drinking Project: a Success!
CSDP has just completed its 11th year of funding. We have enjoyed having the first part of your cohort (#401-501) back into Chicago for additional laboratory sessions. So far, for these sessions, 87% of you who are eligible have been able to participate with us in Chicago! We’ve had participants come in from a mile away and as far away as Australia!

The 10 year additional laboratory sessions are unprecedented in the field and we are excited to continue.

For some of you, we understand that life can get really busy at times. You may have different life circumstances and responsibilities than you did 10 years ago. If you would like to participate, but are unable to when we contact you, just let us know! We want to work with everyone to make the CSDP the best experience that we can.

While in the lab, you will complete a screening and 2 sessions over the course of 2 days. For your reference, the additional session payment structure is listed to the right.

We would like to extend a big THANK YOU to everyone who has participated thus far. Your continued dedication is truly appreciated. We hope to have many of you as possible here with us in Chicago!

Retest Payment Structure:
$200/Session
$400 bonus for completing sessions
$100 for Annual surveys
Travel Compensation

Directions for students and research staff:
- Please enter the screening lab and contact your assigned lab coordinator. You will be given a summary of your screening results and informed of your session start date.
- Please return to the lab on your assigned date to complete your 2 sessions.
- All participants who return to the lab for their additional sessions will receive an $800 compensation.

Warmest wishes,
Dr. Andrea King
Principal Investigator
Lab Spotlight: Patrick Smith

For this issue, the lab spotlight is turned to our newest research assistant, Patrick Smith. Patrick joined our lab in October 2014 and has quickly become a member of the team.

Patrick graduated from University of Illinois at Champaign in 2013 where he studied biology. Besides working at the King lab, Patrick also volunteers at the Community Health Clinic in west town as a lab tech.

Patrick is a hard worker and plays a key role in the Chicago Social Drinking Project. He runs the experimental sessions for the project and you will most likely meet him when coming in for your session, if you haven’t had the pleasure of doing so already. Patrick appreciates how his work is not only academically rigorous, but fun and social as well.

In the future, Patrick aspires to attend medical school and become a physician. He hopes someday to live in Wisconsin by a lake. In his free time, Patrick enjoys playing the piano and inventing his own gourmet sandwiches.

Welcome Patrick!

Dr. King Appears on the Dr. Oz Show

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During the interview, Dr. Oz asked Dr. King whether e-cigarettes are a good option for those looking to quit smoking. She responded that she does not recommend them due to the current lack of scientific evidence. Dr. King also cited some of our own research that indicates that there may be some risk to observers of e-cigarette use. In this work, viewing someone vaping an e-cigarette appeared to act as a cue to increase desire not only for an e-cigarette, but also for a regular cigarette. With replication, the findings may indicate that e-cigarettes promote dual product use.

She also said that e-cigarette products are unregulated and vary greatly in design. Thus, it is simply unknown from product to product, which constituents may be in the product vapor. Dr. Oz concluded that there are still simply too many unknowns when it comes to e-cigarettes.

References: Pearson 2012; Tan 2012; Chapman 2014; FDA April 2013; Wagener 2014; Bullen 2013; Manzoli 2013

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Chicago Social Drinking Project: Still Going Strong!

The Chicago Social Drinking Project has just completed its 5th year of funding for your cohort. As the CSDP team, we have truly enjoyed your continued participation and the ability to continue following-up with you. In your cohort of participants, we have maintained 100% participation!

A follow-up rate such as this in a longitudinal study of young adults is truly unprecedented in the field and valuable for research. The ability to continue following-up with the entire sample allows for more holistic and nuanced answers to our research questions. Your continued dedication to our study is very important to us and we would like to extend a big THANK YOU!

For some of you, we understand that life can get really busy at times. You may have different life circumstances and responsibilities than you did 5 years ago. If you would like to participate in follow-up surveys, but are unable to when we contact you, just let us know! We want to work with everyone to make the CSDP the best experience that we can.

Again, thanks participating. We look forward to following-up with you!

Director’s Note

Welcome to our spring issue of “What’s On Tap?”. We update you on Dr. King’s appearance on the Dr. Oz show and follow-up for the Chicago Social Drinking Project. We have also included an interview with our newest lab member, Patrick Smith, as well as a look back at how cigarettes were marketed to women in the early 20th century.

Thank you for your continued dedication to the Chicago Social Drinking Project. As always, please feel free to contact us at any time with questions about the lab or study. We hope that you are doing well and we look forward to following up with you.

Dr. Andrea King
Principal Investigator

Next Follow-Up Raffle
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All eligible participants and winners will be notified via e-mail, so keep your contact info up to date!
In the early 1900s, Tobacco companies were looking for a way to sell more cigarettes to women. They needed to ensure that women felt confident about smoking in public. Companies thus developed several marketing strategies to make cigarettes more appealing to America’s better half.

To illustrate, Edward Bernays, a New York publicity agent who was the nephew of Sigmund Freud, marketed cigarettes to women as a way to stay slim. One slogan was: "Reach for a cigarette instead of dessert."

Given that women’s suffrage was established in 1920, the time was ripe for tobacco companies to utilize ideals of gender quality and feminism. For the 1929 Easter parade along New York’s Fifth Avenue, Edward Bernays orchestrated a stunt in which classy-looking women at designated locations joined the promenade and lit up his cigarette brand, Lucky Strike. The press ate it up. Bernays, who successfully capitalized on ideals of gender equality during the time, made sure these liberated women described the cigarettes as “torches of freedom.”

Today, women across our nation are still feeling the effects of this push for women to light up alongside men. The once-wide gender gap in smoking prevalence narrowed until the mid-1980s and has since remained fairly constant. In 1987, lung cancer surpassed breast cancer to become the leading cause of cancer death among U.S. women. According to a 2014 CDC report, 201,773 women die annually due to smoking-related diseases.