



Andrew Strasser and the Tobacco Center of Regulatory Science on “Examining the Effects of Advertising, Packaging and Labeling on Perceptions, Use and Exposure of Combustible Tobacco Products.”

An outstanding example of collaboration is *Andrew Strasser’s* Tobacco Center of Regulatory Science (TCORS) for which he partnered with Cristine Delnevo and colleagues from Rutgers University. The Center is funded by a U54 grant from the US Food and Drug Administration and National Cancer Institute: “Examining the Effects of Advertising, Packaging and Labeling on Perceptions, Use and Exposure of Combustible Tobacco Products.” The center, awarded in September 2018, examines the effects of advertising, packaging and labeling on perceptions, use and exposure of combustible tobacco products. The investigators are conducting 4 highly integrated R01-level projects to accumulate a comprehensive and rigorous body of knowledge on the effects of tobacco communication on regulatory-relevant outcomes of risk perception, use, behavior and exposure for combustible tobacco products. In addition, the center has a biosample analytic and regulatory core and a tobacco industry marketing core to support projects within the center and as a service to external collaborators. A career enhancement core, led by *Janet Audrain-McGovern* (Psychiatry), supports pre- and post-doctoral fellows and mid-career investigators. Other Penn colleagues include *Melissa Mercincavage* (Psychiatry), *Joseph Cappella* (Annenberg), and *Eric Feldman* (Law), as well as investigators at Columbia, Georgetown, and Wake Forest Cancer Center.