

# JAMES F. THRASHER

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## EDUCATION

<b>PhD</b>	<b>University of North Carolina, Chapel Hill</b> Health Behavior & Health Education School of Public Health	May 2005
<b>MS</b>	<b>State University of New York, Buffalo</b> Epidemiology	May 2000
<b>MA</b>	<b>State University of New York, Buffalo</b> Cultural Anthropology	May 1994
<b>BA</b>	<b>University of North Carolina, Chapel Hill</b> Psychology	May 1990

## CURRENT POSITIONS & AFFILIATIONS

<b>Professor</b> Department of Health Promotion, Education and Behavior 915 Greene Street, Discovery I, Room 534D Arnold School of Public Health University of South Carolina Columbia, SC 29208 USA	2018-present
<b>Deputy Director, Global Health Initiatives</b> Arnold School of Public Health University of South Carolina, Columbia, SC, USA	2016-present
<b>Researcher and Visiting Professor</b> Instituto Nacional de Salud Pública Av. Universidad #655, Col. Sta. Ma. Ahuacatlán Cuernavaca, Morelos CP 62100 México	2003-present
<b>Research Affiliate</b> Walker Institute of International and Area Studies University of South Carolina, Columbia, SC, USA	2007-present
<b>Research Affiliate</b> Center for Research in Nutrition & Health Disparities University of South Carolina, Columbia, SC, USA	2008-present

<b>Faculty Affiliate</b> Prevention Research Center University of South Carolina, Columbia, SC, USA	2008-present
<b>Affiliate Researcher</b> Hollings Cancer Center, Cancer Prevention and Control Program Medical University of South Carolina, Charleston, SC, USA	2012-present
<b>Faculty Affiliate</b> Addiction Research Center Prisma Health and Health Sciences Center, Greenville, SC, USA	2019-present

## PAST POSITIONS

<b>Associate Professor</b> Department of Health Promotion, Education & Behavior University of South Carolina, Columbia, SC, USA	2012-2017
<b>Visiting Professor</b> School of Public Health, Fundação Oswaldo Cruz (FioCruz) Rio de Janeiro, Brazil	2015-2016
<b>Adjunct Associate Professor</b> Department of Public Health & Health Systems University of Waterloo, Canada	2012-2016
<b>Assistant Professor</b> Department of Health Promotion, Education & Behavior University of South Carolina, Columbia, SC, USA	2007-2012
<b>Post-doctoral Research Associate</b> Institute for Health Research and Policy, University of Illinois, Chicago & Instituto Nacional de Salud Pública, Cuernavaca, México	2005-2006
<b>Research Policy Analyst I</b> Public Health Economics & Policy Research Program Research Triangle Institute, International, RTP, NC, USA	2001-2005
<b>Fulbright Fellow</b> Institute of International Education, New York & Instituto Nacional de Salud Pública, Cuernavaca, México	2003
<b>National Cancer Institute Pre-Doctoral Fellow</b> Lineberger Comprehensive Cancer Center University of North Carolina, Chapel Hill, USA	2001-2003

<b>Royster Society Fellow</b> The Graduate School University of North Carolina, Chapel Hill, USA	2000-2005
<b>Health Communication Fellow</b> Centers for Disease Control and Prevention Atlanta, GA, USA	1999-2000
<b>National Cancer Institute Training Fellow &amp; Research Assistant</b> Roswell Park Cancer Institute Buffalo, NY, USA	1998-1999

**GRANTS – ACTIVE** (UNDERLINED = STUDENT/ADVISEE; DOUBLE UNDERLINE = FACULTY MENTEE)

**Title:** *Building Stochastic Actor-Oriented Models to investigate social network influences on youth nicotine product use transitions and to simulate different intervention effects across contexts*

**Funding agency:** National Cancer Institute/National Institute of Health (R01 CA290828)

**PIs:** James F. Thrasher & Diego Leal

**Amount:** \$2,769,942

**Dates:** 09/2024 – 08/2029

**Role:** Primary Investigator (15% effort) Collect network data from a cohort of adolescents in Mexico to assess best friend and social media network influences on nicotine product use, developing simulation models to project different intervention effects. Comparisons with a harmonized cohort in the US will assess the consistency of network effects across contexts.

**Title:** *Evaluating nutrition labeling policy changes in the US and Mexico*

**Funding agency:** National Institute of Diabetes, Digestive, and Kidney Diseases/NIH (R01 DK128967)

**PI:** James F. Thrasher (with Rachel E. Davis)

**Amount:** \$2,442,608

**Dates:** 08/2021 – 07/2025

**Role:** Primary Investigator (15% effort) – Use interrupted time series design with surveys in Mexico and the US, including an oversample of Mexican Americans, to evaluate Mexico’s innovative front of package food labeling policy.

**Title:** *Evaluation of cigarette package inserts for enhanced communication with smokers*

**Funding agency:** National Cancer Institute/NIH (R01 CA215466)

**PI:** James F. Thrasher

**Amount:** \$2,733,153

**Dates:** 01/2019 – 12/2025

**Role:** Primary Investigator (20% effort) – Prospective experimental and pre/post policy studies that integrate ecological momentary assessment to evaluate whether inserts with efficacy messages promote smoking cessation.

**Title:** *Removing the marketing power of cigarettes: A multi-method study aimed at protecting the health of adolescents in Latin America*

**Funding agency:** Medical Research Council, UK

**PI:** Crawford Moodie

**Amount:** \$1,645,314 (\$41,426 to USC)

**Dates:** 09/2022 – 08/2025

**Role:** Co-Investigator (5% effort) – Conduct retail store audits and collect qualitative, survey, and experimental data from youth in Argentina, Mexico, Guatemala, and Peru, building capacity for research and advocacy around flavor-related and dissuasive stick messaging policies.

**Title:** *Advancing Tobacco Regulatory Science to Reduce Health Disparities*

**Funding agency:** NIH/NCI (U54DA060049)

**PI:** Kurt Ribisl

**Amount:** \$19,999,999

**Dates:** 9/2023 – 8/2028

**Role:** Co-Investigator, Project 1 (10% effort) – Develop and test in a randomized controlled trial social media messages with enhanced engagement features that target young adult little cigar and cigarette users to increase quit intentions, including assessment of their potential impact among vulnerable groups.

**Title:** *Evaluating culturally appropriate anti-smoking messages for high-risk Asian ethnic subgroups*

**Funding agency:** National Institute on Minority Health & Health Disparities/NIH (R21MD019080)

**PI:** Minji Kim

**Amount:** \$409,750

**Dates:** 9/2024 – 8/2026

**Role:** Co-Investigator (4-5% effort) – Evaluating the effectiveness of culturally targeted smoking cessation messages for ethnic subgroups of Asians who smoke, using both in-depth interviews and a quantitative experimental study.

**Title:** *Communicating about Nicotine and Differential Risks of Tobacco Products in Priority Populations*

**Funding agency:** Food & Drug Administration, National Cancer Institute/NIH (2R01CA239308)

**PI:** Lucy Popova

**Amount:** \$3,910,983

**Dates:** 02/2024 – 01/2029

**Role:** Co-Investigator (10% effort) – Develop and test in a randomized controlled trial targeted messages about reduced nicotine in combusted tobacco products for adult smokers, comparing those with and without mental health issues, as well as those from relatively low and high educational attainment groups.

**Title:** *Communication messages to reduce youth multiple tobacco product use*

**Funding agency:** FDA/NCI/NIH (K01 CA265886)

**PI:** Sarah Kowitt

**Amount:** \$762,196

**Dates:** 09/2022 – 08/2027

**Role:** Mentor (2% effort, in kind) – The primary goal of the proposed research and training is to develop and evaluate health communication messages for youth about the harms of multiple tobacco product use (i.e., concurrent use of two or more tobacco products).

**Title:** *Developing and testing warning labels for retail cannabis products*

**Funding agency:** NIDA/NIH (K01 DA057395)

**PI:** Massey, Zachary

**Amount:** \$813,548

**Dates:** 09/2023 – 08/2027

**Role:** Mentor (2% effort, in kind) – The primary goal of the proposed research and training is to assess consumer perceptions about cannabis warning labels, determine how different attributes of warning labels affect consumers, and test how enhanced cannabis warning labels (vs. the industry standard) influence intentions and behaviors; mentoring will involve training in methods used to develop warning labels for tobacco products.

**Title:** SRNT 2024 Annual Meeting Global Support

**Funding agency:** National Cancer Institute/NIH (R13 CA287959)

**MPIs:** Ramzi Salloum, James F. Thrasher, Donna Shelley, Joanna Cohen

**Amount:** \$25,000

**Dates:** 03/2024 - 02/2025

**Role:** Primary Investigator (1% effort, in kind) – organize a pre-conference workshop and presidential symposium on global tobacco control and implementation science; increase abstract submissions and offer travel scholarships for LMIC-based researchers.

**Title:** *Predicting and Understanding the Use of Nicotine Products In a Rapidly Evolving Nicotine Marketplace: The International Nicotine Product, Policy, and Market (INPAM) Study*

**PI:** K. Michael Cummings & Geoffrey Fong (2-P01 CA200512)

**Funding agency:** NCI/NIH

**Amount:** \$10,063,183

**Date:** 09/2021 – 08/2026

**Role:** Co-Investigator (5% effort) – This project collects experimental, observational and laboratory evidence on vaporized nicotine products (VPNs) across countries (US, UK, Canada) to assess how the policy environment influences uptake of and transitions from smoked tobacco to VNPs, as well as to validate methods for predicting responses to different VNP regulations.

**Title:** *Little cigar and cigarillo warnings to reduce tobacco-related cancers and disease*

**Funding agency:** National Cancer Institute/Food & Drug Administration (R01 CA240732)

**PI:** Adam Goldstein

**Amount:** \$2,714,379 (\$149,000 to UofSC)

**Dates:** 09/2019 – 08/2025

**Role:** Co-I (10% effort): Develop and evaluate the effectiveness of warning labels for cigarillos and little cigars with a series of online experiments.

**Title:** *Strengthening cigar warnings to prevent adolescent use*

**Funding agency:** National Cancer Institute/Food & Drug Administration (R01 CA260822)

**PIs:** Leah Ranney & Jennifer Cornacchione Ross

**Amount:** \$1,225,200 (\$56,998 to UofSC)

**Dates:** 9/2021 – 08/2025

**Role:** Co-I (5% effort): Through a series of experiments, this study aims to improve the effectiveness of warnings for little cigars and cigarillos (LCCs) among youth who currently use, have ever used, or are susceptible to using LCCs, especially Black/African American youth.

## GRANTS – COMPLETED

**Title:** *The impact of tobacco control policies on health equity in the United States*

**Funding agency:** NCI/NIH (R37 CA214787)

**PI:** Nancy Fleischer

**Amount:** \$2,340,358

**Dates:** 12/2017 – 12/2024

**Role:** Co-Investigator (10% effort) – Conduct secondary analysis of national data sets to determine impact of a range of tobacco control policies on youth initiation and adult cessation by race, SES and sex. I will lead efforts around communication-related policies and campaigns. Results will be integrated into simulation models to estimate longer-term public health equity impacts of different policies.

**Title:** Diversity Supplement - *Little cigar and cigarillo warnings to reduce tobacco-related cancers and disease*

**Funding agency:** National Cancer Institute/Food & Drug Administration (R01 CA240732)

**PI:** Adam Goldstein

**Amount:** \$304,913

**Dates:** 09/2021 – 08/2024

**Role:** Mentor (3% effort, in kind): Train junior faculty in the development and evaluation of communication campaigns designed to enhance the effectiveness of warning labels for cigarillos and little cigars.

**Title:** *Electronic cigarettes in Latin America: Evaluation of impacts and policy options*

**Funding agency:** Fogarty International Center/NIH (R01 TW010652)

**PI:** James F. Thrasher (with Joaquin Barnoya)

**Amount:** \$1,283,051

**Dates:** 05/2018 – 01/2024

**Role:** Primary Investigator (15% effort) – Collect observational, experimental and product data on e-cigarettes in Mexico and Guatemala, using these data in simulation models to identify e-cigarette policies that will most likely benefit public health.

**Title:** Supplement - *Electronic cigarettes in Latin America: Evaluation of impacts and policy options*

**Funding agency:** Fogarty International Center/NIH (R01 TW010652-S1)

**PI:** James F. Thrasher (with Joaquin Barnoya)

**Amount:** \$321,183

**Dates:** 02/2021 – 01/2024

**Role:** Primary Investigator (15% effort) – Collect observational and product data on e-cigarettes in Mexico and Guatemala for use in simulation models to identify e-cigarette policies that most likely benefit public health.

**Title:** *International food policy study: Evaluating the impact of food labelling, marketing, and fiscal nutrition policies.*

**Funding agency:** Canadian Institutes of Health Research (CIHR) Project Grant

**PI:** David Hammond

**Amount:** \$2,994,975 (CAD)

**Dates:** 04/2019 – 04/2024

**Role:** Co-Investigator (2% effort, in kind) – Repeat cross-sectional surveys on policy relevant, nutrition-related perceptions and behaviors among adults in the US, Canada, UK, Australia and Mexico.

**Title:** Global Cancer Disparities Administrative Supplement for *Evaluation of cigarette package inserts for enhanced communication with smokers*

**Funding agency:** National Cancer Institute/NIH (R01 CA215466-S1)

**PI:** James F. Thrasher

**Amount:** \$199,998

**Dates:** 10/2020 – 12/2023

**Role:** Primary Investigator (5% effort, in kind) – Use ecological momentary assessment to identify cultural and social network characteristics that lead Mexican and Mexican American smokers to talk with others about smoking cessation messages, which predicts cessation behaviors.

**Title:** *Communicating about nicotine and differential risks of tobacco products.*

**Funding agency:** National Cancer Institute/NIH (R01 CA239308)

**PI:** James F. Thrasher (with Lyudmila Popova)

**Amount:** \$1,374,688

**Dates:** 09/2019 – 08/2023

**Role:** Primary Investigator (20% effort) – This study involves qualitative and experimental data collection to inform communication efforts about nicotine, reduced nicotine products, and decisions around modified risk products.

**Title:** Diversity Supplement - *Communicating about nicotine and differential risks of tobacco products.*

**Funding agency:** National Cancer Institute/NIH (R01 CA239308-S1)

**PI:** James F. Thrasher (with Lyudmila Popova)

**Amount:** \$27,971

**Dates:** 09/2021 – 08/2023

**Role:** Mentor (5% effort, in kind) – This supplement will train an advanced doctoral student in the conduct of focus groups and discrete choice experiments to inform communication efforts

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about reduced nicotine policy for little cigars and cigarillos (LCCs) among African-American and non-Latinx White LCC users.

**Title:** Supplement - *Communicating about nicotine and differential risks of tobacco products.*

**Funding agency:** National Cancer Institute/NIH (R01 CA239308-S2)

**PI:** James F. Thrasher (with Lyudmila Popova)

**Amount:** \$28,618

**Dates:** 09/2021 – 08/2023

**Role:** Primary Investigator (5% effort, in kind) – This supplement will fund the fielding of discrete choice experiments to inform communication efforts about reduced nicotine policy for little cigars and cigarillos (LCCs) among African-American and non-Latinx White LCC users.

**Title:** *A Meta-Epidemiological Assessment of the Role of Pilot Studies in the Design of Well-Powered Trials - the Pilot Project*

**PI:** Michael Beets

**Funding agency:** National Heart, Lung & Blood Institute, National Institutes of Health (R01 HL149141)

**Amount:** \$2,405,389

**Date:** 07/2019 - 06/2023

**Role:** Co-Investigator (8% effort) - The project involves meta-analyses of pilot projects that inform larger projects in the areas of physical activity, tobacco, and HIV.

**Title:** *Laboratory-based approaches to understanding the impact of low nicotine content cigarette marketing on young adults*

**Funding agency:** NCI/NIH (K07 CA218366)

**PI:** Melissa Mercincavage, University of Pennsylvania

**Amount:** \$766,505

**Dates:** 03/2018 - 02/2023

**Role:** Consultant / Mentor (2% effort in kind) – This project involves training an Early Stage Investigator in topics and methods that will inform two laboratory studies to assess the effects of marketing (i.e., packaging, advertising) for low nicotine cigarettes, in order to help establish an independent research career.

**Title:** *Smoking cessation counseling decision aid with e-cigarette information: A feasibility test*

**Funding agency:** USC Provost grant

**PI:** Scott Strayer

**Amount:** \$14,789

**Dates:** 01/2019 – 12/2022

**Role:** Co-Investigator (2% effort, in kind) – Use focus groups and individual interviews with physicians and smokers to enhance a prototype decision aid for smoking cessation counseling in primary care settings that incorporates motivational interviewing messages.

**Title:** *Translating evidence and building capacity to support waterpipe control in the Eastern Mediterranean.*

**Funding agency:** Fogarty International Center & National Cancer Institute



**PI:** Wasim Maziak

**Amount:** \$1,820,000

**Dates:** 07/2017 – 06/2022

**Role:** Consultant (2% effort): This project will involve continued study of tobacco users in Lebanon and Tunisia, where I will assist mostly with development and testing of waterpipe warning labels.

**Title:** *Communication interventions and social networks for enhanced communication with Latino smokers*

**Funding agency:** American Cancer Society Institutional Research Grant, University of South Carolina

**PI:** Diego Leal

**Amount:** \$19,963

**Dates:** 08/2020 – 12/2021

**Role:** Co-Investigator (2% effort, in kind) – Pilot the use of ecological momentary assessment to identify cultural and social network characteristics that lead Mexican and Mexican American smokers to talk about smoking cessation messages with others.

**Title:** *New consumer warnings to counter reassurance-based tobacco marketing*

**PI:** Melanie Wakefield

**Funding agency:** Australian National Health and Medical Research Council (GNT1142981)

**Amount:** \$974,712

**Date:** 01/2018 – 12/2021

**Role:** Co-Investigator (2% effort in kind) – Experimentally evaluate how messages that counter reassurance-based tobacco marketing (e.g., filters, tobacco descriptors) influence product risk perceptions and cessation behaviors.

**Title:** *Evaluating how tobacco control policies are shaping the nicotine delivery market*

**PI:** K. Michael Cummings & Geoffrey Fong (P01 CA200512)

**Funding agency:** NCI/NIH

**Amount:** \$15,180,236 (\$223,323 to USC)

**Date:** 04/2016 – 03/2021

**Role:** Co-Investigator (15% effort) – This project collects experimental, observational and laboratory evidence on vaporized nicotine products (VPNs) across countries (US, UK, Canada) to assess how the policy environment influences uptake of and transitions from smoked tobacco to VNP, as well as to validate methods for predicting responses to different VNP regulations.

**Title:** Diversity Research Supplement for *The Impact of Tobacco Control Policies on Health Equity in the United States*

**Funding agency:** NCI/NIH (R37 CA214787)

**PI:** Nancy Fleischer

**Amount:** \$183,196

**Dates:** 07/2018 – 06/2021

**Role:** Co-I/Mentor (3%, in kind) – Mentor Early Stage Investigator (Dr. Andrea Henderson, Assistant

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Professor of Sociology) in conducting secondary analysis of national data sets to assess whether religiosity moderates tobacco control policy effects among youth, as well as whether these associations vary by race/ethnicity.

**Title:** *Addressing acquiescence: Reducing survey error to promote Latino health*

**PI:** Rachel Davis

**Funding agency:** National Cancer Institute, National Institutes of Health (R01 CA172283)

**Amount:** \$2,624,172

**Date:** 07/2013 – 04/2019

**Role:** Co-Investigator (5% effort) – Help develop survey to identify factors associated with acquiescent response style measurement error among diverse Latino survey respondents; provide input into the study design to test methods to reduce acquiescence among Latinos.

**Title:** *Predicting menthol cigarette and flavored cigar smokers' responses to menthol or flavored tobacco restrictions: Results from experimental auctions*

**Funding agency:** National Cancer Institute, National Institutes of Health (R03 CA219737)

**PI:** Shyanika Rose

**Amount:** \$137,962

**Dates:** 07/2017 – 04/2020

**Role:** Co-Investigator (3% effort) – Use experimental auctions to estimate demand among flavored tobacco product users for diverse flavored and unflavored products (e.g., cigarettes, little cigars, e-cigarettes, nicotine gum) under different policy restriction scenarios.

**Title:** *Evaluation of harm reduction messages to promote vaping among adult smokers*

**Funding agency:** Medical University of South Carolina – pilot program (P01 CA200512)

**PI:** James F Thrasher

**Amount:** \$15,540

**Dates:** 11/2018 – 6/2020

**Role:** PI (2% effort, in kind): This between-subject experiment will use ecological momentary assessment to assess the effects of package inserts with harm reduction messages about vaping among smokers who are open to vaping.

**Title:** *What do students think about vaping? A mixed methods study*

**Funding agency:** University of South Carolina, Magellan grant

**PI:** Keith Nowak (Undergraduate student)

**Amount:** \$3,000

**Dates:** 12/2019 – 06/2020

**Role:** Faculty advisor (2% effort, in kind) – Analyze trends and correlates of youths' risk perceptions of e-cigarettes in 3 countries; conduct and analyze data from focus groups with USC students.

**Title:** Administrative Supplement - *The Impact of Tobacco Control Policies on Health Equity in the United States*

**Funding agency:** NCI/NIH (R37 CA214787)

**PI:** Nancy Fleischer

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**Amount:** \$100,000

**Dates:** 09/2018 – 09/2019

**Role:** Co-Investigator (2% in kind) - Conduct secondary analysis of national data sets to assess whether sexual minority status moderates the effects of tobacco control policy impact among adults.

**Title:** *Strengthening Global Health Content in courses that satisfy the new Certificate of Graduate Study in Global Health (CGSGH) at USC.*

**Funding agency:** Center for Teaching Excellence, University of South Carolina

**PI:** James F. Thrasher

**Amount:** \$3,500

**Dates:** 05/2018 – 04/2019

**Role:** Primary Investigator (2% effort, in kind) – Work with instructors to integrate global health content into core courses listed in a new Certificate of Graduate Study in Global Health.

**Title:** *Cross-validation of auction modalities to assess demand for emerging nicotine products*

**Funding agency:** University of Waterloo – pilot program (P01 CA200512)

**PI:** James F Thrasher

**Amount:** \$24,997

**Dates:** 03/2018 – 03/2019

**Role:** PI (2% effort, in kind): Determine the consistency of results from experimental auctions to estimate demand for diverse nicotine delivery products (i.e., e-cigarettes, cigarettes, heated tobacco products), comparing in-person vs. online protocols.

**Title:** *Cinema smoking and youth smoking in Latin America*

**Funding agency:** Fogarty International Center & NCI/NIH (R01 TW009274)

**PI:** James F. Thrasher (with James D. Sargent)

**Amount:** \$1,643,491

**Dates:** 08/2012 – 07/2018

**Role:** Primary Investigator (15% effort) – Build research capacity to monitor tobacco and other risk behavior content in nationally produced films in Mexico and Argentina; study the impact of exposure to movie content and tobacco marketing on youth smoking.

**Title:** Diversity Research Supplement - *Cinema smoking and youth smoking in Latin America*

**Funding agency:** Fogarty International Center & NCI/NIH (R01 TW009274)

**PI:** James F. Thrasher (with James D. Sargent)

**Amount:** \$181,102

**Dates:** 08/2015 – 07/2018

**Role:** Primary Investigator (5% effort, in kind) – Integrate a Latina Early Stage Investigator (Dr. Lorenzo-Blanco, Assistant Professor of Psychology) into the parent project to expand her research on acculturation in the US to study how “remote” acculturation through exposure to English language media influences smoking amongst Mexican youth.

**Title:** *Building evidence for effective and sustainable cigarette warning label policy*

**Funding agency:** NCI/NIH (R01 CA167067)

**PI:** James F. Thrasher

**Amount:** \$2,701,557

**Dates:** 07/2012 – 04/2018

**Role:** Primary Investigator (30% effort) – Conduct post-market quasi-experimental studies and pre-market experimental studies to assess pictorial warning label impacts and their wear out among adult smokers in Australia, Canada, Mexico, and the US. Results aim to inform policy development around warning label content, design, size and rotation frequency.

**Title:** *Novel tobacco products with characterizing flavors: Characteristics, perceptions, and quit intentions of Korean users*

**Funding agency:** USC

**PI:** Yoojin Cho

**Amount:** \$5,000

**Dates:** 05/2017 – 12/2018

**Role:** Co-Investigator (2% effort in kind): This project will involve secondary analysis of data from a population-based survey of South Korean tobacco product users to determine the characteristics of people who use novel tobacco products with characterizing flavors, perceptions of these products, and their association with intentions to quit.

**Title:** *Patient decision aid about electronic cigarettes: A feasibility study*

**Funding agency:** Greenville Hospital System

**PI:** James F Thrasher

**Amount:** \$19,960

**Dates:** 05/2017 – 11/2018

**Role:** PI (2% effort, in kind): This project involves collecting data from physicians and smokers to assess needs, utility and feasibility assessment of integrating an iPad delivered patient decision aid on information about electronic cigarettes for use in clinical encounters.

**Title:** *Visual media influences on adolescent smoking behavior*

**Funding agency:** NIH (R01 CA077026)

**PI:** James Sargent

**Amount:** \$1,611,272 (\$20,000 to USC)

**Dates:** 05/2014 - 04/2018

**Role:** Consultant (3% effort) - This project pools data from a variety of projects and countries to better understand how movie depictions of substance use affect adolescent substance use, including assessment of contextual differences and the effect of changing film tobacco portrayals over time.

**Title:** *QuitConnect: Developing and evaluating inter-disciplinary smoking cessation and smoking relapse interventions using an online community of smokers*

**PI:** Scott Strayer

**Funding agency:** University of South Carolina

**Amount:** \$99,939

**Date:** 05/2015 – 12/2017

**Role:** Co-Investigator (5% effort) – This project aims will promote the growth of an online community of smokers who want to quit, as well as development and piloting of innovative social and mobile health communications to support smoking cessation.

**Title:** *Building a foundation for advocacy efforts to limit tobacco in videogames*

**Funding agency:** The Truth Initiative

**PI:** James F. Thrasher

**Amount:** \$35,264

**Dates:** 07/2016 – 06/2017

**Role:** Primary Investigator (5% effort) - We will identify opportunities and challenges for influencing whether and how tobacco is included in videogames by conducting interviews and document research to describe the videogame industry and the game development process.

**Title:** *Childhood obesity prevention in South Carolina communities*

**PI:** Sonya Jones

**Funding agency:** United States Department of Agriculture

**Amount:** \$2,401,772

**Date:** 05/2012 – 04/2017

**Role:** Co-Investigator (5% effort) – This project aims to increase the capacity of South Carolina community leaders and the University of South Carolina (USC) faculty and students to develop practice-based evidence for community-based childhood obesity prevention.

**Title:** Administrative Supplement - *Building evidence for effective and sustainable cigarette warning label policy*

**Funding agency:** NCI/NIH (R01 CA167067)

**PI:** James F. Thrasher

**Amount:** \$92,447

**Dates:** 05/2015 – 04/2017

**Role:** Primary Investigator (5% effort, in kind) – Develop and test manners of communicating about harmful tobacco constituents using inserts (small paper leaflets) for use inside of cigarette packs. Discrete choice experiments will be conducted with adult smokers and susceptible young adults in the US.

**Title:** *The impact of the tobacco retail environment on youth smoking in Mexico*

**Funding agency:** Institute for Global Tobacco Control, Johns Hopkins University

**PI:** Luz Myriam Reynales-Shigematsu

**Amount:** \$60,799 (\$7,020 to USC)

**Dates:** 08/2016 – 03/2017

**Role:** Co- Investigator/USC Site PI (5% effort) – Provide input into the design and analysis of data from an environmental assessment of tobacco marketing in retail points of sale around secondary schools where a panel of students are being surveyed through another project.

**Title:** *Perceptions, uses and responses to marketing of electronic cigarettes: A survey and experiment*

*among USC undergrads*

**Funding agency:** USC Provost grant

**PI:** Abigail Welch (Undergraduate student)

**Amount:** \$3,000

**Dates:** 05/2015 – 12/2016

**Role:** Faculty advisor (2% effort, in kind) – Conduct survey and experiment on student perceptions of e-cigarettes, e-cigarette marketing and warnings about the risks of e-cigarette use.

**Title:** *Evaluating the impact of mandatory nutrition information on menus*

**PI:** David Hammond

**Funding agency:** National Cancer Institute, National Institutes of Health (R01 CA169045)

**Amount:** \$632,154 (\$24,131 to USC)

**Date:** 08/2013 – 07/2016

**Role:** Co-Investigator/USC Primary Investigator (5% effort) – This project uses a naturalistic, quasi-experimental design which compares nutrition-related perceptions and eating behavior of restaurant patrons in jurisdictions with and without mandatory nutrition information on menus (e.g., calories of meal).

**Title:** *Tobacco packaging and labeling policies: Expanding the evidence on novel policies*

**PI:** David Hammond (P01 PI – K. Michael Cummings)

**Funding agency:** National Cancer Institute, National Institutes of Health (P01 CA138389)

**Amount:** \$599,215 (\$34,518 to USC)

**Date:** 09/2009 – 08/2015

**Role:** Co-Investigator/USC Primary Investigator (5% effort) – Develop survey translation and pretesting protocols; analyze data from experiments to determine the most effective health warning labels and the influences of cigarette packaging on risk perceptions in seven countries (Mexico, China, India, Bangladesh, Germany, South Korea, and the US).

**Title:** *Tobacco policy evaluation in low- and middle-income countries: The ITC Surveys - Data Management Core*

**PI:** Mary Thompson (P01 PI – K. Michael Cummings)

**Funding agency:** National Cancer Institute, National Institutes of Health (P01 CA138389)

**Amount:** \$1,517,924 (\$107,451 to USC)

**Date:** 09/2009 – 08/2015

**Role:** Co-Investigator/USC Primary Investigator (15% effort) – Develop translation and pretesting protocols for survey instruments; conduct analyses; write papers for publication

**Title:** Administrative supplement - *Effectiveness of tobacco control in high vs. low income countries*

**PI:** K. Michael Cummings

**Funding agency:** National Cancer Institute, National Institutes of Health (P01 CA138389-06S1)

**Amount:** \$2,071,789 (\$78,992 to USC)

**Date:** 08/2012 – 07/2015

**Role:** Co-Investigator/USC Primary Investigator (5% effort) – Develop, pretest and analyze data from

surveys of US youth and adults to determine the impacts of tobacco product packaging and health warning labels; conduct fMRI study to cross-validate self-report measures of responses to pictorial health warning labels.

**Title:** *Waterpipe tobacco smoking among college students: Understanding attitudes and intentions using a discrete choice experiment*

**Funding agency:** USC Provost grant

**PI:** Ramzi Salloum

**Amount:** \$14,996

**Dates:** 05/2014 – 09/2015

**Role:** Co-Investigator (2% effort, in kind) - Describe prevalence and correlates of waterpipe tobacco smoking among student tobacco smokers across five USC campuses, and conduct experiments to determine the effects of price increases and warning labels on waterpipe tobacco consumption.

**Title:** *Exploring current smokers' interest in using smokeless tobacco products*

**PI:** Richard O'Connor

**Funding agency:** National Cancer Institute, National Institutes of Health (R01 CA141609)

**Amount:** \$2,009,783 (\$134,096 to USC)

**Date:** 06/2009 – 07/2015

**Role:** Co-Investigator/USC Primary Investigator (10% effort) – Help develop and pretest study protocols; conduct analyses; write papers for publication

**Title:** *The impact of the tobacco retail environment on youth smoking in Latin America*

**Funding agency:** Institute for Global Tobacco Control, Johns Hopkins University

**PI:** Luz Myriam Reynales-Shigematsu

**Amount:** \$57,427 (\$15,440 to USC)

**Dates:** 09/2014 – 03/2015

**Role:** Co- Investigator (5% effort) – Provide input into the design and analysis of data from an environmental assessment of tobacco marketing in retail points of sale around secondary schools where a panel of students are being surveyed through another project.

**Title:** *Design, implementation and evaluation of a national quitline registry to enhance smoking cessation in the United States.*

**Funding agency:** CDC (3U48DP001936-05S2)

**PI:** James F. Thrasher (with Scott Strayer)

**Amount:** \$199,973

**Dates:** 9/2013 – 9/2014

**Role:** Primary Investigator (5% effort) – Conduct needs assessment for establishment of a national registry of smokers who call smoking cessation quitlines, in order to allow for sustained followup and interventions; design and implement a registry for use with multiple states; pilot a communication intervention through the registry.

**Title:** *Enhancing the effectiveness of cigarette package health warnings in Indonesia*

**Funding agency:** Institute for Global Tobacco Control, Johns Hopkins University

**PI:** Dien Anshari (PhD student)

**Amount:** \$109,342

**Dates:** 1/2014 – 12/2014

**Role:** Co-Investigator (2% effort) – Help PhD student with the design and analysis of pre-market experimental studies to assess efficacy of different pictorial warning label content among adult smokers and youth in Indonesia. Coordination with Ministry of Health officials aims to ensure acceptance of study recommendations for the next round of warning content.

**Title:** *Innovative messaging on tobacco control policies targeting diverse populations*

**Funding agency:** Centers for Disease Control and Prevention (3U48DP001909-04S1)

**PI:** Carla Berg

**Amount:** \$128,204 (\$4000 for consulting)

**Dates:** 10/2012 – 9/2014

**Role:** Consultant (2% effort) – assist with design and analysis of data from experiments on innovative messages to promote tobacco control policies among diverse populations in the Southeastern US.

**Title:** *International tobacco policy survey*

**PI:** Geoff Fong

**Funding agency:** National Cancer Institute, National Institutes of Health (R01 CA100362)

**Amount:** \$2,746,018 (\$10,000 for consulting)

**Date:** 09/2009 – 08/2014

**Role:** Consultant (2% effort) – Provide analytic support around cross-country comparisons regarding policy effects, particularly among disadvantaged groups and Latino smokers

**Title:** *Nutritional labeling on menus in Canada and the United States: Evidence to inform policy.*

**PI:** David Hammond

**Funding agency:** Canadian Institute for Health Research

**Amount:** \$200,000

**Dates:** 03/2012 – 03/2014

**Role:** Co-Investigator – Contribute to protocols and papers based on results

**Title:** *Modeling Tobacco Control Policy in Mexico: A Tool for Public Health*

**PI:** K Michael Cummings

**Funding agency:** Center for Global Health, Medical University of South Carolina

**Amount:** \$20,000

**Dates:** 09/2013 – 08/2014

**Role:** Consultant (3%) – Analyze data for use in simulation models; contribute to workshop on simulation modeling; contribute to papers on results

**Title:** *Validation of instruments to assess ethnic discrimination among Arab Israelis*

**Funding agency:** USC Provost grant

**PI:** Amira Osman (PhD student)



**Amount:** \$14,996

**Dates:** 5/2013 – 9/2014

**Role:** Co-Investigator (2% effort, in kind) – Conduct qualitative pretesting and quantitative analysis of questions to assess ethnic discrimination to determine measurement validity.

**Title:** *Validation of measurement approaches to assess the impact of pictorial warning labels on cigarette packaging*

**Funding agency:** USC Provost grant

**PI:** James F. Thrasher

**Amount:** \$19,557

**Dates:** 7/2012 – 6/2014

**Role:** Primary Investigator (5% effort) - Assess the reliability and validity of self-reported measures of the affective, cognitive, and behavioral impacts of pictorial HWLs using multiple datasets.

**Title:** *Using a novel experimental approach with eye tracking to examine how different front-of-package labels influence parents' selection of foods and beverages for their children*

**PI:** Christine Blake

**Funding agency:** University of South Carolina Provost Grant

**Amount:** \$14,997

**Dates:** 05/2013 – 04/2015

**Role:** Co-Investigator (2% effort, in kind) - Develop and pretest protocols; contribute to papers on results

**Title:** *Cinema smoking and youth smoking in Argentina*

**Funding agency:** USC Magellan grant

**PI:** Rahoul Ahuja (Undergraduate student)

**Amount:** \$3,000

**Dates:** 05/2012 – 05/2013

**Role:** Faculty advisor (2% effort, in kind) – Review studies of movies and smoking and analyze media content around proposed bans to tobacco in movies.

**Title:** *Impact of tobacco control policies in a cohort of adult smokers in Mexico*

**Funding:** Mexican National Council on Science and Technology (Salud-2007-C01-70032)

**PI:** Edna Arillo-Santillán

**Amount:** \$4,746,471 Mexican Pesos (approximately \$439,500 USD)

**Dates:** 07/2008 – 09/2012

**Role:** Co-Primary Investigator (10% effort, in kind) – Expand and follow up over three years a cohort of adult smokers to determine tobacco control policy and communication impacts during rapid policy uptake

**Title:** *Partnering with media and a vaccination program to improve infant and young child feeding*

**PI:** Eva Monterrosa

**Funding:** Gates Foundation, Alive & Thrive program

**Amount:** \$100,000

**Date:** 09/2010 – 08/2012

**Role:** Co-Investigator (5% effort, in kind) – Provide input into formative and impact evaluation of media component in a multi-level intervention

**Title:** *The impact of regulating nutritional information on menus: evidence to inform policy*

**PI:** David Hammond

**Funding:** Canadian Cancer Society Research Institute

**Amount:** \$281,549

**Date:** 09/2010 – 08/2012

**Role:** Co-Investigator/USC Primary Investigator (2% effort) – Develop and pretest protocols; contribute to papers on results

**Title:** *Modeling pictorial health warning label effects on intentions across ethnic groups*

**Funding agency:** The Legacy Foundation

**PI:** James F. Thrasher

**Amount:** \$15,000

**Dates:** 08/2011 – 06/2012

**Role:** Consultant (5% effort) – Developed analysis plans, interpreted results and co-wrote paper on results from an experiment to study tobacco warning label effects on perceptions of US adult smokers from different ethnic groups.

**Title:** *Assessing and increasing the effectiveness of cigarette pack warnings in Mexico*

**PI:** James Thrasher

**Funding:** Bloomberg Global Initiative to Reduce Tobacco Use & the International Union against Tuberculosis & Lung Disease (Mexico 7-01)

**Amount:** \$334,221 (\$78,427 to USC)

**Date:** 10/2010 – 03/2012

**Role:** Primary Investigator (35% effort) – Conduct pre- and post-market assessments of pictorial warning label impacts among adult smokers and youth, to inform policy development around future warning label content, design, size and rotation frequency.

**Title:** *Assessing the impact of pictorial health warning labels on cigarette packages: Implications for FDA policy development and smoking-related health disparities*

**PI:** James Thrasher

**Funding:** South Carolina Clinical & Translational Research Institute, NIH/NCRR (UL1RR029882)

**Amount:** \$49,999

**Date:** 10/2010 – 03/2012

**Role:** Primary Investigator (5% effort) – Determine cognitive and affective impacts of different warning labels, including moderation of warning label effects by SES, ethnicity and health literacy.

**Title:** Administrative supplement - *Effectiveness of tobacco control in high vs. low income countries: Assessing the influence of brand, product and packaging considerations on the perceived risk of tobacco products*

**PI:** K. Michael Cummings

**Funding:** National Cancer Institute, National Institutes of Health (P01 CA138389)

**Amount:** \$165,081 (\$18,072 to USC)

**Date:** 09/2010 – 08/2011

**Role:** Co-Investigator/USC Primary Investigator (5% effort) – Contribute to protocol development; manage data collection in one site; conduct analyses; write papers for publication

**Title:** *El cigarro consume a tus hijos: Evaluation of a mass media campaign to accompany pictorial health warnings on cigarette packs in Mexico*

**PI:** James Thrasher

**Funding:** Bloomberg Global Initiative to Reduce Tobacco Use, World Lung Foundation and the International Union against Tuberculosis & Lung Disease

**Amount:** \$400,000

**Date:** 04/2010 – 03/2011

**Role:** Primary Investigator (5% effort) – Design study and disseminate results on the evaluation of a media campaign designed to link to the initial pictorial health warning labels in Mexico

**Title:** *Developing a model of parent decision making to assess the impact of labels on demand for children's beverages*

**PI:** Christine Blake

**Funding:** Uni of South Carolina Center for Research in Nutrition and Health Disparities

**Amount:** \$8,200

**Date:** 07/2010 – 12/2011

**Role:** Co-Investigator (2% effort, in kind) – Design survey, stimuli and experimental auction protocols

**Title:** *Communications and coalition building across civil society to promote tobacco control policy in 12 Mexican cities*

**PI:** Eduardo del Castillo

**Funding:** Bloomberg Global Initiative to Reduce Tobacco Use & Tobacco Free Kids (Mexico 4-1)

**Amount:** \$487,000

**Dates:** 4/2009 – 3/2012

**Role:** Consultant (10% effort) – Help disseminate media-advocacy workshop; evaluate coalition-building and earned media training to promote tobacco control policies in major Mexico cities

**Title:** *South Carolina Cancer Prevention and Control Research Network (SCCPCRN)*

**PI:** James Hebert

**Funding:** Centers for Disease Control & Prevention, Special Interest Project

**Amount:** \$180,000

**Date:** 10/2009 – 04/2011

**Role:** Investigator (2% effort) – Participate in network of cancer prevention specialists

**Title:** *Cigarette warning label policy and trajectories of cognitive processing: A latent curve approach*

*to assessing individual variation and its behavioral impacts*

**PI:** James F. Thrasher

**Funding:** Roswell Park Cancer Institute, National Cancer Institute (P50 CA111236, seed grant)

**Amount:** \$25,000

**Dates:** 02/2009 – 01/2010

**Role:** Primary Investigator (5% effort) – Apply Latent Growth Curve modeling to six waves of panel data to determine how smokers respond over time to different warning label policies

**Title:** *A mass media campaign to promote smoke-free policy in Mexico City*

**PI:** James F. Thrasher & Mauricio Hernández

**Funding:** Bloomberg Global Initiative to Reduce Tobacco Use, Union against Tuberculosis & Lung Disease (Mexico 02-2)

**Amount:** \$1,076,996 (\$36,885 to USC)

**Date:** 4/2008 – 10/2009

**Role:** Co-Primary Investigator (30% effort) – Design and evaluate a social marketing campaign to promote norms and attitudes related to compliance with smoke-free policies in Mexico City

**Title:** *Comprehensive smoke-free legislation in Mexico City: Evaluation & dissemination of results*

**PI:** James F. Thrasher

**Funding:** Global Smokefree Partnership

**Amount:** \$10,000

**Date:** 6/2009 – 10/2009

**Role:** Primary Investigator – Conceive and disseminate Spanish- and English-language report on the evaluation of comprehensive smoke-free policy in Mexico City.

**Title:** *Estimating the impact of alternative warning labels on cigarette demand in the United States: Evidence from experimental auctions*

**PI:** Matthew Rousu

**Funding:** Robert Wood Johnson Foundation (RWJF 22-00-25528)

**Amount:** \$99,000 (\$48,625 to USC)

**Dates:** 10/2008 – 09/2009

**Role:** Co-Primary Investigator (25% effort) – Developed protocols for estimating demand reduction associated with different warning label sizes and presentations on cigarette packages

**Title:** *Material development and capacity building for tobacco policy media advocacy in Mexico*

**Funding:** Bloomberg Global Initiative to Reduce Tobacco Use, Union against Tuberculosis & Lung Disease (Mexico 01-6)

**Co-PI:** Edna Arillo-Santillán

**Amount:** \$261,327 (\$23,200 to USC)

**Dates:** 08/2007 – 07/2009

**Role:** Co-Primary Investigator (15% effort) – Adapt media advocacy principles and materials to Mexico through stakeholder analysis, opinion surveys and message testing

**Title:** *How smokers from different countries interpret tobacco survey questions: Ensuring valid cross-national comparison of tobacco policy impacts*

**Funding:** Roswell Park Cancer Institute / National Cancer Institute (P50 CA111236, seed grant)

**PI:** James F. Thrasher

**Amount:** \$50,850

**Dates:** 03/2007 – 02/2008

**Role:** Primary Investigator (10% effort) – Develop and coordinate mixed methods study to determine equivalence of measurement across cultural and linguistic groups in 6 countries

**Title:** *Implementation and evaluation of a tobacco intervention in secondary schools from ten Mexican states*

**Funding:** Mexican National Council on Science and Technology (Salud-2003-C01-78).

**PI:** Edna Arillo-Santillán

**Amount:** \$1,000,000 Mexican Pesos (approximately \$100,000 USD).

**Dates:** 06/2004 – 12/2007

**Role:** Co-Investigator (5% effort, in kind) – Assist in study and survey design to assess curriculum to prevent smoking among Mexican middle school students

**Title:** *Denormalization of tobacco products, smoking behavior, and the tobacco industry in Mexico*

**Funding:** Roswell Park Cancer Institute / National Cancer Institute (P50 CA111236, seed grant)

**PI:** James F. Thrasher

**Amount:** \$25,000

**Dates:** 07/2006 – 06/2007

**Role:** Primary Investigator – Evaluate tobacco policy impacts through surveying a representative sample of 1081 adult smokers in 4 major Mexican cities

**Title:** *Evaluating tobacco policy in Uruguay*

**Funding:** Roswell Park Cancer Institute / National Cancer Institute (P50 CA111236, seed grant)

**PI:** Eduardo Bianco

**Amount:** \$25,000

**Dates:** 07/2006 – 06/2007

**Role:** Co-Investigator – To develop study and survey design to evaluate tobacco policy impacts through surveying a representative sample of 1000 adult smokers in Montevideo, Uruguay

**Title:** *The International Tobacco Control Policy Evaluation Project: A pilot study among Mexican adult smokers*

**Funding:** University of Illinois, Chicago, Cancer Education & Career Development Program / National Cancer Institute (R25 CA57699)

**PI:** James F. Thrasher

**Amount:** \$45,673

**Dates:** 07/2005 – 12/2006

**Role:** Primary Investigator – Adapt and validate survey questions through focus groups, committee

**JF THRASHER**

translation methods, cognitive interviewing, pilot survey administration. Coordinate survey in a representative sample of 1081 adult smokers in four major Mexican cities

**Title:** *Development and implementation of a tobacco intervention for secondary schools in Mexico*

**Funding:** Initiative for Cardiovascular Health Research in Developing Countries, WHO & Global Forum for Health Research

**PI:** Edna Arillo-Santillán

**Amount:** \$75,000

**Dates:** 11/2004 – 12/2006

**Role:** Co-Investigator – Assist in curriculum development, piloting and design of intervention study to prevent tobacco use among Mexican secondary students

**Title:** *How does targeting industry attitudes prevent smoking?*

**PI:** James F. Thrasher

**Funding:** Center for Health Promotion & Disease Prevention, Centers for Disease Control & Prevention, & University of North Carolina, Chapel Hill

**Amount:** \$5,000

**Dates:** 08/2004 – 05/2005

**Role:** Primary Investigator – Conduct data analyses to assess the role of trust in tobacco prevention campaign to prevent smoking by fostering negative perceptions of the tobacco industry

**Title:** *Truth, trust, and smoking*

**PI:** James F. Thrasher

**Funding:** Tobacco Use Prevention Training Program, American Legacy Foundation & University of North Carolina, Chapel Hill

**Amount:** \$1,500

**Dates:** 08/2003 – 07/2004

**Role:** Primary Investigator – Analyze interviews with Mexican university students about their perceptions of smoking, the tobacco industry, and other large companies

**Title:** *Smoking, advertising, and trust among Mexican youth*

**PI:** James F. Thrasher

**Funding:** Fulbright Program, Institute of International Education, NY

**Amount:** \$10,000

**Dates:** 04/2003 – 12/2003

**Role:** Primary Investigator – Conduct mixed methods interviews and message testing with Mexican university students regarding smoking risks, the tobacco industry, and other large companies

**PEER-REVIEWED PUBLICATIONS (UNDERLINE = STUDENT/ADVISEE; DOUBLE UNDERLINE = JUNIOR FACULTY MENTEE)**

Hackworth EE, Petillo S, Sun Y, Vidana D, Moodie C, Niederdeppe J, Hammond D, Thrasher JF. Pre-

Post implementation policy support for warnings on cigarette filters in Canada among adults who smoke cigarettes. *Tobacco Control*. In press.

Ntansah CA, Popova L, Hardin J, Kim M, Sterling KL, Reynolds RM, Hackworth EE, Ashley DL, Henderson KC, Yang B, **Thrasher JF**. Assessing the impact of messages about reduced nicotine cigar products among people who use little cigar and cigarillo: Insights from a discrete choice experiment. *Tobacco Control*. In press.

Hackworth EE, Vidaña D, O'Neal R, Kim M, Fillo J, Hammond D, **Thrasher JF**. Trends in mental health symptoms, nicotine product use, and their association over time among adolescents in Canada, England, and the US: Findings from the ITC Adolescents Tobacco and Vaping Survey, 2020-2023. *Nicotine & Tobacco Research*. In press.

Drolet-Labelle V, White CM, Adams J, Kirkpatrick SI, Jáuregui A, Pedraza L, Provencher V, Sacks G, **Thrasher JF**, Armendariz G, Hammond D, Vanderlee L. Perceived healthiness of sugary drinks and related social norms among adults in five countries: evidence from the International Food Policy Study. *Nutrition Journal*. In press.

Sánchez-Pájaro A, Pérez-Ferrer C, Barrera-Núñez DA, Cerdá M, **Thrasher JF**, Barrientos-Gutiérrez T. Municipal socioeconomic environment and recreational cannabis use in Mexico: Analysis of two nationally representative surveys. *International Journal of Drug Policy*. In press.

Gallegos-Carrillo K, Vidaña-Pérez D, Barrientos-Gutierrez I, Arillo-Santillán E, Cruz-Jimenez L, Rodriguez-Bolaños R, **Thrasher JF**. To use or not to use electronic cigarettes? Reasons for use, stopping use, and their behavioral sequelae among Mexicans who smoke. *Tobacco Control*. In press.

Kowitt SD, Noar SM, Duguid I, Johnson M, Lazard AJ, **Thrasher JF**, Goldstein AO. Identifying promising message themes for youth who use multiple tobacco products. *Journal of Adolescent Health*. In press.

Rodríguez-Bolaños R, Díaz-Andrade E, Ramírez-Palacios P, Rojas-Carmona A, Gallegos-Carrillo K, Barrientos-Gutiérrez I, Cruz-Jiménez L, Vidaña-Pérez D, Arillo-Santillán E, **Thrasher JF**. Associations between interpersonal violence and smoking cigarettes, ecigarettes, and dual use among Mexican adolescent students. *Frontiers in Public Health*. In press.

Pericot-Valverde I, Heo M, Nahvi S, Barron J, Voss S, Ortiz EG, Gaalema D, **Thrasher JF**, Batchelder AW, Byrne KA, Kunkel D, Litwin AH. Effects of e-cigarettes on combustible cigarette smoking among adults with opioid use disorder on Buprenorphine: Single arm ERASER pilot trial. *Nicotine & Tobacco Research*. In press.

Chanamé E, Limache A, Moodie C, **Thrasher JF**, Best C, Zavaleta A. Visibility and availability of single cigarettes around schools in four Latin American countries. *Tobacco Control*. In press.

- Nottage MK, Taylor EV, East KA, McNeil A, **Thrasher JF**, Reid JL, Hammond D, Simonavicius E. Packaging of disposable vaping products and e-liquids in England, Canada and the United States: A content analysis. *Addiction*. In press.
- Fairman RT, Cho YJ, Popova L, Cummings KM, Smith TT, Fong GT, Gravely S, Borland R, McNeill A, Gartner CE, Morphett K, **Thrasher JF**. Support for nicotine reduction in cigarettes: findings from the 2016 and 2020 ITC Four Country Smoking and Vaping Surveys. *Tobacco Control*. In press.
- Monzon J, Mus S, Davila G, Barnoya J, Kim M, **Thrasher JF**. Lil Solid: A more affordable option for heated tobacco products in Guatemala. *Tobacco Control*. In press.
- Chew A, Davila G, Moodie C, **Thrasher JF**, Barnoya J. Iluma-nating: IQOS variant enters the Guatemalan market. *Tobacco Control*. In press.
- Clark SA, Kowitz SD, Jarman KL, Lazard AJ, Queen TL, Ranney LM, Cornicchione-Ross J, Sheeran P, **Thrasher JF**, Goldstein AO. The role of harm visibility for pictorial health warning labels on cigars. *Nicotine & Tobacco Research*. In press.
- Reynolds RM, Popova L, Yang B, **Thrasher JF**. Discrete choice experiments: A primer for the communication researcher. *Frontiers in Communication*. In press.
- Pei D, Reynolds RM, Ntansah CA, Hackworth EE, Henderson KC, Yang B, Duong HT, Ashley DL, **Thrasher JF**, Popova L. Independent and combined effects of very low nicotine cigarette messages and e-cigarette messages: a randomized clinical trial. *Tobacco Control*. In press.
- Gendall P, Popova L, **Thrasher JF**, Hoek J. Nicotine beliefs and perceptions of nicotine labels and mitigating statements among people who do and do not smoke: A cross-sectional study from Aotearoa New Zealand. *Tobacco Control*. In press.
- Arillo-Santillán EJ, Rodríguez-Bolaños R, Gallegos-Carrillo K, Monterrubio-Flores E, Vidaña-Pérez D, **Thrasher JF**. Conversations about cigarette health warning labels and smoking cessation attempts in Mexico. *Mexican Journal of Public Health*. 67(1): 74-82. 2025.  
<https://doi.org/10.21149/16044>
- Mercincavage M, Wackowski OA, Chen-Sankey J, **Thrasher JF**, Audrain-McGovern J, Strasser AA. Young adults' attention to reduced exposure claims in IQOS advertising and associations with product perceptions and use intentions. *Nicotine & Tobacco Research*. 27(2):351-359. 2025.
- Fahsen N, Vidaña-Pérez D, Monzon J, Mus S, Davila G, Barnoya J, **Thrasher JF**. Longitudinal analysis of predictors of electronic cigarette trial among adolescents in Guatemala. *Addictive Behaviors*. 162: 108233. 2025.



Goldstein AO, Yang MZ, Jarman KL, Queen TL, Clark SA, Ranney LM, Cornacchione Ross J, Sheeran P, Enyioha C, **Thrasher JF**, Jenson D, Kowitt SD. Impact of warning pictorials and size on perceived effectiveness of cigar warning labels in a nationally representative between-subjects experiment. *BMJ Open*. 15(1):e088482. 2025.

**Thrasher JF**, Hackworth EE, Ferguson SG, Xiong L, Kim M, Yang C-H, Hammond D, Sun Y, Hardin JW, Niederdeppe J. Differential responses to cigarette package labeling alternatives among adults who smoke: Results from a randomized trial. *Nicotine & Tobacco Research*. 26, 1646–1655. 2024.

Sakhuja M, Friedman DB, Macaуда MM, Hebert JR, Pednekar MS, Gupta PC, **Thrasher JF**. Challenges and opportunities in implementing and enforcing India's loose cigarette sales ban: A qualitative stakeholder analysis. *PLOS ONE*. 19(12):e0316342. 2024.

Jarman K, Kistler CE, **Thrasher JF**, Kowitt S, Ranney LM, Cornacchione-Ross J, Sheeran P, Chrzan K, Goldstein AO. Identifying attributes of effective cigar warnings: a choice-based conjoint experiment in an online survey of US adults who smoke cigars. *BMJ Open*. 14(12):e088525. 2024.

Davis RE, Fang D, Vanderlee L, Jáuregui A, White CM, Hammond D, Merchant AT, Gutierrez-Orozco I, Hardin JW, Oviedo-Solís CI, **Thrasher JF**. Examining the role of aguas frescas in assessment of sugary drink intake among Mexican and Mexican American Adults. *Journal of Nutrition*. In press. 154(10):3116-3124. 2024.

Cornacchione Ross J, Kowitt SD, Rubenstein D, Jarman KL, Goldstein AO, **Thrasher JF**, Ranney LM. Prevalence and correlates of flavored novel oral nicotine product use among a national sample of youth. *Addictive Behaviors*. 152:107982. 2024.

Reynolds R, **Thrasher JF**, Yang B, Henderson K, Ashley D, Hackworth E, Ntansah C, Pei D, Popova L. Perceptions about a reduced nicotine policy and predictors of policy support: A nationally representative U.S. survey. *Preventive Medicine*. 184:107952. 2024.

Vidaña D, Mus S, Monzón J, Davila G, Fahsen N, Barnoya J, **Thrasher JF**. Factors associated with the changes in smoking and e-cigarette use in adolescents during the COVID-19 pandemic: A longitudinal analysis. *Journal of Adolescent Health*. 74(5):925-932. 2024.

Kowitt SD, Clark SA, Glaser O, Jetsupphasuk M, Jarman KL, Goldstein AO, **Thrasher JF**, Ranney LM, Cornacchione Ross J. Examining the influence of cigar and cannabis co-marketing on packaging perceptions: An experiment with a sample of US youth. *Addictive Behaviors*. 158:108126. 2024.

Porticella N, Cannon JS, Wu CL, Ferguson SG, **Thrasher JF**, Hackworth E, Niederdeppe J. Recruitment methods, inclusion, and successful participation in a longitudinal clinical trial using Ecological Momentary Assessment. *Health Education & Behavior*. 51(2):280-290. 2024.

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- Berg CJ, Duan Z, Wang Y, **Thrasher JF**, Bar-Zeev Y, Abrams LC, Romm KF, Khayat A, Levine H. Impact of FDA endorsement and modified risk versus exposure messaging in IQOS ads: a randomized factorial experiment among US and Israeli adults. *Tobacco Control*. 33(e1):e69-e77. 2024.
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- Kowitt SD, Goldstein AO, Cornacchione Ross J, Clark SA, Jarman KL, Sheeran P, **Thrasher JF**, Ranney LM. Perceived effectiveness of cigar warnings in discouraging blunt use. *Nicotine & Tobacco Research*. 26(4):512-516. 2024.
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- Reynolds RM, Popova L, Ashley DL, Henderson KC, Ntansah CA, Yang B, Hackworth E, Hardin JW, **Thrasher JF**. Messaging about very low nicotine cigarettes (VLNCs) to influence policy attitudes, harm perceptions, and smoking motivations: A discrete choice experiment. *Tobacco Control*. 33(3): 325-332. 2024.

Mus S, Barrientos I, Vidaña-Pérez D, Monzon J, Barnoya J, Page MK, Block AC, Goniewicz ML, O'Connor RJ, **Thrasher JF**. Chemicals in cigarette flavor capsules from Guatemala and Mexico. *Nicotine & Tobacco Research*. 26(5): 545–55. 2024.

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## COMMENTARIES & NON PEER-REVIEWED ARTICLES (\*\*STUDENT/ADVISEE)

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**Thrasher JF**, Reynales LM, Pérez-Padilla R, Lazcano-Ponce, E. (Guest Editor Introduction to special issue): [El control de la epidemia del tabaco en América Latina: avances en investigación, acción y evaluación del Convenio Marco para el Control de Tabaco \[Introduction: Controlling the tobacco epidemic in Latin America: Advances in research, action and evaluation of the Framework Convention on Tobacco Control\]](#) *Salud Pública de México*. 52(sup 2): S96-97. 2010.

**Thrasher JF**, Hammond D, Arillo-Santillán E. The alchemy of Marlboro: Transforming “Light” into “Gold” in Mexico. *Tobacco Control*. Aug;19(4):342-3. 2010. (Commentary)

## BOOKS, BOOK CHAPTERS & BOOK REVIEWS

- Thrasher JF**, Gallegos-Carrillo K, Rodríguez-Bolaños R. Cigarros con cápsulas de sabor en México: evidencia científica e implicaciones para las políticas públicas. In [Cigarrillos y Nuevos Productos de Tabaco: ¿Nuevas Problemáticas?](#) Editores: J Lira-Mandujano, SE Cruz Morales, MET Medina-Mora Icaza. Ciudad de México: Consejo Nacional de Tecnología y Ciencia, Instituto Nacional de Psiquiatría “Ramón de la Fuente Muñiz” & Universidad Nacional Autónoma de México. 2021. ISBN: 978-607-29-2535-9
- Thrasher JF**, Reynales-Shigematsu LM, Lazcano-Ponce E, Hernández-Ávila M, Editors. [Salud pública y tabaquismo, Volumen II. Advertencias sanitarias en América Latina y el Caribe \[Public health & tobacco, Volume 2: Warning labels in Latin America and the Caribbean\]](#). Cuernavaca, México: Instituto Nacional de Salud Pública, 2013. ISBN: 978-607-511-044-8
- Reynales-Shigematsu LM, **Thrasher JF**, Lazcano-Ponce E, Hernández-Ávila M, Editors. [Salud pública y tabaquismo, Volumen I. Políticas públicas para el control del tabaco en México \[Public health & tobacco, Volume 1: Tobacco control policy in Mexico\]](#). Cuernavaca, México: Instituto Nacional de Salud Pública, 2013. ISBN: 978-607-511-043-1
- Thrasher JF**, Pérez-Hernández R, Arillo-Santillán E, Barrientos-Gutiérrez I. Evaluación del impacto de la primera ronda de advertencias sanitarias con pictogramas en México: resultados de dos encuestas en población fumadora. In [\[Public health & tobacco, Volume 2: Warning labels in Latin America and the Caribbean\]](#). **Thrasher JF**, Reynales-Shigematsu LM, Lazcano-Ponce E, Hernández-Ávila M, Editors. Cuernavaca, México: Instituto Nacional de Salud Pública. Pp. 109-127. 2013.
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- Thrasher JF**, [Arillo-Santillán E](#), Villalobos V, [Pérez-Hernández R](#), Hammond D, Sansores RH, Valdemar F, Regalado-Pineda J. Impacto de los contenidos en las advertencias sanitarias con pictogramas: un experimento de campo en adultos fumadores y adolescentes mexicanos. In [\[Public health & tobacco, Volume 2: Warning labels in Latin America and the Caribbean\]](#). **Thrasher JF**, Reynales-Shigematsu LM, Lazcano-Ponce E, Hernández-Ávila M, Editors. Cuernavaca, México: Instituto Nacional de Salud Pública. Pp. 144-161. 2013
- Regalado-Piñeda J, Hernández- Flores LA, Cárdenas León MG, Robles-Jara AM, **Thrasher JF**, [Arillo-Santillán E](#), [Pérez Hernández R](#). Reacción de fumadores y no fumadores hacia las advertencias sanitarias más impactantes en el Distrito Federal, Guadalajara y Monterrey. In [\[Public health & tobacco, Volume 2: Warning labels in Latin America and the Caribbean\]](#). **Thrasher JF**, Reynales-

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**Thrasher JF**. Book review of “Women and Alcohol in a Highland Maya Town” by Christine Eber, *American Anthropologist*, 98: 664-5. 1996

## REPORTS & UNPUBLISHED MANUSCRIPTS

Drame S, Figueiredo VC, Osman A, Cranwell J, Srivastava A, Freeman B, **Thrasher JF**. [Report from the expert group on tobacco advertising, promotion and sponsorship: Depiction of tobacco in entertainment media](#). World Health Organization, Framework Convention on Tobacco Control, Secretariat. Geneva. 2018.

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Arillo-Santillán E, Barrientos I, Pérez-Hernández R, Kollath-Cattano C, Sargent JD, **Thrasher JF**. Tabaquismo y cine en México: Análisis de las películas más taquilleras del 2004 al 2012. Cuernavaca, Mexico: Instituto Nacional de Salud Pública. 2014

Mejía R, Braun S, Morello P, Peña L, Kollath-Cattano C, Sargent JD, **Thrasher JF**. El cine y tabaquismo en Argentina: Análisis de las películas más taquilleras del 2004 al 2012. Buenos Aires, Argentina: Centro de Estudios de Estado y Sociedad. 2014

Arillo-Santillán E, Pérez-Hernández R, Barrientos-Gutiérrez I, **Thrasher JF**, Reynales-Shigematsu LM. Efectividad de diferentes tipos de contenidos para las advertencias sanitarias de las cajetillas de cigarros . [Effectiveness of different health warning label content on cigarette packs: Scientific evidence among Mexicans and best international practices]. Cuernavaca, Mexico: Instituto Nacional de Salud Pública. 2013.

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Lazcano-Ponce EC, Reynales-Shigematsu LM, Guerrero-López CM, Vallejo-Mateos AA, Muñoz-Hernández JA, Sáenz de Miera-Juárez B, Barrientos-Gutiérrez T, **Thrasher JF**, Arillo-Santillán E, Pérez-Hernández R. Encuesta Nacional de Adicciones, 2011 – Tabaco. [National Survey on Addictions, 2011 – Tobacco]. Cuernavaca, Mexico: Instituto Nacional de Salud Pública. 2012.

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**Thrasher JF**, Arillo-Santillán E, Pérez-Hernández R, Sansores R, Regalado-Piñeda J. Evaluación de advertencias sanitarias de las cajetillas de tabaco: Cuatro investigaciones del impacto y recomendaciones para la Segunda Ronda de Pictogramas en México. [Cigarette package warning labels: Four studies of impact and recommendations for the second round of pictorial warning labels in Mexico.] A report prepared for the Minister of Health. Secretaría de Salud, Instituto Nacional de Salud Pública, México. March 2011.

Hammond D, **Thrasher JF**, Reid JL, Daniel S, Driezen P, Boudreau C. United States health warning study: International packaging study, preliminary results. Waterloo, Canada: University of Waterloo. 2011.

**Thrasher JF**, Huang L, Haq Z. Focus group pretesting of smoking cessation ads for low-income populations: Results and recommendations. Office of Public Health Practice, Arnold School of Public Health, University of South Carolina. October 2010.

**Thrasher JF**. Clarifying how anti-tobacco industry messages prevent youth smoking in the United States and Mexico: A focus on mistrust. PhD Thesis, Health Behavior & Health Education. UNC, Chapel Hill. 2005

**Thrasher JF**. Family history of colorectal cancer and fecal occult blood test return in a mass screening campaign. MS Thesis, Epidemiology & Community Health. SUNY, Buffalo. 2000

**Thrasher JF**. Tourism and the Semi(ex)otics of Mayan Shamanism. MA Thesis, Cultural Anthropology. SUNY, Buffalo. 1994

## **INVITED PRESENTATIONS (CONFERENCE PRESENTATIONS PROVIDED UPON REQUEST)**

**Thrasher JF**. Cigarette package inserts for enhanced communication with smokers. Tobacco Online Policy Seminar (TOPS). Free multidisciplinary, international forum for research with tobacco policy implications. Grand Rounds Presentation. August 23, 2024.

**Thrasher JF**. Los nuevos productos de nicotina y la salud pública: Tendencias en México y la región latina. 4<sup>th</sup> Colloquium on Health Science Research. University of Veracruz, Xalapa, Mexico. June 6, 2024.

**Thrasher JF**. A tale of three countries: Emerging tobacco policy and communications research from Canada, Mexico and the US. Wilmot Cancer Institute, University of Rochester Medical Center. October 6, 2023.

**Thrasher JF**. Risk factors, use, and changes in the consumption of emerging nicotine products in Mexico: Implications for tobacco control policy. Keynote presentation. World No Tobacco Day, National Institute of Respiratory Disease, Ministry of Health, Mexico. June 1, 2023.

**Thrasher JF**. Innovative policy and communication interventions to reduce tobacco use: Emerging research and lessons learned from global health. O'Neal Comprehensive Cancer Center, University of Alabama Birmingham. April 19, 2023.

**Thrasher JF**. Tobacco Control in Latin America: Advances & Challenges. Global Health Talk, Medical University of South Carolina, Charleston. April 18, 2023.

- Thrasher JF.** Testing messages using discrete choice experiments: Examples and reflections for future campaign development efforts. Center for Tobacco Products, Food & Drug Administration & National Institutes of Health. April 25, 2022.
- Thrasher JF.** Nuevos productos de nicotina: ¿Amenaza o beneficio para la salud pública? Centro de Investigación en Evaluación y Encuestas, Instituto Nacional de Salud Pública. March 8, 2022.
- Thrasher JF.** The regulation of tobacco products: What FDA (and you) can do. Florida Health Policy Leadership Academy, Bob Graham Center for Public Service, University of Florida, Gainesville, FL. March 19, 2021.
- Thrasher JF.** Key challenges for public health communication about diverse tobacco products: Emerging research and future directions. Director's Seminar Series, Massey Cancer Center, Virginia Commonwealth University. Richmond, VA. February 5, 2021.
- Thrasher JF.** Los nuevos productos de tabaco y la salud pública en México: Datos recientes. International Congress on Research in Prevention and Intervention to Stop Smoking and the Use of New Tobacco Products. National Autonomous University of Mexico (Iztacala), National Institute of Psychiatry, National Council of Science and Technology (CONACyT). October 27, 2020.
- Thrasher JF.** Vaping & public health: Trends, potential impacts & policy responses. Rotary Club International. Columbia, SC. October 23, 2020.
- Thrasher JF.** Consumo de sustancias y salud mental en una cohorte de fumadores mexicanos antes y durante el COVID. [Substance use and mental health in a cohort of Mexican smokers before and after COVID]. XVII International Conference of America's Network for Chronic Disease Surveillance (AMNET). September 23, 2020.
- Thrasher JF & Barnoya J.** Emerging tobacco products in two neighboring Latin America countries with different policy environments. TOBAC Network Meeting, Fogarty International Center, National Institutes of Health. August 17, 2020.
- Thrasher JF.** Research capacity building on novel tobacco products & policies in Latin America: Findings & the path forward. Global Network, American Society of Preventive Oncology. June 30, 2020.
- Thrasher JF.** Cigarros con cápsulas de sabor: ¿Qué se sabe sobre su uso y las políticas públicas para prohibirlas? [Flavor capsule cigarettes: What do we know about their use and policies to prohibit them?]. Salud Justa Mx, la Coalición México SaludHable, CÓDICE y Polithink. Hablando con Especialistas sobre el Control de Tabaco. Mexico City, Mexico. March 28, 2020.

**Thrasher JF.** ¿Cómo articulamos mejor entre investigadores y activistas? [How can researchers and activists collaborate better?] Healthy Latin American Coalition, Workshop on Non-Communicable Diseases. Panama City, Panama. December 3, 2019.

**Thrasher JF.** Policy and communications to reduce nicotine product use and its harms: Research from the US and beyond. Addiction Research Center, PRISMA Health. Greenville, SC. November 11, 2019.

**Thrasher JF.** Grant writing for the United States' National Institutes of Health. Mexican National Institute of Public Health. Mexico City, Mexico. July 31, 2019.

**Thrasher JF.** E-cigarettes: What are they & why do they appeal to youth? Smoke-free South Carolina Annual Meeting. Columbia, SC. May 22, 2019.

**Thrasher JF.** Cigarette warning labels: Public health impacts & directions forward. Community Engagement Workgroup for Tobacco Policy Research, National Cancer Institute, National Institutes of Health. April 13, 2019.

**Thrasher JF.** Estrategias para combatir el tabaquismo en América Latina: Avances importantes y desafíos. [Strategies to combat tobacco in Latin America: Important advances and challenges]. XV International Conference of America's Network for Chronic Disease Surveillance (AMNET). Medellín, Colombia. November 14, 2018.

**Thrasher JF.** Cigarrillos electrónicos y otros productos novedosos de tabaco: ¿amenaza o beneficio para la salud pública? Rafael Landivar University, Guatemala. October 17, 2018.

**Thrasher JF.** Catalyzing adolescent involvement in policy advocacy: Lessons from tobacco control. Adolescents: Agents of change for a well-nourished world. An expert consultation on nutrition programming for the next generation. World Health Organization & Global Alliance for Improved Nutrition. Geneva. June 19, 2018.

**Thrasher JF.** Emerging media and policy research on the changing landscape of tobacco use: Challenges and insights for advancing global public health. Department of Communication. Michigan State University, East Lansing. April 20, 2018.

**Thrasher JF.** Communications research to inform tobacco regulation: Reflections on emerging studies and future directions. Cancer Center Tobacco Control Program, University of California, San Francisco. April 18, 2018. Visiting scholar.

**Thrasher JF.** Smoking and movies: Research and its implications for policy. South Carolina Tobacco-free Collaborative. Columbia, SC. December 19, 2017.

**Thrasher JF.** Tobacco use in Mexico and its implications for US Latinos. Prevention Research Center, Pacific Institute for Research and Evaluation. Oakland, CA. December 12, 2017.



- Thrasher JF.** Challenges of behavior change: Theories and practices to improve public health. The Evolving Management of Public Health. Asociación Colombiana de Empresas de Medicina Integral. Bogotá, Colombia. November 9, 2017.
- Thrasher JF.** Challenges and rewards in conducting NIH-and other funded research. Early Career Investigators Workshop. National Cancer Institute, National Institutes of Health. Bethesda, MD. August 10 – 11, 2017. Invited Panel presenter.
- Thrasher JF.** Impactos de publicidad a través del empaquetado de cigarrillo: Investigaciones recientes en jóvenes latinoamericanos [Effects of marketing through cigarette packaging: Recent studies in Latin America]. Latin American Conference on Tobacco or Health. Montevideo, Uruguay. June 16, 2017. Invited plenary.
- Thrasher JF.** Research to inform tobacco regulations and communications in the rapidly changing global landscape of nicotine products. College of Public Health, Ohio State University. March 28, 2017.
- Thrasher JF.** Emerging research on tobacco marketing and counter-marketing in a shifting nicotine market. Tobacco Centers of Regulatory Science Seminar Series. Annenberg School of Communication, University of Pennsylvania. March 22, 2017.
- Thrasher JF.** Evaluación de diferentes características de las advertencias sanitarias en las cajetillas de cigarrillos. Grupo técnico para medidas para el control del tabaco. National Office of Tobacco Control, Ministry of Health. Mexico City, Mexico. March 4, 2017.
- Thrasher JF.** Tobacco packaging as public health battleground: Emerging research on a key communication channel. School of Public Health, Georgia State University. January 17, 2017.
- Thrasher JF.** Communicating about tobacco through product packaging and entertainment media: Emerging research to inform policy. University of Otago. Wellington, New Zealand. December 12, 2016.
- Thrasher JF.** Enhancing the effectiveness of tobacco health warnings: Emerging research to inform policy development. Cancer Council Victoria. Melbourne, Australia. December 6, 2016.
- Thrasher JF.** Empaquetado y etiquetado del tabaco: ¿Herramienta de publicidad o medio para promover la salud pública? [Tobacco packaging and labeling: Marketing tool or medium to promote public health?]. Health Committee, Congress of the Colombian Republic. Bogotá, Colombia. November 4, 2016.
- Thrasher JF.** Communicating about nicotine containing products: Challenges, lessons learned, and pathways forward. Wake Forest University. Winston-Salem, NC, USA. October 28, 2016.

- Thrasher JF.** Innovation and implementation of tobacco control strategies for population impact: Lessons learned and pathways forward. University of Florida. Gainesville, FL, USA. September 16, 2016.
- Thrasher JF.** Políticas públicas para reducir el tabaquismo [Policies to reduce tobacco use]. School of Public Health, University of Veracruz. Jalapa, Mexico. June 24, 2016.
- Thrasher JF.** Regional research on the impact of tobacco packaging and “plain” packaging among youth. World No Tobacco Day Ceremony. Pan American Health Organization / World Health Organization. Washington, DC. May 31, 2016.
- Thrasher JF.** The transforming landscape of tobacco use and its challenges for public health. Beloit College. Beloit, WI. March 25, 2016.
- Thrasher JF.** Media, marketing, and youth tobacco use in Latin America. Global Health Symposium. Timmy Global Health, University of South Carolina. Columbia, SC. March 23, 2016.
- Thrasher JF.** Tobacco packaging as a communication channel: Emerging research on innovations from public health and the tobacco industry. Center of Excellence in Regulatory Tobacco Science, The Ohio State University. Columbus, OH. March 7, 2016.
- Thrasher JF.** Conceptual frameworks for research capacity building. Strengthening Tobacco Research Capacity in Low- and Middle-Income Countries: Strategies, Challenges, and Lessons Learned. Society for Research on Nicotine & Tobacco Workshop. Chicago, IL. March 2, 2016.
- Thrasher JF.** Recent observational studies on innovative policies and their pathways of impact. Emerging Research on Tobacco Product Warnings: Advancing Theory and Methods. National Cancer Institute Grantee Meeting. Chicago, IL. March 1, 2016.
- Thrasher JF.** Health behavior science and global public health: Transnational research collaborations to address non-communicable diseases. American Academy of Health Behavior. Ponte Vedra Beach, FL. February 23, 2016. Plenary address.
- Thrasher JF.** Cinema smoking and youth smoking in Latin America. International Tobacco and Health Research and Capacity Building Program (TOBAC) program. Fogarty International Center, National Institutes of Health. Bethesda, MD. February 9, 2016.
- Thrasher JF.** Películas sin tabaco: De la evidencia a la acción. Un nuevo informe de la Organización Mundial de la Salud. [Smoke-free Movies: From Evidence to Action. Launch of a new report from the World Health Organization] Pan American Health Organization & Center for Studies of the Economy and Society. Buenos Aires, Argentina. February 1, 2016.

- Thrasher JF.** Using media to promote smoking cessation. Annual Meeting of the South Carolina Tobacco-Free Collaborative. Columbia, SC. January 1, 2016.
- Thrasher JF.** Publicidad de tabaco en puntos de venta: Investigaciones científicas sobre los impactos en jóvenes [Point of sale tobacco advertising: Scientific research on its impact among youth.] InterAmerican Heart Federation & Tobacco Free Kids International. Santiago, Chile. November 3, 2015.
- Thrasher JF.** Empaquetado del tabaco como publicidad: Impactos y estrategias de regulación. [Tobacco packaging as advertising: Impacts and regulatory strategies.] Chile Libre de Tabaco. Santiago, Chile. November 3, 2015.
- Thrasher JF.** Internet como campo de pesquisa [The Internet as a research field]. National Cancer Institute, Rio de Janeiro, Brazil. October 10, 2015.
- Thrasher JF.** Empaquetado del tabaco: Tendencias globales de la industria tabacalera y salud pública. [Tobacco packaging: Global trends for the tobacco industry and public health.] Tobacco Control in Latin America. National Institute of Public Health, Cuernavaca, Mexico. August 12, 2015.
- Thrasher JF.** Tobacco Packaging, Labeling and Promotion. National Institutes of Health, World Health Organization. 1<sup>st</sup> International Tobacco Control Research Workshop. Ankara, Turkey. March 24, 2015.
- Thrasher JF.** Do cigarette package warnings warn?: Experimental and observational studies to assess warning label innovations and their effects. Gillings School of Global Public Health & Lineberger Comprehensive Cancer Center, University of North Carolina, Chapel Hill. January 16, 2015.
- Thrasher JF.** How and for whom do pictorial warning labels on cigarette packages work? Center for Tobacco Products, Food & Drug Administration, Bethesda, MD. October 21, 2014.
- Thrasher JF.** Publicidad del tabaco, sus impactos y las respuestas de salud pública. [Tobacco marketing, its impacts, and public health responses] 4<sup>th</sup> National Congress of Tobacco Researchers. National Institute of Respiratory Diseases, Mexico City, Mexico. May 27, 2014. Invited presentation.
- Thrasher JF.** Producción y clasificación de los medios de entretenimiento y sus impactos en el consumo de tabaco en jóvenes [Production and rating of entertainment media and their impact on tobacco use among youth] World Health Organization, Pan American Health Organization, workshop with activists and Ministry of Health officials from around Latin America and the Caribbean. Panama City, Panama. May 15, 2014. Invited presentation.

- Thrasher JF.** Investigación sobre el empaquetado de los productos de tabaco [Research on tobacco product packaging] World Health Organization, Pan American Health Organization, workshop with activists and Ministry of Health officials from around Latin America and the Caribbean. Panama City, Panama. May 15, 2014. Invited presentation.
- Thrasher JF.** ¿Qué se sabe sobre los impactos de PPP en puntos de venta? [What do we know about tobacco advertising and promotions at point of sale?] World Health Organization, Pan American Health Organization, workshop with activists and Ministry of Health officials from around Latin America and the Caribbean. Panama City, Panama. May 14, 2014. Invited presentation.
- Thrasher JF.** Global citizenship: Opportunities, challenges, and a call to action. Commencement Address, Department of International Studies, North Carolina State University. Raleigh, NC. May 9, 2014. Invited speech.
- Thrasher JF.** Using the cigarette package for public health communications: Warning label impacts & innovations around the world. Innovations in Tobacco Control Lecture Series. Johns Hopkins University, Baltimore, MD. April 10, 2014. Invited presentation.
- Thrasher JF.** Making the tobacco industry visible: A social marketing approach. Corporate Accountability International. Bogotá, Colombia. December 4, 2013. Invited presentation.
- Thrasher JF.** Tobacco advertising, promotion & sponsorship: Global trends, regional trends and the next frontiers for tobacco control. Corporate Accountability International. Bogotá, Colombia. December 3, 2013. Invited presentation.
- Thrasher JF.** Regulation of tobacco marketing: Global trends and the next frontier. World No Tobacco Day: Banning Tobacco Advertising, Promotion and Sponsorship. Sponsored by the Pan-American Health Organization and the Brazilian Ministry of Health. Brasilia, Brazil. March 29, 2013. Invited plenary presentation.
- Thrasher JF.** Mejores prácticas de empaquetado y etiquetado de productos de tabaco en México [Best practices for tobacco packaging and labeling in Mexico]. 15th Public Health Research Conference. Instituto Nacional de Salud Pública, Cuernavaca, México. March 8, 2013. Invited presentation.
- Thrasher JF.** How to develop health warnings for tobacco products. World Health Organization, Pan American Health Organization, workshop with regulators and Ministry of Health officials from around Latin America and the Caribbean. Panama City, Panama. March 5, 2013. Invited presentation.
- Thrasher JF.** Pictogramas en las cajetillas de cigarro: Un ejemplo del sector salud versus la industria tabacalera [Pictorial warnings on cigarette packages: An example of the health sector versus

the tobacco industry]. National Conference of Tobacco Researchers. National Institute of Respiratory Diseases. Mexico City. May 28, 2012. Invited Plenary.

**Thrasher JF.** Health warning labels on cigarette packaging: A cost-effective population-based intervention. The Future of Tobacco Control: Implications for the Prevention of Youth Tobacco Use in Virginia. Richmond, Virginia. April 3, 2012. Invited Plenary.

**Thrasher JF.** Plain packaging: The next frontier. Third Latin American Conference on Tobacco or Health. Lima, Peru. October 18, 2011. Invited Plenary.

**Thrasher JF.** Cigarette health warning labels in Latin America and the Caribbean. Third Latin American Conference on Tobacco or Health. Lima, Peru. October 18, 2011. Invited Plenary.

**Thrasher JF.** Advertencias sanitarias con pictogramas para el control de tabaco en México: a 6 meses de su implementación [Pictorial warning labels for tobacco control in Mexico: 6 months post-implementation]. Congreso de Investigación en Salud Pública. Instituto Nacional de Salud Pública. Cuernavaca, México. March 3, 2011.

**Thrasher JF.** Evidencia para el control de tabaco en México, a través de estrategias de comunicación: el caso de los pictogramas [Communication and tobacco control strategies in Mexico: The case of pictorial warning labels]. Intrainstitutional Seminar, Center for Health Systems Research, National Institute of Public Health, México. January 23, 2011.

**Thrasher JF.** Smoking & entertainment media: Perspectives from Mexico & Latin America. Tobacco Research Network on Disparities conference on Movies, Entertainment and Tobacco-Related Disparities. National Cancer Institute / American Legacy Foundation. Harvard University, Cambridge, MA, USA. October 14, 2010.

**Thrasher JF.** Advertencias sanitarias con pictogramas: Hacia el cumplimiento con el derecho a la información [Pictorial warning labels: Towards compliance with the right to information]. Instituto de Seguridad y Servicios Sociales de los Trabajadores del Estado, Guadalajara, México. September 24, 2010.

**Thrasher JF.** La mercadotecnia de tabaco: impactos en las mujeres [Tobacco marketing: impacts on women]. Feria del Día Mundial sin Tabaco: Mujeres libres de tabaco. Instituto Nacional de Enfermedades Respiratorias, Mexico City, México. May 31, 2010.

**Thrasher JF.** Advancing smoke-free policy: Struggles, successes and future prospects in Mexico. Center for Tobacco Control Research & Education, University of California, San Francisco. April 1, 2010.

**Thrasher JF.** Translating tobacco control policies and communication strategies: A view from Latin America and beyond. Distinguished Visiting Scholar. University of Kansas, School of Medicine, Kansas City, KS. July 9, 2009

**Thrasher JF.** Impactos sociales de los espacios libres de humo de tabaco. Avances y retos a un año de aprobación de la Ley de Protección a no Fumadores [Advances and challenges one year after the approval of the Law to Protect Non Smokers]. Mexican National Academy of Medicine, Mexico City, México. May 27, 2009

**Thrasher JF.** Campañas sociales para apoyar los espacios libres de humo de tabaco [Campaigns to support smoke-free places]. Feria del Día Mundial sin Tabaco. Secretaría de Salud, Mexico City, México. May 31, 2008.

## TEACHING

<b>Instructor</b>	<i>Adv'd Public Health Communication: Theory &amp; Methods.</i> School of Public Health, SC, Columbia, SC	Spring '17, '19, '21, '24
<b>Instructor</b>	<i>Public Health Advocacy and Policy</i> School of Public Health, USC, Columbia, SC	Spring '12, '13, '14, '16, '18, '20, '22
<b>Instructor</b>	<i>Professional Development (doctoral seminar)</i> School of Public Health, USC, Columbia, SC	Fall '17 - '24
<b>Instructor</b>	<i>Measurement Development in Health Research</i> Instituto Nacional de Salud Pública, Mexico	Summer '18, '19
<b>Instructor</b>	<i>Measurement Development in Health Research</i> School of Public Health, USC, Columbia, SC	Fall '07 - '11
<b>Instructor</b>	<i>Analysis of YouTube content</i> National Cancer Institute, Rio de Janeiro, Brazil	Fall '15
<b>Co-Instructor</b>	<i>Contemporary Issues in Tobacco Control</i> Instituto Nacional de Salud Pública, México	Aug '03, '04 '06-'22
<b>Co-Instructor</b>	<i>Health Communication</i> Instituto Nacional de Salud Pública, México	Spring '07-'11
<b>Instructor</b>	<i>Research Methods</i> School of Public Health, USC, Columbia, SC	Spring '09
<b>Instructor</b>	<i>Tobacco Prevention and Control in Public Health</i> School of Public Health, USC, Columbia, SC	Spring '08, '10
<b>Co-Instructor</b>	<i>Public Health Policy and Advocacy</i> Instituto Nacional de Salud Pública, México	July '10 – '14

## JF THRASHER

<b>Co-Instructor</b>	<i>Theory Foundations in Public Health</i> Instituto Nacional de Salud Pública, México	Aug '10
<b>Assistant Instructor</b>	<i>Social and Behavioral Sciences in Public Health</i> School of Public Health, UNC, Chapel Hill	Summer '05
<b>Assistant Instructor</b>	<i>Research Methods</i> Dept. of Health Behavior, UNC, Chapel Hill	Fall '01
<b>Co-Instructor</b>	<i>Epidemiology and Biostatistics</i> Dept. of Social and Preventive Medicine SUNY, Buffalo, NY	Spring '99
<b>Instructor</b>	<i>Introduction to Cultural Anthropology</i> Dept. of Anthropology, SUNY, Buffalo, NY	Fall '96 & Spring '97

## ACADEMIC COMMITTEES – PHD AND DRPH

Charles Reston Hartsell. *The Influence of area-level characteristics and the tobacco retail environment on adolescent tobacco use*. PhD. Epidemiology. University of South Carolina. Committee Member. In process.

Dai Fang. *Exploring the efficiency of logistic models with opt-out designs IN discrete choice experiment and their applications*. PhD. Biostatistics. University of South Carolina. Committee Member. In process.

Luis Zavala Arciniega. *Disparities in flavor capsule cigarette use and the potential impact of a ban on flavor capsule cigarettes in Mexico*. PhD. Epidemiology. School of Public Health, University of Michigan. Committee Member. In process.

Adebusola Ogunnaike. *Developing & Assessing counter tobacco farming messages in Malawi and Zambia*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Chair. In process.

Lizeth Cruz. *Heated tobacco products in Mexico: Perceptions, use & consequences*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Chair. In process.

Yanwen Sun. *Design and impact of health warning labels for e-cigarettes*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Chair. In process.

Samantha Petillo. *Warning messages on cigarette sticks: An evaluation of Canada's innovative policy*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Chair. In process.

- Inti Barrientos Gutiérrez. *Simulación del impacto regulatorio de los productos novedosos y emergentes de tabaco y nicotina en la población mexicana a través de un modelo basado en agentes (MBA) [Agent-based model simulation of the impacts of regulations for new and emerging tobacco and nicotine products]*. DrPH. Public Health. National Institute of Public Health, Mexico. Committee Chair. In Process.
- Edna Judith Arillo Santillán. *Impacto de las advertencias sanitarias de cigarros en una cohorte mexicana [Impact of cigarette warning labels in a cohort of Mexican smokers]*. DrPH. Public Health. National Institute of Public Health, Mexico. Committee Member. 2024.
- Jaron King. *An examination of self-identity in relation to vaping in South Carolina*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Member. 2024.
- Charity Ntansah. *Development and testing of messages about low-nicotine policy for little cigar and cigarillo users: A mixed methods study*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Chair. 2024.
- Emily Hackworth (Loud). *Mental health and tobacco product use among adolescents in 3 countries*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Chair. 2024.
- Victoria Lambert. *Which messages do smokers discuss with social network members? An evaluation of message content and effects on cessation-related behaviors*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Chair. 2024.
- Mayank Sakhuja. *"No more loosies": Stakeholders' perceptions about banning single cigarette sales in India*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Co-Chair. 2023.
- Kankana Sengupta. *Adverse childhood experiences and social determinants of health in relation to cigarette smoking and e-cigarette use among adults*. PhD. Epidemiology. University of South Carolina. Committee Member. 2023.
- Rebecca Wardrop. *Score test derivations for overdispersion in count data models and an application of discrete data modeling of tic disorder screening*. PhD. Biostatistics. University of South Carolina. Committee Member. 2023.
- Jennifer Mandelbaum. *Adolescent nutrition facts label use, dietary behaviors, and body size perceptions in the U.S. and globally*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Member. 2022.
- Farahnaz Islam. *Extensions of discrete choice experiment theory for public health*. PhD. Biostatistics. University of South Carolina. Committee Member. 2022.
- Chung-Li Wu. *Topics in multi-level mediation analysis*. PhD. Biostatistics. University of South Carolina. Committee Member. 2022.



- Andrea Titus. *Assessing unintended effects of key tobacco control policies*. PhD. Epidemiology. School of Public Health, University of Michigan. Committee Member. 2020.
- Joon Kim. *The role of third-person perceptions in predicting the public's support for electronic cigarette advertising regulations*. PhD. Mass Communication. University of South Carolina. Committee Member. 2020.
- Yoojin Cho. *Warning label systems for communicating relative risks of cigarettes, heated tobacco products, and e-cigarettes: A best/worst discrete choice experiment*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Chair. 2020.
- Aditi Srivastav. *Policy and children's health: a case study of an advocacy organization*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Member. 2019.
- Flavia Senkubuge. *Smoking-related health risk knowledge, and reactions to cigarette warning labels amongst South African adults*. Faculty of Health Sciences, University of Pretoria. PhD. External examiner. 2019.
- Tessa Swigart. *A mass media social marketing campaign to promote exclusive breast feeding among a low income population: A case in Mexico*. PhD. Population Nutrition. National Institute of Public Health, Mexico. Committee Member. 2018.
- Salima Kasymova. *Involvement of men in responsible parenthood in Croatia, India and Mexico: Major factors, correlates and national policy*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee member. 2017.
- María Cristina Ortiz León. *Evaluación del uso de tecnología móvil en fumadores para ayudar dejar de fumar. [Evaluation of mobile technologies to help smokers quit]*. PhD. Health Sciences. Universidad Veracruzana, México. Committee Members. 2017.
- Dien Anshari. *Effectiveness of pictorial health warning labels for Indonesia's cigarette packages*. Fulbright scholar. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Chair. 2017.
- SeulKi Choi. *Implementation and evaluation of a healthy food access policy in South Korean schools*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee member. 2016.
- Seema Mutti. *Evaluation of smokeless tobacco warning labels in Bangladesh*. PhD. Public Health & Health Systems. University of Waterloo, Canada. Committee member. 2016.
- Paula Lozano. *Social norms, policy and smoking behavior: A case study of Mexico*. PhD. Epidemiology. University of South Carolina. Committee member. 2016.

- Amira Osman. *Discrimination and smoking among Arabs in Israel*. Fulbright scholar. DrPH. Health Promotion, Education and Behavior. University of South Carolina. Committee Co-Chair. 2015.
- Kamala Swayampakala. *Changing cigarette consumption patterns and their relationship to tobacco control policies in a population of low-intensity smokers*. PhD. Epidemiology. University of South Carolina. Co-Chair. 2015.
- Casey Childers. *Media coverage of food systems policy and media advocacy to change it*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee member. 2015.
- Genevieve Sansone. *Acceptability of female smoking and smokeless tobacco use in Bangladesh and India*. PhD. Psychology. University of Waterloo, Canada. Committee member. 2014.
- Zaeem Haq. *Promoting early childhood development through community health worker interventions: Implementation and measurement issues in rural Pakistan*. Fulbright scholar. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Chair. 2013.
- Liling Huang. *Evaluation of mass media campaigns to change smokers' knowledge, attitudes and behaviors in China and Taiwan: Does cultural context matter?* PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee Chair. 2013.
- Stacey Smallwood. *Understanding the relationships between religiosity, spirituality, internalized homonegativity, and sexual risk behaviors among African-American men who have sex with men*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee member. 2013.
- Mary Jean Costello. *An evaluation of the potential effectiveness of tobacco-related health messages among Inuit in Nunavut, Canada: What types of messages work best at promoting smoking cessation among Inuit smokers?*. PhD. Public Health & Health Systems. University of Waterloo, Canada. Committee member. 2013.
- Wendy González. *Understanding the early stages of development of a Global Health Partnership*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee member. 2013.
- Leith Soledad León Maldonado. *Identificación de necesidades de información y apoyo de las mujeres mexicanas al realizarse la prueba del VPH [Needs assessment for Mexican women who screen for HPV]*. PhD. Escuela de Salud Pública, INSP, Cuernavaca, México. Committee member. 2013.
- Leah Williams. *A mixed-methods approach to understanding the association between body image and sexual risk behaviors among female college students*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee member. 2012.

- Megan Weiss. *Back at work, now what? Exploring home organizational climate and professional networks in applying leadership skills for public health systems change*. DrPH. Health Promotion, Education and Behavior. University of South Carolina. Committee member. 2012.
- Yong Hong. *Investigating content, format and placement of point-of-selection nutrition labels in a foodservice setting and its impact on patrons' purchasing behavior*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee member. 2012.
- Brook Harmon. *Pastoral eating identity and the informational and physical environment in African-American churches - Implications for health promotion programming*. PhD. Health Promotion, Education and Behavior. University of South Carolina. Committee member. 2012.
- Sara Hitchman. *The relation between number of smoking friends and adult smoking cessation: Findings from the International Tobacco Control Policy Evaluation Project Four Country Survey*. PhD. Department of Psychology, University of Waterloo, Canada. Committee member. 2012.

## ACADEMIC COMMITTEES – MASTERS THESES

- Victoria Lambert. *Interpersonal communication about smoking-related risks among US smokers: Differences across ethnic groups in the US*. Health Promotion, Education & Behavior, Arnold School of Public Health, University of South Carolina. MSPH. Committee chair. 2018.
- Anna Mesa. *The effect of neighborhood characteristics on acculturation and vegetable intake among US Hispanics*. Health Promotion, Education & Behavior, Arnold School of Public Health, University of South Carolina. MSPH. Committee member. 2018.
- LaQuenta Weldon. *Smoking cessation in pregnancy and gestational weight gain in South Carolinian mothers, 2009-2011*. Epidemiology, Arnold School of Public Health, University of South Carolina. MSPH. Committee member. 2015.
- Bimla Mousla. *Effects of the World Lung Foundation's 'Sponge' media campaign in Mauritius*. University of Pretoria, Pretoria, South Africa. MPH. Committee member. 2013.
- Johann Fridriksen. *Neurological responses to graphic warning labels on cigarette packages*. Department of Health Promotion, Education & Behavior, Arnold School of Public Health, University of South Carolina. MSPH. Committee chair. 2013.
- Nancy Nolasco Alonso. *La consulta médica y el dejar de fumar en México*. [The medical encounter and smoking cessation in Mexico]. Department of Epidemiology, School of Public Health, National Institute of Public Health, Mexico. MSc. Committee chair. 2012.

- Peter Sae Yang. *Impact of cartoon characters and nutrition claims on parental perceptions of children's food products*. Department of Health Studies, University of Waterloo, Canada. Committee member. MSc. 2011.
- Christine White. *The impact of cigarette package design on female youth in Brazil: Brand appeal and health-related perceptions*. Department of Health Studies, University of Waterloo, Canada. MSc. Committee member. 2011.
- Victor Montalvo Díaz. *Los pictogramas en las cajetillas de cigarro como mensaje de salud para promover la intención de dejar de fumar en adultos de Guadalajara, 2010*. [Pictorial warning labels on cigarette packages as a stop-smoking message for adults in Guadalajara, 2010]. Department of Health Behavior, School of Public Health, National Institute of Public Health, Mexico. MPH. Committee member. 2011.
- Alejandra Gutiérrez Cárdenas. *La educación en salud para la prevención del tabaquismo en las escuelas: Un análisis cualitativo desde la perspectiva de los profesores* [Health education to prevent tobacco in schools: A qualitative analysis of the teacher perspective]. Department of Health Behavior, School of Public Health, National Institute of Public Health, Mexico. Committee member. 2010.
- Francisco Javier Arellano Ayala. *Significados relacionados con el riesgo y el placer de las prácticas sexuales anales penetrativas en un grupo de hombres que tienen sexo con hombres (HSH)* [Meanings of risk and pleasure around anal penetrative sex among men who have sex with men]. Department of Health Behavior, School of Public Health, National Institute of Public Health, Mexico. MSc. Committee member. 2009.
- Rosaura Pérez Hernández. *Factores familiares en el inicio del consumo de tabaco* [Family factors associated with smoking initiation]. Department of Epidemiology, School of Public Health, National Institute of Public Health, Mexico. MPH. Committee member. 2009.
- Nidia Guadalupe Sosa Delgado. *Violencia de género, un problema de salud pública: un taller de empoderamiento en la colonia "Los Reyes" del municipio Axochiapan, Morelos*. [Gender-based violence, a public health problema: An empowerment workshop in the Kings neighborhood of Axochiapan, Mexico]. Department of Social Science & Behavior, School of Public Health, National Institute of Public Health, Mexico. MPH. Committee member. 2007.
- Dra. Rosa Gricelda Huerta Flores. *Obesidad un problema de salud pública: Promoción de un estilo de vida saludable en "Los Reyes," Axochiapan, Morelos* [Obesity as a public health problem: Promotion of healthy lifestyles in the Kings neighborhood of Axochiapan, Mexico]. Department of Epidemiology, School of Public Health, National Institute of Public Health, Mexico. MPH. Committee member. 2007.
- Epifania González Baza. *Salud y género: una intervención educativa con madres de niñas menores de 5 años de edad en la Colonia Los Reyes del municipio Axochiapan, Morelos* [Health and gender: An educational intervention among mothers of children younger

than 5]. Department of Social Science & Behavior, School of Public Health, National Institute of Public Health, Mexico. MPH. Committee member. 2007.

Dr. Oscar Murillo. *Intervenciones educativas contra el tabaquismo en adolescentes en diversos países* [Educational interventions to prevent tobacco use among youth from different countries]. Department of Health Systems, School of Public Health, National Institute of Public Health, Mexico. MPH. Committee member. 2003.

## ACADEMIC COMMITTEES – UNDERGRADUATE HONOR’S THESES

Muskaan Makkar. *Assessing the impact of Mexico’s beverage front-of-package labels on consumer awareness, purchasing, and consumption in the United States*. Undergraduate Honor’s Thesis, Public Health. University of South Carolina. Committee Chair. 2024.

Anna Mobley. *Evaluation of Raising the Legal Age to Purchase Tobacco to 21 in the United States*. Undergraduate Honor’s Thesis, Public Health. University of South Carolina. Committee Chair. 2024.

Riley O’Neal. *The associations between ad exposure and appeal with vaping susceptibility among US youth who have never vaped*. Undergraduate Honor’s Thesis, Public Health. University of South Carolina. Committee Member. 2024.

Rowdy Fitzpatrick. *Perspectives of health professionals and associations on the use of electronic cigarettes for smoking cessation*. Undergraduate Honor’s Thesis, Public Health. University of South Carolina. Committee Chair. 2020.

Patrick Green. *Policies and public interest about electronic cigarettes in the USA, Mexico, and Argentina: A Google Analytics approach*. Undergraduate Honor’s Thesis, Public Health. University of South Carolina. Committee Chair. 2017.

Harshita Jain. *Researching and addressing the contexts shaping women’s care-seeking decisions during labor and delivery in rural India*. Undergraduate Honor’s Thesis, Public Health. University of South Carolina. Committee Chair. 2017.

Rahoul Ahuja. *Movies, smoking and tobacco control policy in Argentina*. Undergraduate Honor’s Thesis, Public Health. Committee Chair. University of South Carolina. 2013.

Jessica Steele. *Vaccine introduction in Latin America and the Caribbean: Developing learning modules for evidence-based decision making*. Undergraduate Honor’s Thesis, Director. University of South Carolina. 2010.

## GRADUATE PRACTICUM ADVISOR

- Julia Budiongan. *Strategies for recruitment of low-income and rural smokers for pretesting smoking cessation messages for the Department of Health and Environmental Control, South Carolina.* MPH Practicum. Department of Health Promotion, Education & Behavior, Arnold School of Public Health, University of South Carolina. 2022.
- Megan Austin. *Development, execution and evaluation of communication and programming for SmokeFree South Carolina.* MPH Practicum. Department of Health Promotion, Education & Behavior, Arnold School of Public Health, University of South Carolina. 2021.
- Emily Loud. *Evaluation of a “peer crowd” targeted media campaign to prevent tobacco use in South Carolina.* MPH Practicum. Department of Health Promotion, Education & Behavior, Arnold School of Public Health, University of South Carolina. 2020.
- Marissa Hall. *Validation of an instrument to assess tobacco marketing at points of sale in Mexico.* PhD Research Practicum. Department of Health Behavior, University of North Carolina. 2013.
- Ashlee Navarro. *Media coverage and media advocacy around tobacco control policy in Mexico.* MPH Practicum. Department of Health Promotion, Education & Behavior, Arnold School of Public Health, University of South Carolina. 2010.
- Janaki Jayanthan. *Civil society coalition building to advance smoke-free policy in Mexico.* MPH practicum. Department of Global Health. Simon Frasier University, Canada. 2009.
- Lauren Vincent. *Media Advocacy for smoke-free policy in South Carolina.* MPH Practicum. Department of Health Promotion, Education & Behavior, Arnold School of Public Health, University of South Carolina. 2010.

## **SUPERVISION OF POST-DOCTORAL FELLOWS**

- Desirée Vidaña, PhD. *Use, perceptions, and consequences of using novel tobacco products in Latin America.* 2022 – present.
- Yoojin Cho, PhD. *Marketing, communication, and intervention around emerging tobacco products, including electronic cigarettes.* 2020 – 2022. Current position: Postdoctoral Fellow, The Ohio State University.
- Paula Lozano, PhD. *Perceptions and use of electronic cigarettes amongst Mexican adolescents.* 2016 – 2019. Current position: Research Scientist, Center of Asian Health Equity, University of Chicago, Illinois.

Amira Osman, PhD. *School- and neighborhood-level influences on tobacco use in Mexico*. 2015 – 2016. Current position: Assistant Professor & Chair, Department of Nursing, Zafat Academic College, Zafat, Isreal.

Kamala Swayampakala, PhD. *Trends in smokers' responses to contrasting cigarette warning labels*. 2015 – 2016. Current position: Data Scientist & Assistant Professor, Sanger Heart & Vascular Institute, Atrium Health, Charlotte, NC, USA.

Christy Kollath-Cattano, PhD. *Media, marketing and tobacco use in Latin America*. 2012 – 15. Current position: Associate Professor, Public Health, College of Charleston, SC, USA.

## UNIVERSITY & DEPARTMENTAL SERVICE

<b>Member, Doctoral Committee</b> Department of Health Promotion, Education & Behavior Arnold School of Public Health, University of South Carolina	2007 – present
<b>Member, Research Advisory Council</b> Arnold School of Public Health University of South Carolina	2018 – present
<b>Member, Scholastic Standards and Petitions</b> Arnold School of Public Health, University of South Carolina	2016 – present
<b>Member, Advisory Board, Walker International Institute</b> University of South Carolina	2021 – present
<b>Chair, Tenure &amp; Promotion Committee</b> Arnold School of Public Health, University of South Carolina	2023 – 2024
<b>Chair &amp; Member, Educational Foundation Faculty Research Award Committee, Health Sciences</b> Provost Office, University of South Carolina	2021 – 2024
<b>Member, Faculty Search Committee</b> Department of Health Promotion, Education & Behavior Arnold School of Public Health, University of South Carolina	2021 – 2022
<b>Member, Faculty Search Committee</b> Department of Health Promotion, Education & Behavior Arnold School of Public Health, University of South Carolina	2019 – 2021
<b>Member, Steering Committee</b> Center for Research in Nutrition & Health Disparities Arnold School of Public Health, University of South Carolina	2013 – 2020

**JF THRASHER**

<b>Member, Tobacco Free Task Force</b> Healthy Carolina, University of South Carolina.	2012 – 2020
<b>Chair, Doctoral Committee</b> Department of Health Promotion, Education & Behavior University of South Carolina	2012 – 2020
<b>Member, Faculty Research Award Committee</b> Arnold School of Public Health, USC	2014 – 2017
<b>Member, South Carolina Public Health Consortium</b> Office of Public Health Practice, Arnold School of Public Health University of South Carolina & South Carolina Department of Health & Environmental Control	2010 – 2015
<b>Member, Departmental Chair Search Committee</b> Department of Health Promotion, Education & Behavior Arnold School of Public Health, University of South Carolina	2013-2015
<b>Member, Faculty Search Committee - Global Health</b> Department of Health Services Policy & Management Arnold School of Public Health, University of South Carolina	2014-2015
<b>Member, Research Advisory Council</b> Arnold School of Public Health University of South Carolina	2011-2015
<b>Member, Dean Performance Review Committee</b> Arnold School of Public Health University of South Carolina	2013-2014
<b>Member, Faculty Search Committee – Latino Health Disparities</b> Department of Health Promotion, Education & Behavior University of South Carolina	2013-2014
<b>Chair, Faculty Search Committee – Cancer Research Cluster</b> Arnold School of Public Health, University of South Carolina	2012-2013
<b>Member, Information Technology and Resources Committee</b> Arnold School of Public Health, University of South Carolina	2008-2013
<b>Member, Review Committee</b> Magellan Scholarship for Undergraduate Research University of South Carolina	2013
<b>Member, Faculty Search Committee</b> Department of Health Services Policy & Management University of South Carolina	2011-2012



<b>Member, Endowed Chair Search Committee – Information Technology</b> Arnold School of Public Health, University of South Carolina	2011-2012
<b>Member, Fulbright Evaluation Committee</b> University of South Carolina	2010

## HONORS & AWARDS

<b>First Award in Scientific Leadership and Collaboration,</b> National Institute of Public Health, Cuernavaca, Mexico	2025
<b>Health Sciences Research Excellence Award,</b> Educational Foundation, University of South Carolina, Columbia, USA	2020
<b>World No Tobacco Day Award,</b> Pan American Health Organization & World Health Organization, Geneva, Switzerland	2016
<b>Fellow,</b> Pipeline for Academy Leaders Program, University of South Carolina, Columbia, USA	2016-2017
<b>Selected Participant,</b> Global mHealth Research Training Institute. Fogarty International Center, National Institutes of Health, Bethesda, USA	2016
<b>Faculty Research Excellence Award,</b> Arnold School of Public Health, University of South Carolina, Columbia	2014
<b>Member,</b> Delta Omega, Honorary Public Health Society	2005
<b>Selected participant,</b> Career Development Institute on Health Disparities, Center for Minority Health, U Pittsburgh	2005
<b>Ambassador,</b> The Graduate School, University of North Carolina, Chapel Hill	2003-2005
<b>Winner,</b> Spicer Award, Society for Applied Anthropology, Washington, DC	2004
<b>Winner,</b> Travel Award Competition, School of Public Health, University of North Carolina, Chapel Hill	2004
<b>Stipend Award,</b> Fulbright New Century Scholars Program <i>La globalización y los retos de salud en Latinoamérica</i>	2003
<b>Winner,</b> Graduate Student Abstract Competition Public Health Education and Health Promotion Section, American Public Health Association	2003
<b>Winner,</b> Photography Competition, Center for International Studies University of North Carolina, Chapel Hill	2002

<b>Winner</b> , Graduate Student Research Award New York State Public Health Association	2000
<b>Phi Beta Kappa</b>	1989

## **AD HOC REVIEWER**

Addiction  
Addictive Behaviors  
American Anthropologist  
American Journal of Public Health  
American Journal of Preventive Medicine  
Annals of Behavioral Medicine  
BMC Public Health  
BMC International Health and Human Rights  
British Medical Journal Open  
Bulletin of the World Health Organization  
Archives of Pediatric and Adolescent Medicine  
Cancer Causes & Control  
Cancer, Epidemiology, Biomarkers & Prevention  
Ethnography  
Field Methods  
Global Public Health  
Global Health Promotion  
Health Education and Behavior  
Health Education Research  
Health Policy  
Health Policy & Planning  
Health Psychology  
Health Services Research  
Human Organization  
International Journal of Public Health  
International Journal of Environmental Research and Public Health  
Journal of Addiction  
Journal of Adolescent Health  
Journal of Behavioral Medicine  
Journal of Health and Social Behavior  
Journal of Health Communication

Journal of Medical Internet Research  
Journal of Rural Health  
Lancet  
Nicotine and Tobacco Research  
Preventive Medicine  
Public Opinion Quarterly  
Salud Pública de México  
Social Science & Medicine  
Tobacco Control

## PROFESSIONAL ASSOCIATIONS

American Public Health Association  
Mexican Society of Public Health  
Society for Applied Anthropology  
Society for Medical Anthropology  
Society for Research on Nicotine and Tobacco

## PROFESSIONAL SERVICE

**Editorial Board**, *Social Science & Medicine*. 2018 – present.

**Editorial Board, North America Regional Editor**, *Tobacco Control*. 2018 – present.

**Member, Community Engagement Workgroup**, *Tobacco Control Research Branch, National Cancer Institute*. October 2017 – present.

**Member, Scientific Advisory Committee**, Smokefree Aotearoa 2025, New Zealand. Provide guidance and feedback on technical and methodological aspects of the research and the interpretation and dissemination of research findings the Whakahā o te pā Harakeke programme. University of Otago, New Zealand. July 2020 - present

**Member, Advisory Board**, Tobacco Online Policy Seminar (TOPS), a virtual seminar series that features research on tobacco policy. 2020 - present

**Member, Study Section**, Community Influences on Health Behavior (CIHB), National Institutes of Health, review of research proposals for funding. 2019 – 2023.

**President, Board of Directors**, *Smoke-free South Carolina*, coalition leader and provides resources and information around tobacco-related policies for South Carolina. 2019 – 2023.

**Associate Editor**, *Nicotine & Tobacco Research*, Journal of the Society for Research on Nicotine & Tobacco. 2013 – 2022.

**Member, Research Committee**, *Consortium for Universities in Global Health*. 2016 – 2020.

- Faculty Mentor, NIH Boot Camp – Enhancing the Success of NIH Proposals**, Arnold School of Public Health, University of South Carolina, Columbia, USA. September 2018 – 2022.
- Co-Chair, Community Influences on Health Behavior (CIHB) Study Section**. National Institutes of Health. June 2022.
- Member, Tobacco Products Scientific Advisory Committee**, *Food and Drug Administration*, Department of Health and Human Services. Silver Spring, MD. 2016 – 2022.
- Member, Expert Group to Select Tobacco Warning Labels**. National Tobacco Control Office, National Council Against Addictions (CONADIC), Ministry of Health, México. Jan 2022 – April 2022.
- Co-Chair, Community Influences on Health Behavior (CIHB) Study Section**. National Institutes of Health. February 2021.
- Reviewer, Surgeon General’s Report**. Eliminating Tobacco-Related Diseases and Death: Addressing Disparities. Office of Smoking and Health, Centers for Disease Control and Prevention, Department of Health and Human Services. August 2020.
- Co-Chair, Community Influences on Health Behavior (CIHB) Study Section**. National Institutes of Health. June 2020.
- Associate Editor**, *Tobacco Regulatory Science: Research to Inform Tobacco Control Policy*. 2014 – 2020.
- Member, Board of Directors**, *South Carolina Tobacco-Free Collaborative*, a coalition of organizations that provide resources and information on tobacco-related policies to advocates, lawmakers and concerned citizens of South Carolina. May 2014 – December 2019
- Member, Scientific Advisory Committee**, Eastern Mediterranean consortium on the economics of waterpipe tobacco smoking (ECON-WTS): Capacity building and knowledge translation. American University Beirut & International Development Research Centre, Canada. September 2018 – August 2019.
- Member, World Health Organization Framework Convention on Tobacco Control**, Expert group on tobacco advertising, promotion and sponsorship: Depiction of tobacco in entertainment media. World Health Organization, Framework Convention on Tobacco Control, Secretariat. Geneva, Switzerland. February – May 2018.
- Member, Advisory Committee**, *Global Health Network, Society for Research on Nicotine & Tobacco*. March 2016 – February 2018.
- Member, Expert Group on Tobacco Control Policy**. National Tobacco Control Office, National Council Against Addictions (CONADIC), Ministry of Health, México. Jan 2017 – Jan 2018.
- Co-Chair & Reviewer, Special Emphasis Panel, National Institutes of Health**. Risk, Prevention, and Health Behavior, Integrated Research Groups. February – March

2018.

**Steering Committee, *South Carolina Tobacco Research Interest Group (SCTRIG)***, an inter-institutional collaboration to foster tobacco-related research in South Carolina. February 2011 – December 2017.

**Reviewer, National Institutes of Health.** Community Influences on Health Behavior (CIHB) Study Section. September - October 2017.

**Member, Scientific Committee, 5<sup>th</sup> Latin American Conference on Tobacco or Health.** Montevideo, Uruguay. September 2015 – June 2017.

**Reviewer, Special Emphasis Panel, Centers for Disease Control & Prevention.** Natural experiments of policy and built environment impact on diabetes risk. National Center for Chronic Disease Prevention & Health Promotion, Centers for Disease Control, Department of Health and Human Services. April 12-13 2017.

**Member, Scientific Committee, 17<sup>th</sup> Public Health Research Conference (CONGISP),** National Institute of Public Health, México. March 2016 – March 2017.

**Member, Planning Committee, Society for Research on Nicotine & Tobacco, Annual Conference.** 2016.

**Panelist, CDC's National Tobacco Education Campaign Evaluation: Stakeholder Panel.** Centers for Disease Control & Prevention. Atlanta, GA. November 10, 2016.

**Co-Chair, Global Health Network, Society for Research on Nicotine & Tobacco.** March 2013 – March 2016.

**Working group member, Consensus measures for Phenotypes and eXposures (PhenX) Toolkit: Tobacco Regulatory Research, Environment Working Group.** September 2014 – July 2015.

**Chair, Scientific Committee, 4<sup>th</sup> Latin American Conference on Tobacco or Health.** San José, Costa Rica. March 2013 – April 2014.

**Reviewer, National Cancer Institute Monograph. A Socio-ecological Approach to Addressing Tobacco-related Health Disparities.** Department of Health and Human Services, National Cancer Institute. 2014.

**Abstract Reviewer, Society for Behavioral Medicine, Annual Conference.** October 2013

**Workshop participant, National Institutes of Health.** Harnessing Research Evidence and Capacity to Inform Tobacco Control in Low and Middle Income Countries. Bethesda, MD. June 24-25, 2013

**Reviewer, Cancer Research UK, Scientific grant program.** March 2013.

**Member, Working Group, Consorcio Interinstitucional sobre Comunicación y Política Pública para el Control de Tabaco [Interinstitutional Consortium on Tobacco control Communications and Policy].** Ministry of Health, Mexico. March 2010 - December 2012.

**Member, Advisory Committee.** *Pasos*, a Robert Wood Johnson Foundation project to develop leadership and advocacy to address reproductive health issues among Latinos in South Carolina. November 2010 – 2012.

**Co-Chair, Scientific Committee,** *3<sup>rd</sup> Latin American Conference on Tobacco or Health.* Lima, Peru. February - October 2011.

**Panelist, Workshop.** *Movies, Entertainment Media and Tobacco-Related Disparities,* Tobacco Research Network on Disparities, National Cancer Institute and American Legacy Foundation. Harvard University. October 14 - 15, 2010.

**Member, Advisory Council,** *Consejo de impacto para dejar de fumar,* an online course for public health professionals and medical personnel on tobacco and tobacco cessation. Instituto Nacional de Enfermedades Respiratorias, México. August - September 2010.

**Guest Editor,** *Mexican Journal of Public Health.* Special issue “*El control de la epidemia del tabaco en América Latina: avances en investigación, acción y evaluación del Convenio Marco para el Control del Tabaco.*” [The control of the Tobacco epidemic in Latin America: Advances in research, action, and evaluation of the Framework Convention on Tobacco Control.] September 2009 – September 2010.

**Peer reviewer,** *Surgeon General’s Report on Preventing Youth Smoking,* Department of Health and Human Services, Centers for Disease Control and Prevention. March 2010.

**Advisory Workshop,** *Cigarette Warning Labels, Packaging, and Product Labeling to inform Food and Drug Administration regulations.* National Cancer Institute, National Institutes of Health. October 12, 2009.

**External advisory board,** *National Cancer Institute P25 training grant,* University of Illinois, Chicago. September 2008-2010.

**Advisory Committee,** *Mexican National Council against Addictions,* regulatory decision making around health warning labels for cigarette packaging. Mexico City, Mexico. October 4 - 5, 2008.

**Member,** Scientific Committee, *Society for Research on Nicotine and Tobacco, 2<sup>nd</sup> Latin American Conference.* Mexico City, Mexico. May - October, 2009.

**Organizer,** Pre-conference workshop “*Promoting and Evaluating Effective Tobacco Control Policies*”, Society for Research on Nicotine and Tobacco, 2<sup>nd</sup> Latin American Conference. Mexico City, Mexico. October 13, 2009.

**Consultant,** Development of School Health Guidelines on Tobacco Prevention. Centers for Disease Control and Prevention, Atlanta, GA, USA. August 20 - 21, 2007.

**Consultant,** World Health Organization, Protocol on Cross-border Tobacco Advertising, Promotion, and Sponsorship. Agra, India. November 16 - 18, 2006.

**Consultant,** World Health Organization, Protocol on Cross-border Tobacco Advertising, Promotion, and Sponsorship. Geneva, Switzerland. September 13 - 15, 2006.

**LANGUAGES SPOKEN & WRITTEN**

English & Spanish: fluent writing & speaking

Portuguese: intermediate writing & speaking

**REFERENCES FURNISHED UPON REQUEST**