



Prevention Research Center for Healthy Neighborhoods
at Case Western Reserve University

PRCHN Research Seminar Series

How Visual Attention Informs Health Decisions: Eye Tracking Research in Tobacco Control

Presented by: *Elizabeth Klein, PhD, MPH, Interim Chair, Associate Professor, College of Public Health, The Ohio State University*

Wednesday, January 8th, 2020, 12:00 - 1:15 pm



Elizabeth Klein, PhD, MPH

Visual attention to health information remains a critical first step for individuals to use information for health decision making. Given the complex tobacco marketplace flooded with tobacco cues, optimizing health warnings and other anti-tobacco messages is challenged to attract consumer attention. Eye tracking technology facilitates the precise measurement of visual attention in a range of environments; using this information, health campaigns may better design messages that can be seen by consumers, remembered, and used in health decisions to promote healthy decisions, like tobacco reduction or cessation.

In this presentation, we will dissect the context for health communication and decision making, the history and basics of eye tracking technology, and examine the challenges and opportunities to best communicate tobacco warning messages to consumers.

As a behavioral epidemiologist, **Dr. Elizabeth Klein** is a public health research expert in the field of tobacco control. Her work has focused on primary, secondary, and tertiary prevention strategies within priority populations of youth, young adults, as well as rural adults at high risk for tobacco use. She was a co-Investigator within OSU's Center of Excellence of Regulatory Tobacco Science, examining the impacts of imagery within health warning labels, experimentally manipulating features of health warnings to understand their impacts on risk perceptions, recall, and behavioral intentions to use tobacco. Dr. Klein's work includes a diversity of tobacco products, including cigarettes, smokeless tobacco, e-cigarettes, and waterpipe tobacco.

Over the past 7 years, Dr. Klein has led research efforts to understand the optimal characteristics for health communications to consumers, particularly health warning labels for cigarettes and smokeless tobacco by employing eye tracking methodology. Informed by health behavior theory, this research has used eye tracking technology coupled with psychosocial constructs to understand how to attract attention to health messages; this is the critical first step for target populations to recall and comprehend health message, inform beliefs and ultimately influence health behaviors. She has recently concluded a 3-year term as chair the TCORS Eye Tracking Working Group which developed a special issue in Tobacco Regulatory Science in November 2018 focused on this topic.

The PRCHN Seminar Series is open to the public and takes place from 12:00 - 1:15 on the 2nd Wednesday of every month at the BioEnterprise Building, 11000 Cedar Avenue, Room 03A-B

Parking is available and a light lunch is served. Contact Madeline Castele at: mcc92@case.edu for more information.



The Prevention Research Center for Healthy Neighborhood's mission is to foster partnerships within Cleveland's urban neighborhoods for developing, testing, and implementing strategies to prevent and reduce the burden of chronic disease.