



Consumer Reported Outcome Measures (CROM) Task Force 2022 Annual Report

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2022 ONLINE CORESTA CONGRESS SSPT



CROM Consortium Objective

❖ The main objective of the CROM consortium is:

- **To provide guidance on how to develop, validate, identify, access and use CROM to evaluate tobacco and nicotine-containing products for pre-market and post-market purposes:**
 - By reviewing existing standards on the development and validation of CROM and by reviewing information on CROM;
 - By providing recommendations on the development and validation of CROM;
 - By creating a knowledge repository to store CROM and facilitate identification and access of the most appropriate CROM in a specific context of use;
 - Through a cooperation platform involving tobacco industry and the guidance of academia and regulatory agency stakeholders.



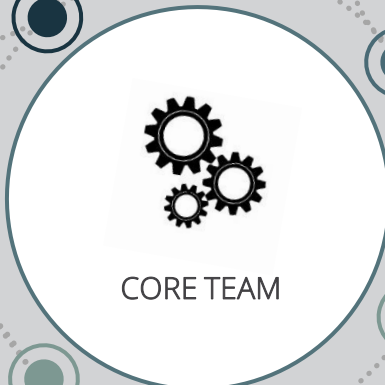
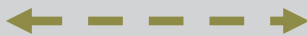
Governance Structure of CROM TF

Identify external scientific and regulatory experts that can provide independent review of the work generated by the WGs



Develop and publish best practices for Psychometric CROM
Identify consensus psychometric CROM

CORESTA
Scientific
Commission



Governance body
made of
representatives of
contributing
companies and
WG coordinators



Develop and publish best practices for
Descriptive CROM
Identify consensus
descriptive CROM



Develop knowledge
repository Facilitate
identification and access of
the most appropriate CROM
in a specific context of use



Outline: 2022 Activities

1. **WG01: engagement activities**
2. **CROM-269-NWIP: guidelines for psychometric CROM (WG02)**
3. **CROM-274-NWIP: guidelines for descriptive CROM (WG04)**



WG01: External engagement activities

- ❖ **Objective: Identify external scientific and regulatory experts that can provide independent review of the work generated by the WGs and support dissemination of WG work**

Key achievements in 2022

- Workshop on TPPI studies from JUUL (May)
- Workshop on Risk Perception from PMI (Sep)
- Annual symposium on Abuse Liability (TBD)



WG01: External engagement activities

Workshop on May

- 135 participants registered (23 non-members)
- 110 connected participants
- 59 views on the CORESTA website/Vimeo
- Article in [CORESTA Newsletter Issue 63](#)

A screenshot of a video player interface. The top banner is green with white text: "CROM Workshop", "Claim Comprehension and Intention Study for JUUL E-cigarette Products: Findings and CROM-Related Measurement", and "24 May 2022 | 2:00 to 4:30 pm CET". Below the banner, the text "CROM Workshop May 2022 Recording" is displayed. The video player shows a thumbnail with a play button and a sidebar with three small video thumbnails. Below the player is a "VIEW FULL SCREEN" link. At the bottom, there are two green buttons: "Abstract & Presentations Online" and "Programme, Abstract, Biosketches".

CROM Workshop
Claim Comprehension and Intention Study for JUUL E-cigarette Products:
Findings and CROM-Related Measurement
24 May 2022 | 2:00 to 4:30 pm CET

CROM Workshop May 2022 Recording

VIEW FULL SCREEN

Abstract & Presentations Online

Programme, Abstract, Biosketches

[CROM Virtual Workshop - May 2022 | CORESTA](#)



WG01: External engagement activities

Workshop on September 29, 2022

- 133 registrations (33 non-members)
- 98 connected participants
- 39 replays on Livestorm and 15 views via the CORESTA website/Vimeo
- Article for the next CORESTA Newsletter

The screenshot shows a Vimeo video player for the CROM Workshop recording. The video title is "CROM Workshop September 2022 Recording". The video thumbnail displays the workshop title and subtitle: "Risk Perception of Tobacco and Nicotine-Containing Products: From Measurement Challenges to Unique Opportunities for Strengthening CROM-Related Science". Below the video player, there are two buttons: "Abstract & Presentations Online" and "Programme, Abstract, Biosketches".

[CROM Virtual Workshop - September 2022 | CORESTA](#)



WG01: External engagement activities

Next CROM Symposium

- ❖ The next virtual symposium will focus on *abuse liability*
- ❖ The symposium will act as a forum to share and discuss best practice principles to design and interpret abuse liability studies among researchers from various disciplines from industry and academia
- ❖ Date and agenda of the symposium will be made available on CORESTA website once finalized



WG02: Guidelines for Psychometric CROM

- ❖ **Objective:** Review existing guidelines and develop CROM best practices for the tobacco industry with respect to Psychometric CROM
- ❖ **Coordinators:** McCaffrey, Stacey (JUUL) / Afolalu, Esther (PMI)
- ❖ **Members:**
 - Chrea, Christelle (PMI)
 - Clark, Jeff (Liggett)
 - Kim, Mimi (RJRT)
 - Nishihara, Daisuke (JTI)
 - Prasad, Krishna (BAT)
 - Sarkar, Mohamadi (Altria)
 - Shetty, Mandara (BAT)



WG02: Guidelines for Psychometric CROM

Key achievements 2022

- All sections of the WG02 guidelines drafted
- Several rounds of review by WG02 members and external SMEs
- Currently incorporating feedbacks and seek alignment among WG members when necessary

Next steps

- Send to CORESTA scientific commission for review and then to respective review board of authoring companies (Q1 2023)
- Post guidelines on open platform (e.g., Qios) to get additional feedback from external SMEs (Q2 2023)
- Consolidate feedbacks and create final guidelines to be published on CORESTA website and submit to peer-reviewed journal (Q4 2023)



WG04: Guidelines for Descriptive CROM

- ❖ **Objective:** Review existing guidelines/definitions regarding descriptive CROMs and develop best practices
- ❖ **Coordinators:** Mohamadi Sarkar (Altria)/Krishna Prasad (BAT)
- ❖ **Members are identified with the following two roles**

➤ ***The advisory board:***

- *Pierpaolo Magnani (PMI)*
- *Esther Afolalu (PMI)*
- *Xavier Cahours (ImpTob)*
- *Lesley Giles (JTI)*
- *Ryan Black (JUUL)*
- *Stacey McCaffrey (JUUL)*

➤ ***Core working group:***

- *Lai Wei (Altria)*
- *Mohamadi Sarkar (Altria)*
- *Emilie Clerc (PMI)*
- *Mandara Shetty(BAT)*
- *Krishna Prasad (BAT)*
- *Nicholas Goldenson (JUUL)*
- *Kim, Mimi M (RJR)*



WG04: Guidelines for Descriptive CROM

Key achievements 2022

- All sections of the WG04 guidelines drafted
- Several rounds of review by WG04 members and external SMEs
- Final draft incorporated feedbacks and alignment among WG members when necessary

Next steps

- Send to CORESTA scientific commission for review and then to respective review board of authoring companies (Q4 2022)
- Post guidelines on open platform (e.g., Qios) to get additional feedback from external SMEs (Q1 2023)
- Consolidate feedbacks and create final guidelines to be published on CORESTA website and submit to peer-reviewed journal (Q2 2023)



Thank You!