

JAMES F. THRASHER

thrasher@sc.edu

(803)777-4862

EDUCATION

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

CURRENT POSITIONS & AFFILIATIONS

Professor 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
Deputy Director, Global Health Initiatives Arnold School of Public Health University of South Carolina, Columbia, SC, USA	2016-present
Researcher and Visiting Professor Instituto Nacional de Salud Pública Av. Universidad #655, Col. Sta. Ma. Ahuacatlán Cuernavaca, Morelos CP 62100 México	2003-present
Research Affiliate Walker Institute of International and Area Studies University of South Carolina, Columbia, SC, USA	2007-present
Research Affiliate Center for Research in Nutrition & Health Disparities University of South Carolina, Columbia, SC, USA	2008-present

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

PAST POSITIONS

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

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

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

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 – 12/2023

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: 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 – 12/2021

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: *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 – 01/2022

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 – 01/2022

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: *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 – 08/2022

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 – 08/2022

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 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 – 08/2022

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: *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: 12/2018 – 12/2023

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: *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) – Repeat cross-sectional surveys on policy relevant, nutrition-related perceptions and behaviors among adults in the US, Canada, UK, Australia and Mexico.

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

Funding agency: 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: *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: *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: *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 – 08/2024

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: 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 – 08/2023

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: *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 – 08/2024

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.

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 VNP, as well as to validate methods for predicting responses to different VNP regulations.

GRANTS – COMPLETED

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 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

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

JF THRASHER

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

JF THRASHER

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 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**)

Thrasher JF, Islam E, Arillo-Santillán E, Rodriguez-Bolaños, Saenz de Miera Juárez B, Hardin JW, Barrientos-Gutierrez I. Strategies to enhance the effects of pictorial warnings for cigarettes: Results from a discrete choice experiment. *Addiction*. In press.

Duong HT, Loud EE, **Thrasher JF**, Henderson K, Ashley D, Popova L. “It brings light to what you really put into your body”: A focus group study of reactions to messages about nicotine reduction in cigarettes. *Tobacco Control*. In press.

Mercincavage M, Pacek LR, **Thrasher JF**, Cappella JN, Delnevo C, Donny EC, Strasser AA. Effects of advertising features on smokers' and non-smokers' perceptions of a reduced nicotine cigarette modified risk tobacco product. *Tobacco Control*. In press.

Titus AR, Gamarel KE, **Thrasher JF**, Elliot ME, Fleischer NE. Exploring the potential for smoke-free laws to reduce smoking disparities by sexual orientation in the United States. *International Journal of Behavioral Medicine*. In press.

Gorniak B, Yong H-H, Borland R, Cummings KM, **Thrasher JF**, McNeill A, Hyland A, Fong GT. Do post-quitting experiences predict smoking relapse among former smokers in Australia and the United Kingdom? Findings from the International Tobacco Control Surveys. *Drug & Alcohol Review*. In press.

Ogunnaike A, Gallegos-Carrillo K, Barrientos-Gutierrez I, Arillo-Santillán E, Cho YJ, **Thrasher JF**. Why smoke flavor capsule cigarettes? Preferences and perceptions among adult smokers in Mexico. *Nicotine & Tobacco Research*. In press.

van Mourika DJ, Nagelhoutab GE, Poole NL, Willemsen MC, Candeld MJJM, Moodie C, van den Putte B, **Thrasher JF**, de Vries H. Non-smoking adolescents' perceptions of dissuasive cigarettes. *Addictive Behavior Reports*. In press.

Mus S, Monzon JC, **Thrasher JF**, Barnoya J. E-cigarette vending machines, the new access channel for youth in Guatemala City. *Tobacco Control*. In press.

- Barrientos-Gutiérrez I, Cruz-Jiménez L, Gallegos-Carrillo K, Arillo-Santillán E, Rodríguez-Bolaños R, **Thrasher JF**. Aceptabilidad de diferentes propuestas de regulación de los Sistemas Electrónicos de Administración de Nicotina (SEAN) entre consumidores de nicotina en México [Support for different Electronic Nicotine Delivery System (ENDS) regulations among Mexican nicotine users]. *Mexican Journal of Public Health*. In press.
- Henderson K, Loud EE, Duong H, Reynolds R, Yang B, Ntansah C, Ashley D, **Thrasher JF**, Popova L. Perceptions of nicotine reduction policy in the US: A qualitative study. *Nicotine & Tobacco Research*. In press.
- Usidame B, Meng G, **Thrasher JF**, Thompson ME, Fong GT, Fleischer NL. The differential impact of the 2000 Canadian graphic warning label policy on smoking prevalence by sex and education: A Difference-In-Difference-In-Difference Model. *Nicotine & Tobacco Research*. In press.
- Parks MJ, Patrick ME, Levy DT, **Thrasher JF**, Elliott MR, Fleischer NL. Cigarette pack price and its within-person association with smoking initiation, smoking progression, and disparities among young adults. *Nicotine & Tobacco Research*. In press.
- Barrientos-Gutierrez I, Gallegos-Carrillo K, Cruz-Jiménez L, Rodríguez-Bolaños R, Arillo-Santillán E, **Thrasher JF**. Advertising, promotion, and pro-vaping website exposure and social acceptability of e-cigarette use among nicotine users. *Bulletin of the Pan American Health Organization*. In press.
- Hammond D, Vanderlee L, White CM, Acton RB, White M, Roberto C, Cameron A, Sacks G, Kirkpatrick S, Dubin J, Adams J, Jauregui A, **Thrasher JF**. The conceptual framework for the International Food Policy Study: Evaluating the population-level impact of food policy. *Journal of Nutrition*. In press.
- Sóñora G, Reynales-Shigematsu LM, Barnoya J, Llorente B, Szklo A, **Thrasher JF**. Achievements, challenges, priorities and needs to address the current tobacco epidemic in Latin America. *Tobacco Control*. In press.
- Jauregui A, White CM, Vanderlee L, Hall MG, Contreras-Manzano A, Nieto C, Sacks G, **Thrasher JF**, Hammond D, Barquera S. Impact of front-of-pack labels on the perceived healthfulness of a sweetened fruit drink: a randomized experiment in 5 countries. *Public Health Nutrition*. In press.
- Hammond D, Reid JL, Burkhalter R, O'Connor RJ, Goniewicz ML, Wackowski OA, **Thrasher JF**, Hitchman S. Trends in e-cigarette brands, devices, and the nicotine profile of products used by youth in England, Canada, and the USA: 2017 to 2019. *Tobacco Control*. In Press.

- Jun J, Kim S-H, **Thrasher JF**, Cho YJ, Heo YJ. Heated debates on regulations of heated tobacco products in South Korea: The news valence, source, and framing of relative risk/benefit. *Tobacco Control*. In press.
- East K, Reid JL, Burkhalter R, Wackowski OA, **Thrasher JF**, Tattan-Birch H, Boudreau C, Bansal-Travers M, Liber AC, McNeill A, Hammond D. Exposure to negative news stories about vaping, and harm perceptions of vaping, among youth in England, Canada, and the US before and after the outbreak of E-cigarette or Vaping-Associated Lung Injury (EVALI). *Nicotine & Tobacco Research*. In press.
- Usidame B, Xie Y, **Thrasher JF**, Lozano P, Elliott MR, Fong GT, Fleischer NL. The differential impact of the Canadian point-of-sale tobacco display bans on quit attempts and smoking cessation outcomes by sex, income, and education: Longitudinal findings from the ITC Canada Survey. *Tobacco Control*. In press.
- Gorniak G, Yong HH, Borland R, Cummings KM, **Thrasher JF**, McNeill A, Hyland A, Fong GT. Do number of smoking friends and changes over time predict smoking relapse? Findings from the International Tobacco Control Four-Country Survey. *Journal of Substance Abuse Treatment*. In press.
- Nieto C, Jauregui A, Contreras-Manzano A, Potvin Kent M, Sacks G, White CM, Pauzé E, Vanderlee L, **Thrasher JF**, Barquera S, Hammond D. Adult's exposure to unhealthy food and beverage marketing: A multi-country study in Australia, Canada, Mexico, United Kingdom, and United States. *Journal of Nutrition*. In press.
- Fleischer NL, Donahoe T, McLeod MC, **Thrasher JF**, Levy DT, Elliott MR, Meza R, Patrick ME. Taxation reduces smoking but may not reduce smoking disparities among youth in the United States. *Tobacco Control*. In press.
- Colston DC, Xie Y, Patrick ME, **Thrasher JF**, Titus AR, Elliott MR, Levy DT, Fleischer NL. Tobacco 21 laws may reduce smoking and tobacco-related health disparities among youth in the U.S. *Preventive Medicine Reports*. In press.
- Titus AR, Xie Y, **Thrasher JF**, Levy D, Elliott MR, Patrick ME, Fleischer NL. A longitudinal analysis of smoke-free laws and smoking initiation disparities among young adults in the United States. *Addiction*. In press.
- Colston DC, Xie Y, **Thrasher JF**, Emery S, Patrick ME, Titus AR, Elliott MR, Fleischer L. Examining Truth and state-sponsored media campaigns as a means of decreasing youth smoking and related disparities in the U.S.. *Nicotine & Tobacco Research*. In press.

- Cho YJ, **Thrasher JF**, Driezen P, Hitchman S, Reid J, Hammond D. Trends in exposure to and perceptions of e-cigarette marketing among youth in England, Canada, and the United States between 2017 and 2019. *Health Education Research*. 36(6), 657-668. 2022.
- LeLaurin JF, **Thrasher JF**, Strayer SM, Malaty J, Kollath-Cattano C, Williams M, Nguyen OT, Kellner AM, Smith JM, Salloum RG. Feasibility of a primary care patient decision aid for smoking cessation with information about e-cigarettes. *Preventive Medicine Reports*. 26(101745). 2022.
- Loud EE, Duong HT, Henderson K, Reynolds R, Ashley D, **Thrasher JF**, Popova L. Addicted to smoking or addicted to nicotine?: A focus group study on perceptions of nicotine and addiction among US adult current smokers, former smokers, non-smokers, and dual users of cigarettes and e-cigarettes. *Addiction*. 117(2): 472–481. 2022.
- Cho YJ, **Thrasher JF**, Davis R, Kim S, Hardin J, Popova L. Effective package warning label systems for communicating relative risks of cigarettes, heated tobacco products, and e-cigarettes: an experimental study with Korean adults. *International Journal of Drug Policy*. 99:103468. 2022.
- Taylor E, East K, McNeill A, Cummings KM, **Thrasher JF**, Fong GT, Quah ACK, McDermott M, Li G, Borland R, Hammond D, Aleyan S, Hitchman SC. Changes in responses to nicotine vaping product warnings and leaflets in England compared with Canada, the US, and Australia: Findings from the 2016-2018 ITC Four Country Smoking and Vaping Surveys. *Tobacco Control*. 31(1):107-111. 2022.
- Loud EE, Gallegos-Carrillo K, Barrientos-Gutiérrez I, Arillo-Santillán E, Lambert V, Zavala-Arciniega L, **Thrasher JF**. Smoking behaviors, mental health, and risk perceptions during the first year of the COVID-19 pandemic among Mexican adult smokers. *International Journal of Environmental Research and Public Health*. Oct 17;18(20):10905. 2021.
- Titus AR, Gamarel KE, **Thrasher JF**, Emery SL, Elliott MR, Fleischer NL. Are sexual minority adults differentially exposed to smoke-free laws and televised anti-tobacco media campaigns compared to the general US population? A descriptive analysis. *Tobacco Control*. 30(e2):e154-e157. 2021.
- Wakefield M, Dunstone K, Brennan E, Vittiglia A, Scollo M, Durkin S, Hoek J, **Thrasher JF**, Hatsukami D, Bennowitz N, Samet J. Australian smokers' experiences and perceptions of recessed and firm filter cigarettes. *Tobacco Control*. 30(6):660-667. 2021.
- Salloum RG, LeLaurin JH, Lee JH, Lafata JE, Williams M, Wang Y, Smith JM, Staras SAS, Strayer SM, **Thrasher JF**. Primary care physician perspectives on recommending e-cigarettes to smokers: a best-worst discrete choice experiment. *Journal of General Internal Medicine*. 36(11):3353-3360. 2021.

- East K, McNeill A, **Thrasher JF**, Hitchman SC. Social norms as a predictor of smoking uptake among youth: a systematic review, meta-analysis and meta-regression of prospective cohort studies. *Addiction*. 116(11):2953-2967. 2021.
- Kollath-Cattano C, **Thrasher JF**, Salloum RG, Albano AW, Jindal M, Durkin M, Strayer SM. Evaluation of a smoking cessation patient decision aid that integrates information about e-cigarettes. *Nicotine & Tobacco Research*. 23(11):1880-1888. 2021.
- Rodríguez-Bolaños R, Arillo-Santillán E, Guzmán-Rodríguez C, Barrientos-Gutiérrez I, Gallegos-Carrillo K, Titus A, Cruz-Jiménez L, **Thrasher JF**. Similarities and differences in substance use patterns among lesbian, gay, bisexual, and heterosexual Mexican adult smokers. *LGBT Health*. 8(8):545-553. 2021.
- Titus AR, Gamarel KE, **Thrasher JF**, Meza R, Fleischer NL. State-level structural stigma and smoking among sexual minority adults in the United States, 2012-2014. *Annals of Behavioral Medicine*. 55(6):557-570. 2021.
- Loud EE, Lambert VC, Porticella NA, Niederdeppe J, **Thrasher JF**. Evaluating cigarette pack insert messages with tips to quit. *Tobacco Regulatory Science*. 7(3): 203-209. 2021.
- Mancuso S, Brennan E, Dunstone K, Vittiglia A, Durkin S, **Thrasher JF**, Hoek J, Wakefield M. Australian smokers' sensory experiences and beliefs associated with menthol and non-menthol cigarettes. *International Journal of Environmental Research and Public Health*. 18(11):5501. 2021.
- Colston DC, Xie Y, **Thrasher JF**, Patrick ME, Titus AR, Emery S, McLeod MC, Elliott ME, Fleischer NL. Anti-smoking media campaigns and disparities in smoking cessation in the United States, 2001-2015. *American Journal of Health Promotion*. 35(5):658-668. 2021.
- Titus AR, **Thrasher JF**, Gamarel KE, Meza R, Fleischer NL. Smoke-free laws and disparities in secondhand smoke exposure among nonsmoking adults in the United States, 1999-2014. *Nicotine & Tobacco Research*. 23(9):1527-1535. 2021.
- Goodman S, Armendariz G, Corkum A, Arellano L, Jauregui A, Keeble M, Marshall J, Sacks G, **Thrasher JF**, Vanderlee L, White CM, Hammond D. Recall of government healthy eating campaigns by consumers in five countries. *Public Health Nutrition*. 24(13):3986-4000. 2021.
- Zavala-Arciniega L, Barrientos-Gutiérrez I, Arillo-Santillán E, Gallegos-Carrillo K, **Thrasher JF**. Profile and patterns of dual use of e-cigarettes and conventional cigarettes among Mexican adults. *Mexican Journal of Public Health*. 63:641-652. 2021.
- Perez A, **Thrasher JF**, Arillo-Santillán E, Barnoya J, Mejia R. La escala de afluencia familiar como herramienta para la investigación sobre inequidades sociales en salud en adolescentes: una perspectiva latinoamericana. [The Family Affluence Scale for research on social inequality

- and health among adolescents: A Latin American Perspective.] *Mexican Journal of Public Health*. 63:201-210. 2021.
- Kim SH, Jun J, **Thrasher JF**, Heo YJ, Cho YJ. News media presentations of heated tobacco products (HTPs): A content analysis of newspaper and television news coverage in South Korea. *Journal of Health Communication*. 26(5):299-311. 2021.
- Colston DC, Titus AR, **Thrasher JF**, Elliott MR, Fleischer NL. Area-level predictors of Tobacco 21 coverage in the U.S. before the national law: Exploring potential disparities. *American Journal of Preventive Medicine*. 60(1):29-37. 2021.
- Gutiérrez-Torres DS, Saénz de Miera Juárez B, Reynales-Shigematsu LM, Zavala-Arciniega L, **Thrasher JF**. Trends in cigarette brand preference among Mexican smokers: The rise of Pall Mall. *Tobacco Control*. 30(3):305-311. 2021.
- Kasymovya S, Walsemann K, **Thrasher JF**, Barker G, Billings DL. Increasing men's involvement in responsible parenthood: National-level policy efforts in Croatia, India and Mexico. *Community, Work & Family*. 24(4): 374-391. 2021.
- Sánchez-Romero LM, Zavala-Arciniega L, Reynales-Shigematsu LM, Saenz de Miera-Juarez B, Yuan Z, Li Y, Kwan Lau Y, Fleischer N, Meza R, **Thrasher JF**, Levy DT. The Mexico SimSmoke Tobacco Control Policy Model: Development of a simulation model of daily and nondaily cigarette smoking. *PLoS One*. 16(6):e0248215. 2021.
- Colston DC, Xie Y, **Thrasher JF**, Emery S, Patrick ME, Elliott MR, Titus AR, Fleischer NL. Exploring how exposure to Truth and state-sponsored anti-tobacco media campaigns affect smoking disparities among young adults using a national longitudinal dataset, 2002-2017. *International Journal of Environmental Research and Public Health*. 18(15):7803. 2021.
- Corrigan JR, Hackenberry BN, Lambert VC, Rousu MC, **Thrasher JF**, Hammond D. Estimating the price elasticity of demand for JUUL e-cigarettes among teens. *Drug and Alcohol Dependence*. 218:108406. 2021.
- Tam J, Jeon J, **Thrasher JF**, Hammond D, Holford TR, Levy DT, Meza R. Estimation of prevalence of smoking and smoking-attributable mortality associated with cigarette package graphic health warnings. *JAMA Health Forum*. 2(9):e212852. 2021.
- Barrientos-Gutierrez I, Islam F, Cho YJ, Salloum RG, Louviere J, Arillo-Santillán E, Reynales-Shigematsu LM, Barnoya J, Saenz de Miera Juarez B, Hardin J, **Thrasher JF**. Assessing cigarette packaging and labeling policy effects on early adolescents: Results from a discrete choice experiment. *Tobacco Control*. 30:505–514. 2021.

- Kowitt SD, Cornacchione Ross J, Goldstein AO, Jarman KL, **Thrasher JF**, Ranney LM. Youth exposure to warnings on cigar, e-cigarette, and waterpipe tobacco packages. *American Journal of Preventive Medicine*. 61(1):80–87. 2021.
- Monzón J, Islam F, Mus S, **Thrasher JF**, Barnoya JB. Effects of tobacco product type and characteristics on appeal and perceived harm: Results from a discrete choice experiment among Guatemalan adolescents. *Preventive Medicine*. 148: 106590. 2021.
- Parks MJ, Patrick ME, Levy DT, **Thrasher JF**, Elliott MR, Fleischer NL. Tobacco taxation and its prospective impact on disparities in smoking initiation and progression among young adults. *Journal of Adolescent Health*. 68: 765-772. 2021.
- Colston DC, Simard BJ, Xie Y, McLeod MC, Elliott MR, **Thrasher JF**, Fleischer NL. The association between quitline characteristics and smoking cessation by educational attainment, income, race/ethnicity, and sex. *International Journal of Environmental Research and Public Health*. 18; 3297. 2021.
- Lorenzo-Blanco E, Unger J, **Thrasher JF**. E-cigarette use susceptibility among youth in Mexico: The roles of remote acculturation, parenting behaviors, and internet use frequency. *Addictive Behaviors*. 113 (February): 106688. 2021.
- Zavala-Arciniega L, Reynales-Shigematsu LM, Levy D, Lau YK, Meza R, Gutierrez-Torres DS, Arillo-Santillan E, Fleischer NL, **Thrasher JF**. Smoking trends in Mexico, 2002 – 2016: Before and after the ratification of the World Health Organization’s Framework Convention on Tobacco Control. *Tobacco Control*. 29(6):687-691. 2021.
- Kalousova L, Levy D, Titus AR, Meza R, **Thrasher JF**, Elliott MR, Fleischer NL. Cigarette taxes, prices, and disparities in current smoking in the United States. *Social Science & Medicine – Population Health*. 12(2020); 100686. 2020.
- Davis RE, Lee S, Johnson TP, Conrad F, Resnicow K, **Thrasher JF**, Mesa A, Peterson KE. The influence of item characteristics on acquiescence among Latino survey respondents. *Field Methods*. 32:1: 3–22. 2020.
- Gottschlich A, Mus S, Monzón JC, **Thrasher JF**, Barnoya J. A cross-sectional study on the awareness, susceptibility, and use of heated tobacco products among adolescents in Guatemala City, Guatemala. *BMJ Open*. 10:e039792. 2020.
- Craig LV, Yoshimi I, Fong GT, Meng G, Yan M, Mochizuki Y, Tabuchi T, **Thrasher JF**, Xu SS, Quah ACK, Ouimet J, Sansone G, Chung-Hall J. Awareness of marketing of heated tobacco products and cigarettes and support for tobacco marketing restrictions in Japan: Findings from the 2018 International Tobacco Control (ITC) Japan Survey. *International Journal of Environmental Research and Public Health*. 17(22): 8418. 2020.

- Zavala-Arciniega L, Gutiérrez-Torres DS, Reynales-Shigematsu LM, Barrientos-Gutiérrez I, Fleischer NL, Meza R, **Thrasher JF**. Cigarros con cápsulas de sabor en México: prevalencia, proporción de uso entre fumadores y predictores de consumo. ENSANUT 2018-19. [Prevalence, proportion and correlates of flavor capsule cigarette use in Mexico: results from the ENSANUT 2018-19.] *Mexican Journal of Public Health*. 62:820-828. 2020.
- Srivastav A, Davis RE, Strompolis M, Crouch E, **Thrasher JF**, Spencer M. Responding to adverse childhood experiences: Understanding the role of safe, stable, and nurturing relationships in reducing alcohol and tobacco-related risk behaviors. *Journal of Child and Adolescent Substance Abuse*. 28:6, 426-438. 2020.
- Srivastav A, Spencer M, **Thrasher JF**, Strompolis M, Crouch E, Davis RE. Addressing health and well-being through state policy: Understanding barriers and opportunities for policy-making to prevent Adverse Childhood Experiences (ACEs) in South Carolina. *American Journal of Health Promotion*. 34(2):189-197. 2020.
- Kowitt SD, Cornacchione-Ross J, Jarman KL, Kistler CE, Lazard AJ, Ranney LM, Sheeran P, **Thrasher JF**, Goldstein AO. Tobacco quit intentions and behaviors among cigar smokers in the United States in response to COVID-19. *International Journal of Environmental Research and Public Health*. 17, 5368. 2020.
- Gravelly S, Driezen P, Smith D, Borland R, Lindblom EN, Hammond D, McNeill A, Hyland A, Cummings KM, Chan G, Thompson ME, Boudreau C, Martin N, Ouimet J, Loewen R, Quah ACK, Goniewicz ML, **Thrasher JF**, Fong GT. International differences in patterns of cannabis use among adult cigarette smokers: Findings from the 2018 ITC Four Country Smoking and Vaping Survey. *International Journal of Drug Policy*. Apr 16;79:102754. 2020.
- Lambert V, Davis RE, Popova L, **Thrasher JF**. Cessation conversations and subsequent quitting among US Latino and non-Latino White smokers. *American Journal of Health Behavior*. 44(4), 473–487. 2020.
- Contreras-Manzano A, Jáuregui A, Nieto C, Hall MG, Vargas-Meza J, **Thrasher JF**, Illescas-Zárate D, Barquera S, Hammond D. The impact of a cartoon character on adults' perceptions of Children's breakfast cereals: a randomized experiment. *Nutrition Journal*. 19:43. 2020.
- Taghrid A, Schmidt M, Ebrahimi Kalan M, Wu W, Ward KD, Nakkash R, **Thrasher JF**, Eissenberg T, Maziak W. A Delphi study among an international expert panel to develop waterpipe-specific health warning labels. *Tobacco Control*. 29(2):159-167. 2020.
- Unger JB, Chaloupka FJ, Vallone D, **Thrasher JF**, Nettles DS, Hendershot TP, Swan GE, PhenX Tobacco Regulatory Research Environment Working Group. PhenX: Environment measures for tobacco regulatory research. *Tobacco Control*. 29(Suppl 1):s35-s42. 2020.

- Gravelly S, Fong GT, Sutanto E, Loewen R, Ouimet J, Xu SS, Quah ACK, Thompson ME, Boudreau C, Li G, Goniewicz MJ, Yoshimi I, Mochizuki Y, Elton-Marshall T, **Thrasher JF**, Tabuchi T. Perceptions of harmfulness of heated tobacco products compared to combustible cigarettes among adult smokers in Japan: Findings from the 2018 ITC Japan Survey. *International Journal of Environmental Research and Public Health*. 17, 2394. 2020.
- Cho YJ, **Thrasher JF**, Cummings KM, Yong H-H, Hitchman SC, McNeill A, Fong GT, Hammond D, Hardin JW, Li L, Lindblom EN. Cross-country comparison of cigarette and vaping product marketing exposure and use: Findings from 2016 ITC Four Country Smoking and Vaping Survey. *Tobacco Control*. 29(3), 295-304. 2020.
- Cruz-Jiménez L, Barrientos-Gutiérrez I, Coutiño-Escamilla L, Gallegos-Carrillo K, Arillo-Santillán E, **Thrasher JF**. Adult smokers' awareness of and interest in trying heated tobacco products (HTPs): Perspectives from Mexico, where HTPs and e-cigarettes are banned. *International Journal of Environmental Research and Public Health*. 17, 2173. 2020.
- Srivastav A, Spencer M, Strompolis M, **Thrasher JF**, Crouch E, Palamaro-Munsell E, Davis RE. Exploring practitioner and policymaker perspectives on public health approaches to address Adverse Childhood Experiences (ACEs) in South Carolina. *Child Abuse & Neglect*, 102, 104391. 2020.
- Lozano P, **Thrasher JF**, Forthofer M, Hardin J, Reynales Shigematsu LM, Arillo Santillán E, Fleischer NL. Smoking-related stigma: A public health tool or a damaging force? *Nicotine & Tobacco Research*. 22(1):96-103. 2020.
- Gallegos-Carrillo K, Barrientos-Gutiérrez I, Arillo-Santillán E, Zavala-Arciniega L, Cho YJ, **Thrasher JF**. Health professionals' counseling about electronic cigarettes for smokers and vapers in a country that bans the sales and marketing of electronic cigarettes. *International Journal of Environmental Research and Public Health*. 17, 442. 2020.
- Srivastav A, Strompolis M, Kipp C, Richard C, **Thrasher JF**. Moderating the effects of adverse childhood experiences (ACEs) to address inequities in risk behaviors. *Health Promotion Practice*. 21(Suppl 1) 139S–147S. 2020.
- Beets MW, Weaver RG, Ioannidis JPA, Geraci M, Brazendale K, Decker L, Okely AD, Lubans D, van Sluijs E, Jago R, Turner-McGrievy G, **Thrasher JF**, Li X, Milat AJ. Identification and evaluation of risk of generalizability biases in pilot versus efficacy/effectiveness trials: A systematic review and meta-analysis. *International Journal of Behavioral Nutrition and Physical Activity*. 17:19. 2020.
- Rodríguez-Bolaños R, Arillo-Santillán E, Barrientos-Gutiérrez I, Zavala-Arciniega L, Ntansah CA, **Thrasher JF**. Sex differences in becoming a current electronic cigarette user, current smoker and current dual user of both products: A longitudinal study among Mexican adolescents. *International Journal of Environmental Research and Public Health*. 17; 196. 2020.

- Levy D, Zavala-Arciniega L, Reynales-Shigematsu LM, Fleischer NL, Yuan Z, Li Y, Sanchez Romero LM, Kwan Lau Y, Meza R, **Thrasher JF**. Measuring smoking prevalence in a middle-income nation: An examination of the 100 cigarettes lifetime screen. *Global Epidemiology*. Nov 1, 2019. DOI:<https://doi.org/10.1016/j.gloepi.2019.100016>.
- Cho YJ, **Thrasher JF**. Flavor capsule heat-sticks for heated tobacco products. *Tobacco Control*. 28: e158-e159. 2019.
- Lozano P, **Thrasher JF**, Forthoffer Mj, Arillo-Santillán E, Reynales-Shigematsu LM, Fleischer N. The role of social norms and socioeconomic status in smoking-related stigma among smokers in Mexico and Uruguay. *Critical Public Health*. 29(2): 215-227. 2019.
- Aleyan S, East K, McNeill A, Cummings KM, Fong GT, Yong HH, **Thrasher JF**, Borland R, Hitchman S. Differences in norms towards the use of nicotine vaping products among adult smokers, former smokers and nicotine vaping product users: Cross-sectional findings from the 2016 ITC Four Country Smoking and Vaping Survey. *Addiction*. 114(Suppl 1): 97-106. 2019.
- Maziak W, Ben Taleb Z, Ebrahimi Kalan M, Eissenberg T, **Thrasher JF**, Shihadeh A, Asfar T. Health warning labels on the waterpipe device are effective in reducing smoking satisfaction, puffing behavior, and exposure to CO: First evidence from a crossover clinical laboratory study. *Tobacco Control*. 28(e1): e37-e42. 2019.
- Cho YJ, **Thrasher JF**, Reid J, Hitchman S, Hammond D. Youth self-reported exposure to and perceptions of vaping advertisements: Findings from the 2017 International Tobacco Control Youth Tobacco and Vaping Survey. *Preventive Medicine*. 126(September): 105775. 2019.
- Zavala-Arciniega L, Lozano P, Kollath-Cattano C, Gutierrez-Torres DS, Arillo-Santillán E, Barrientos-Gutiérrez I, Hardin JW, **Thrasher JF**. E-cigarette use frequency and motivations among current users in middle school. *Drug and Alcohol Dependence*. 204: 107585. 2019.
- Levy DT, Warner KE, Cummings KM, Hammond D, Kuo C, Fong GT, **Thrasher JF**, Goniewicz ML, Borland R. Examining the relationship of vaping to smoking initiation among US youth and young adults: A reality check. *Tobacco Control*. 28(6):629-635. 2019.
- Salloum RG, Nakkash R, Abu-Rmeileh N, Hamadeh R, Darawad M, Kheirallah K, Alfarsi Y, Yusufali A, Thomas J, Mostafa A, Salama M, Alzyoud S, Al-Sheyab N, **Thrasher JF**. Individual-level determinants of waterpipe smoking demand in four Eastern Mediterranean countries. *Health Promotion International*. 34(6):1157-1166. 2019.
- Nieto C, Jáuregui A, Contreras-Manzano A, Arillo-Santillan E, Barquera S, White CM, Hammond D, **Thrasher JF**. Understanding and use of food labeling systems among Whites and Latinos in the United States and among Mexicans: Results from the International Food Policy Study, 2017. *Int J Behav Nutr Phys Act*. 2019 Oct 17;16(1):87.

- East KA, Hitchman SC, McNeill A, **Thrasher JF**, Hammond D. Social norms towards smoking and vaping and associations with product use among youth in England, Canada, and the US. *Drug & Alcohol Dependence*. 205; 107635. 2019.
- Kollath-Cattano C, Dorman T, Albano AW, Jindal M, Strayer SM, **Thrasher JF**. E-cigarettes and the clinical encounter: Physician perspectives on e-cigarette safety, effectiveness, and patient educational needs. *Journal of Evaluation in Clinical Practice*. 25(5):761-768. 2019.
- Gravely S, **Thrasher JF**, Cummings KM, Ouimet J, McNeill A, Meng G, Lindblom EN, Loewen R, O'Connor RJ, Thompson ME, Hitchman SC, Hammond D, Heckman BW, Borland R, Yong H-H, Elton-Marshall T, Bansal Travers M, Gartner C, Fong GT. Discussions between health professionals and smokers about nicotine vaping products: Results from the 2016 ITC Four Country Smoking and Vaping Survey. *Addiction*. 114 (Suppl. 1), 71–85. 2019.
- McDermott MS, Li G, McNeill A, Hammond D, **Thrasher JF**, O'Connor RJ, Cummings KM, Borland R, Fong GT, Hitchman SC. Exposure to and perceptions of health warning labels on nicotine vaping products: Findings from the 2016 International Tobacco Control Four Country Smoking and Vaping Survey. *Addiction*. 114 (Suppl. 1), 134–143. 2019.
- Aleyan S, East K, McNeill A, Cummings KM, Fong GT, Yong H-H, **Thrasher JF**, Borland R, Hitchman SC. Differences in norms towards the use of nicotine vaping products among adult smokers, former smokers and nicotine vaping product users: cross-sectional findings from the 2016 ITC Four Country Smoking and Vaping Survey. *Addiction*. 114 (Suppl. 1), 97–106. 2019.
- Thompson ME, Fong GT, Boudreau C, Driezen P, Li G, Gravely S, Cummings KM, Heckman B, O'Connor R, **Thrasher JF**, El Nahhas G, Borland R, Yong H-H, McNeill A, Hitchman S. Methods of the ITC Four Country Smoking and Vaping Survey, Wave 1 (2016). *Addiction*. 114 (Suppl. 1), 6–14. 2019.
- Yong H-H, Borland R, Cummings KM, Gravely S, **Thrasher JF**, McNeill A, Hitchman S, Greenhalgh E, Thompson ME, Fong GT. Reasons for regular vaping and its discontinuation among smokers and recent ex-smokers: Findings from the 2016 ITC Four Country Smoking and Vaping survey. *Addiction*. 114 (Suppl. 1), 35–48. 2019.
- Morello P, Perez A, Peña L, Braun S, **Thrasher JF**, Mejía R. Factores predictores del consumo de sustancias en adolescentes argentinos: Estudio longitudinal. [Risk factors for substance use among Argentine Adolescents: A Longitudinal Study.] *Revista Argentina de Salud Pública*. 10(40): 32-3. 2019.
- Titus A, Kalousova L, Meza R, Levy D, **Thrasher JF**, Elliott M, Lantz P, Fleischer N. Smoke-free policies and smoking cessation in the United States, 2003-2015. *International Journal of Environmental Research and Public Health*. 16, 3200. 2019.

- Thrasher JF**, Brewer NT, Niederdeppe J, Peters E, Strasser AA, Grana R, Kaufman AR. Advancing tobacco product warning labels research methods and theory: A summary of a grantee meeting held by the US National Cancer Institute. *Nicotine & Tobacco Research*. 21(7):855-862. 2019.
- Berg CJ, **Thrasher JF**, Barnoya J, Cohen J, Maziak W, Lando H, Drope J, Mejia R, Foley K, Nakkash R, Fong GF, Kupfer L, Sturke R, Parascandola M. Strengthening policy-relevant tobacco research capacity in low- and middle-income countries: Challenges, opportunities and lessons learned. *Nicotine & Tobacco Research*. 21(8):1140-114. 2019.
- Moodie C, **Thrasher JF**, Cho YJ, Barnoya J, Chaloupka F. Flavour capsule cigarettes continue to experience strong global growth. *Tobacco Control*. 28(5):595-596. 2019.
- Nargis N, Yong H-H, Driezen P, Mbulo L, Zhao L, Fong GT, Thompson ME, Borland R, Palipudi KM, Giovino GA, **Thrasher JF**, Siahpush M. Socioeconomic patterns of smoking cessation behavior in low and middle-income countries: Emerging evidence from the Global Adult Tobacco Surveys and International Tobacco Control Surveys. *PLoS ONE*. 14(9):e0220223. 2019.
- Lozano P, Arillo-Santillán E, Barrientos-Gutiérrez I, Zavala-Arciniega L, Reynales-Shigematsu LM, **Thrasher JF**. A longitudinal study of e-cigarette use and its association with smoking reduction and cessation intentions among Mexican smokers. *Salud Pública de México*. 61(3): 276-285. 2019.
- Hoek J, Gendall P, Eckert C, Louviere J, Blank M-L, **Thrasher JF**. Young adult susceptible non-smokers' and smokers' responses to capsule cigarettes. *Tobacco Control*. 28:498–505. 2019.
- Casado L, **Thrasher JF**, Perez C, Santos Thuler LC, Fong GT. Factors associated with quit attempts and smoking cessation in Brazil: Findings from the International Tobacco Control Brazil Survey. *Public Health*. 174: 127-133. 2019.
- Hammond D, Reid J, Rynard V, Fong GT, Cummings KM, McNeill A, Hitchman S, **Thrasher JF**, Goniewicz M, Bansal-Travers M, O'Connor RJ, Levy D, Borland R, White C. Changes in the prevalence of vaping and smoking among youth in Canada, England and the United States: repeat national cross-sectional surveys. *British Medical Journal*. Jun 20;365:l2219. 2019.
- Lorenzo-Blanco EJ, Arillo-Santillán EJ, Unger JB, **Thrasher JF**. Remote acculturation and cigarette smoking susceptibility among youth in Mexico. *Journal of Cross-Cultural Psychology*. 50(1):63-79. 2019.
- Lozano P, Arillo-Santillán E, Barrientos-Gutiérrez I, Reynales-Shigematsu LM, **Thrasher JF**. E-cigarette social norms and risk perceptions: E-cigarette social norms and risk perceptions among susceptible adolescents in a country that bans e-cigarettes. *Health Education & Behavior*. 46(2):275-285. 2019.

- Moodie C, MacKintosh AM, **Thrasher JF**, McNeill A, Hitchman S. Use of cigarettes with flavor capsules among smokers in the United Kingdom. *Nicotine & Tobacco Research*. 21(11):1547-1555. 2019.
- Gravelly S, Driezen P, Ouimet J, Quah ACK, Cummings KM, Thompson M, Boudreau C, Hammond D, McNeill A, Borland R, **Thrasher JF**, Edwards R, Omar M, Hitchman SC, Yong H-H, Barrientos-Gutierrez T, Willemsen MC, Bianco E, Boado M, Goma FM, Seo HG, Nargis N, Jiang Y, De Abreu Perez C, Fong GT. Prevalence of awareness, ever-use, and current use of nicotine vaping products (NVPs) among adult current smokers and ex-smokers in 14 countries with differing regulations on sales and marketing of NVPs: Cross-sectional findings from the ITC Project. *Addiction*. 114(6):1060-1073. 2019.
- Hammond D, Reid JL, Driezen P, **Thrasher JF**, Gupta PC, Nargis N, Li Q, Jiang Y, Boudreau C, Fong GT, Cummings KM, Borland R. Are the same health warnings effective across different countries? An experimental study in seven countries. *Nicotine & Tobacco Research*. 21(7):887-895. 2019.
- Perez A, **Thrasher JF**, Cabrera N, Forsyth S, Peña L, Sargent JD, Mejia R. Exposure to tobacco in video games and smoking in Argentina. *Tobacco Control*. 28(4):427-433. 2019.
- Fleischer NL, Lozano P, Wu Y-H, Hardin JW, Meng G, Liese AD, Fong GT, **Thrasher JF**. Disentangling the roles of point-of-sale tobacco display bans, tobacco retail density, and tobacco retail proximity on smoking cessation behaviors among a cohort of smokers in Canada. *Tobacco Control*. 28(1):81-87. 2019.
- Choi SK, Frongillo EA, Blake CE, **Thrasher JF**. Why are restricted food items still sold after the implementation of the school store policy? The case of South Korea. *Food Policy*. 83:161-169. 2019.
- Cupertino AP, Cartujano-Barrera F, Ramírez-Mantilla M, Rodríguez-Bolaños R, **Thrasher JF**, Pérez-Rubio G, Falfán-Valencia R, Ellerbeck EF, Reynales-Shigematsu LM. A mobile smoking cessation intervention for Mexico (Vive sin Tabaco... ¡Decídete!): A single-arm pilot study. *Journal of Medical Internet Research, mHealth uHealth*. Apr 25;7(4):e12482. 2019. DOI: 10.2196/12482
- Mejía R, Morello P, Arillo-Santillán E, Braun S, Sargent JD, **Thrasher JF**. Exposure to alcohol use in movies and problematic use of alcohol: A longitudinal study among Latin American adolescents. *Journal of Studies on Alcohol and Drugs*. 80(1), 69–76. 2019.
- Barrientos-Gutierrez I, Lozano P, Arillo-Santillan E, Morello P, Mejia R, Reynales-Shigematsu LM, **Thrasher JF**. "Technophilia": A new risk factor for electronic cigarette use among early adolescents? *Addictive Behaviors*. 91: 193–200. 2019.

- Lambert V, Ferguson SG, Niederdeppe J, Hammond D, Hardin J, **Thrasher JF**. Exploring the impact of efficacy messages on cessation-related outcomes using Ecological Momentary Assessment. *Tobacco Induced Diseases*. 16: 44. 2018
- Srivastav A, Christmus S, Rath J, Hair E, Cantrell J, Vallone D, **Thrasher JF**. Exploring advocacy and policy strategies to change videogame content: A focus on tobacco. *Health Behavior & Policy Review*. 5(5): 66-76. 2018.
- Braverman-Bronstein A, **Thrasher JF**, Reynales-Shigematsu LM, Hernández-Ávila M, Barrientos-Gutierrez T. Concentrations of nicotine, nitrosamines and humectants in legal and illegal cigarettes in Mexico. *Harm Reduction Journal*. 15(1):50. 2018.
- Lorenzo-Blanco EJ, Abad-Vivero E, Barrientos-Gutierrez I, Arillo-Santillán EJ, Pérez-Hernandez R, Unger JB, **Thrasher JF**. Movie language orientation, gender, movie smoking exposure, and smoking susceptibility among youth in Mexico. *Nicotine & Tobacco Research*. 20(11): 1378-1385. 2018.
- Salloum R, Louviere J, Getz K, Farahnaz I, Anshari D, Cho YJ, O'Connor R, Hammond D, **Thrasher JF**. Evaluation of strategies to communicate harmful and potentially harmful constituent (HPHC) information through cigarette package inserts: A discrete choice experiment. *Tobacco Control*. 27: 677-683. 2018.
- Swayampakala K, **Thrasher JF**, Hardin JW, Liu J, Fong GT, Titus AR, Fleischer NL. Factors associated with changing cigarette consumption patterns among low-intensity smokers: Longitudinal findings across four waves (2008-2012) of ITC Mexico Survey. *Addictive Behavior Reports*. 8: 154-163. 2018.
- Zavala-Arciniega L, Reynales-Shigematsu LM, Lozano P, Arillo-Santillán E, Rodríguez-Andrade M, **Thrasher JF**. Patterns of awareness and use of electronic cigarettes in Mexico, a middle-income country that bans them: Results from a 2016 national survey. *Preventive Medicine*. 116: 211-218. 2018.
- Moodie C, Hiscock R, **Thrasher JF**, Reid G. Perceptions of cigarette pack inserts promoting cessation and dissuasive cigarettes among young adult smokers in the UK: A cross-sectional online survey. *BMJ Open*. Sep 5;8(9):e019662. 2018.
- Osman A, Daoud N, **Thrasher JF**, Bell BA, Walsemann KM. Ethnic discrimination and smoking-related outcomes among former and current Arab male smokers in Israel: The buffering effects of social support. *Journal of Immigrant and Minority Health*. 20(5):1094-1102. 2018.
- Fridriksson JF, Rorden C, Newman-Norlund RD, Froeliger B, **Thrasher JF**. Smokers' neurological responses to novel and repeated health warning labels (HWLs) from cigarette packages. *Frontiers in Psychiatry*. 9:319. 2018. doi: 10.3389/fpsy.2018.00319

- Salloum RG, Lee JF, Porter M, Dallery J, McDaniel AM, Bian J, **Thrasher JF**. Evidence-based tobacco treatment utilization among dual users of cigarettes and e-cigarettes. *Preventive Medicine*. 114:193-199. 2018.
- Kollath-Cattano CL, Mann ES, Moreno-Zegbe E, **Thrasher JF**. Sexual scripts in contemporary Mexican cinema: A quantitative content analysis. *Sexuality & Culture*. 22(1):90-105. 2018.
- Choi SK, Frongillo EA, Blake CE, **Thrasher JF**, Tompkins ME. Korean adolescents' energy intake of selected foods by eating place from 1998 to 2012 during implementation of two national school nutrition policies. *Journal of Hunger and Environmental Nutrition*. 13 (1): 116-130. 2018.
- Islam F, **Thrasher JF**, Figueiredo VC, Szklo A, Perez C, White CM, Hammond D. Cigarette flavors, package shape, and cigarette brand perceptions: An experiment among young Brazilian women. *Journal of the Pan American Health Organization*. 42:e5. 2018.
- Moodie C, Ford A, Dobbie F, **Thrasher JF**, McKell J, Purves R. The power of product innovation: Smokers' perceptions of capsule cigarettes. *Nicotine & Tobacco Research*. 20(9): 1157–1160. 2018.
- Skurka C, Kemp D, Davydova J, **Thrasher JF**, Byrne S, Greiner Safi A, Avery R, Dorf M, Mathios A, Niederdeppe J. Effects of 30% and 50% cigarette pack graphic warning labels on visual attention, negative affect, quit intentions, and smoking susceptibility among disadvantaged populations in the United States. *Nicotine & Tobacco Research*. 20(7): 859–866. 2018.
- Macauda MM, **Thrasher JF**, Saul JE, Celestino P, Cummings KM, Strayer SM. A good idea may not be good enough: Stakeholder buy-in to QuitConnect, a National Smokers' Registry. *American Journal of Health Promotion*. 32(5):1187-1195: 2018.
- Swayampakala K, **Thrasher JF**, Yong HH, Nagelhout G, Li L, Borland R, Hammond D, O'Connor RJ, Hardin JW. Over-time impacts of pictorial health warning labels and their differences across smoker subgroups: Results from adult smokers in Canada and Australia. *Nicotine & Tobacco Research*. 20(2): 888–896. 2018.
- El-Toukhy S, Choi K, Hitchman SC, Bansal-Travers M, **Thrasher JF**, Yong H-H, O'Connor RJ, Shang C. Banning tobacco price promotions, smoking-related beliefs and behavior: Findings from the International Tobacco Control Four Country (ITC 4C) Survey. *Tobacco Control*. 27(3):310-318. 2018.
- Huang L, Lin F-C, Friedman DB, **Thrasher JF**. Which types of anti-smoking television advertisements work better in Taiwan? *Health Promotion International*. 33(3):545-555. 2018.
- Saccone N, Emery L, Sofer T, Gogarten S, Becker D, Bottinger E, Chen LS, Culverhouse R, Duan W, Hancock D, Hosgood H, Johnson E, Loos R, Louie T, Papanicolaou G, Perreira K, Rodriguez E,

- Schurmann C, Stilp A, Szpiro A, Talavera G, Taylor K, **Thrasher J**, Yanek L, Laurie C, Perez-Stable E, Bierut L, Kaplan R. Genome-wide association study of smoking heaviness and daily/nondaily smoking in the Hispanic Community Health Study / Study of Latinos (HCHS/SOL). *Nicotine & Tobacco Research*. 20(4): 448–457. 2018.
- Cho YJ, **Thrasher JF**, Swayampakala K, Lipkus I, Hammond D, Cummings KM, Borland R, Yong H, Hardin J. Does adding information on toxic constituents to cigarette pack warnings increase smokers' perceptions about the health risks of smoking? A longitudinal study in Australia, Canada, Mexico, and the United States. *Health Education and Behavior*. 45(1):32-42. 2018.
- Anshari D, Yong H-H, Borland R, Hammond D, Swayampakala K, **Thrasher JF**. Which type of tobacco product warning imagery is more effective and sustainable over time? A longitudinal assessment of smokers in Canada, Australia, and Mexico. *BMJ Open*. Jul 13;8(7):e021983. 2018.
- Morello P, Pérez A, Braun SM, **Thrasher JF**, Barrientos I, Arrillo-Santillán E, Mejía R. Smoking susceptibility as a predictive measure of cigarette and e-cigarette use among early adolescents. *Salud Pública de México*. 60(4): 423-431.2018.
- Cascado LC, **Thrasher JF**, de Abreu Perez C, Thuler LCS, Fong GT. Factors associated with quit attempts and smoking cessation in Brazil: Findings from the International Tobacco Control Brazil Survey. *Tobacco Induced Diseases*. 16(Suppl 1): A343. 2018.
- Berg CJ, Fong GF, **Thrasher JF**, Cohen J, Maziak W, Lando H, Drope J, Mejia R, Barnoya J, Nakkash R, Salloum R, Parascandola M. The impact and relevance of tobacco control research in low- and middle-income countries globally and to the US. *Addictive Behaviors*. 87: 162-168. 2018.
- Pérez A, Osman A, Peña L, Abad-Vivero EN, Hardin JW, Sargent J, **Thrasher JF**, Mejía R. Parent education and substance use among Latin-American early adolescents. *Health Behavior and Policy Review*. 5(3):91-99. 2018.
- Wadsworth E, McNeill A, Li L, Hammond D, **Thrasher JF**, Yong H-H, Cummings KM, Fong GT, Hitchman SC. Reported exposure to e-cigarette advertising and promotion in different regulatory environments: Findings from the International Tobacco Control Four Country (ITC-4C) Survey. *Preventive Medicine*. 112: 130-137. 2018.
- Thrasher JF**, Islam F, Davis RE, Popova L, Lambert V, Cho YJ, Salloum RG, Louviere J, Hammond D. Testing cessation messages for cigarette package inserts: Findings from a best/worst discrete choice experiment. *International Journal of Environmental Research and Public Health*. 15: 282. 2018. doi:10.3390/ijerph15020282

- Braun S, Abad-Vivero EN, Mejía R, Barrientos I, Sargent JD, **Thrasher JF**. Predictive validity of the tobacco marketing receptivity index among non-smoking youth. *Addictive Behaviors*. 80: 150-153. 2018.
- Thrasher JF**, Anshari D, Lambert V, Islam F, Mead E, Popova L, Salloum R, Moodie C, Louviere J, Lindblom EN. Assessing smoking cessation messages with a discrete choice experiment. *Tobacco Regulatory Science*. 4(2): 73-87. 2018.
- Cho YJ, **Thrasher JF**, Yong H-H, Szklo AS, O'Connor R, Bansal-Travers M, Hammond D, Fong GT, Hardin J, Borland R. Path analysis of warning label effects on negative emotions and quit attempts: A longitudinal study of smokers in Australia, Canada, Mexico, and the US. *Social Science & Medicine*. 197: 226-234. 2018
- Swigart T, Bonvecchio A, Théodore FL, Zamudio-Haas S, Villanueva MA, **Thrasher JF**. Breastfeeding practices, beliefs, and social norms in low-resource communities in Mexico: Insights for how to improve future promotion strategies. *PLoS One*. 12(7): e0180185. 2017.
- Cole CA, Anshari D, Lambert V, **Thrasher JF**, Valafar H. Detecting smoking events using accelerometer data collected via smartwatch technology: An observational validation study. *Journal of Medical Internet Research*. Dec 13;5(12):e189. 2017. doi: 10.2196/mhealth.9035
- Levy DT, Mays D, Yuan E, Hammond D, **Thrasher JF**. Public health benefits from pictorial health warnings on U.S. cigarette packs: A SimSmoke Simulation. *Tobacco Control*. 26:649-655. 2017.
- Osman A, **Thrasher JF**, Yong H-H, Arillo-Santillán E, Hammond D. Disparagement of health warning labels on cigarette packages and smoking cessation: Results from four countries. *Health Education Research*. 32(6):524-536. 2017.
- Morello P, Pérez A, Peña L, Braun SN, Kollath-Cattano C, **Thrasher JF**, Sargent JD, Mejía R. Risk factors associated with tobacco, alcohol and drug use in adolescents attending secondary school in three cities from Argentina. *Archives Argentine Pediatrics*. 115(2):155-158. 2017.
- Fix BV, O'Connor RJ, Benowitz N, Heckman BW, Cummings KM, Fong GT, **Thrasher JF**. Nicotine Metabolite Ratio (NMR) Prospectively Predicts Smoking Relapse: Longitudinal Findings From ITC Surveys in Five Countries. *Nicotine & Tobacco Research* 19(9):1040-1047. 2017.
- Cavalcante T, Szklo A, Perez C, **Thrasher JF**, Szklo M, Fong GT, Quimet J, Gravelly S, Almeida L. Electronic cigarette awareness, use, and perception of harmfulness in Brazil: Findings from a country that has strict regulatory requirements. *Cadernos de Saude Pública*. Sep 21;33Suppl 3(Suppl 3):e00074416. 2017.

- Salloum RG, **Thrasher JF**, Getz KR, Barnett TE, Asfar T, Maziak W. Patterns of waterpipe tobacco smoking among US young adults, 2013-2014. *American Journal of Preventive Medicine*. 52(4): 507-512. 2017.
- Thrasher JF**, Islam E, Barnoya J, Mejía R, Valenzuela MT, Chaloupka FJ. Market share for flavor capsule cigarettes is quickly growing, especially in Latin America. *Tobacco Control*. 26(4):468-470. 2017.
- Mutti S, Hammond D, Reid JL, White CM, **Thrasher JF**. Perceptions of branded and plain cigarette packaging among Mexican youth. *Health Promotion International*. 32(4): 650–659. 2017.
- Lozano P, Barrientos-Gutierrez I, Arillo-Santillán E, Morello P, Mejia R, Sargent J, **Thrasher JF**. A longitudinal study of electronic cigarette use and onset of conventional cigarette smoking and marijuana use among Mexican adolescents. *Drug and Alcohol Dependence*. 180: 427 – 420. 2017.
- Veeranki SP, John RM, Ibrahim A, Pilendla D, **Thrasher JF**, Owusu D, Ouma AEO, Mamudu HM. Age of smoking initiation among adolescents in Africa. *International Journal of Public Health*. 62(1): 63–72. 2017
- Kim S, **Thrasher JF**, Kang MH, Cho YJ, Kim JK. News media presentations of electronic cigarettes: A content analysis of news coverage in South Korea. *Journalism and Mass Communication Quarterly*. 94(2): 443-464. 2017.
- Ortiz-León M, **Thrasher JF**, Morales-Romero J, De-San-Jorge-Cárdenas X. Adaptación transcultural de mensajes de texto vía teléfonos móviles como apoyo para dejar de fumar [Cultural adaptation of a text message program for smoking cessation support]. *Revista de Salud Pública*. 21(2): 20-30. 2017.
- Smallwood SW, Spencer SM, Ingram LA, **Thrasher JF**, Thompson-Robinson MV. Examining the relationships between religiosity, spirituality, internalized homonegativity, and condom use among African-American men who have sex with men in the Deep South. *American Journal of Men's Health*. 11(2): 196-207. 2017.
- Lindblom E, Berman M, **Thrasher JF**. FDA-required tobacco product inserts & onserts – and the First Amendment. *Food and Drug Law Journal*. 72(1): 1-25. 2017.
- Peña L, Lorenzo-Blanco EI, Pérez A, Morello P, Arillo-Santillan EJ, Kollath-Cattano C, **Thrasher JF**, Sargent JD, Mejía R. Parental style and its association with substance use in Argentinean youth. *Substance use and Misuse*. 52(4):518-526. 2017.
- Fleischer NL, **Thrasher JF**, Reynales-Shigematsu LM, Cummings KM, Meza R, Zhang Y, Levy DT. Mexico SimSmoke: How changes in tobacco control policies would impact smoking

- prevalence and smoking attributable deaths in Mexico. *Global Public Health*. 12(7): 830–845. 2017.
- Mutti-Packer S, Reid JL, **Thrasher JF**, Romer D, Fong GT, Gupta PC, Pednekar MS, Nargis N, Hammond D. The role of negative affect and message credibility in perceived effectiveness of smokeless tobacco health warning labels in Navi Mumbai, India and Dhaka, Bangladesh: A moderated-mediation analysis. *Addictive Behavior*. 73:22-29. 2017.
- Kim S, **Thrasher JF**, Rose J, Craft MK. Ties to the local community and South Carolinian newspapers' coverage of smoke-free policies. *Health Communication*. 32: 812–819. 2017.
- Choi SK, Frongillo EA, Blake CE, **Thrasher JF**. Food availability in school stores in Seoul, South Korea after implementation of food- and nutrient-based policies. *Journal of School Health*. 87: 498-505. 2017.
- Minter DJ, Mejía R, Salas I, **Thrasher JF**, Pérez-Stable EJ. Tobacco point-of-sale advertising in downtown Buenos Aires, Argentina, and compliance with the new tobacco advertising restrictions. *Tobacco Control*. 26:239-240. 2017.
- Barrientos-Gutierrez I, Mejía R, Perez-Hernandez R, Kollath-Cattano C, Peña L, Morello P, Arillo-Santillan E, Braun S, Sargent JD, **Thrasher JF**. Time trends for tobacco and alcohol use in youth-rated films popular in Mexico and Argentina, from 2004-2012. *Mexican Journal of Public Health*. 59(1):76-83. 2017.
- Mejía R, Pérez A, Peña L, Kollath-Cattano C, Morello P, Braun S, Hardin JW, **Thrasher JF**, Sargent JD. Smoking in movies and adolescent smoking initiation: A longitudinal study among Argentinean adolescents. *Journal of Pediatrics*. 180:222-228. 2017.
- Smallwood SW, Spencer SM, Ingram LA, **Thrasher JF**, Thompson-Robinson MV. Different dimensions: Internalized homonegativity among African-American men who have sex with men in the deep South. *Journal of Homosexuality*. 64(1):45-60. 2017
- Kollath-Cattano C, Osman A, **Thrasher JF**. Evaluating the perceived effectiveness of pregnancy-related cigarette package health warning labels among different gender/age groups. *Addictive Behaviors*. 66:33-40. 2017.
- Mejía R, Movies and Smoking amongst Latin American Youth Team. El cine induce a los adolescentes a consumir tabaco. Es necesario implementar políticas públicas para contrarrestar este fenómeno. [Movies promote tobacco use amongst adolescents: The need for policies to prevent this phenomenon]. *Revista de la Asociación Médica Argentina*. 129(4): 19-20. 2016.
- Abad-Vivero EN, **Thrasher JF**, Arillo-Santillán E, Pérez-Hernández R, Barrientos-Gutierrez I, Kollath-Cattano C, Mejía R, Sargent JD. Recall, appeal, and willingness to try cigarettes with flavor

- capsules: Assessing the impact of a tobacco product innovation amongst early adolescents. *Tobacco Control*. 25(e2): e113-e119. 2016.
- Riddle P, Newman-Norland R, Baer J, **Thrasher JF**. Neural response to pictorial health warning labels can predict smoking behavior change. *Social Cognitive and Affective Neuroscience*. 11(11):1802-1811. 2016.
- Yong H-H, Borland R, Cummings KM, Lindblom EN, Li L, Bansal-Travers M, O'Connor RJ, Elton-Marshall T, **Thrasher JF**, Hammond D, Thompson ME, Partos TE. US smokers' beliefs, experiences and perceptions of different cigarette variants before and after FDA's ban on misleading descriptors such as 'light', 'mild', or 'low'. *Nicotine & Tobacco Research*. 8(11):2115-2123. 2016.
- Morello P, Pérez A, Peña L, Lozano P, **Thrasher JF**, Sargent JD, Mejía R. Prevalence and predictors of e-cigarette trial among adolescents in Argentina: A cohort study. *Tobacco Prevention & Cessation*. 2:1-8. 2016.
- O'Connor RJ, **Thrasher JF**, Bansal-Travers M. Exploring relationships among experience of regret, delay discounting, and worries about future effects of smoking among current smokers. *Substance Use & Misuse*. 51(9):1245-50. 2016.
- Lotrean LM, Santillán EJ, **Thrasher J**, Laza V. An increasing trend of illicit drug use among Romanian university students from 1999 to 2011. *Slovenian Journal of Public Health*. 55(1):53-8. 2016.
- Mejía R, Pérez A, Peña L, Morello P, Kollath-Cattano C, Braun S, **Thrasher JF**, Sargent JD. Parental restriction of mature-rated media and its association with substance use among Argentinian adolescents. *Academic Pediatrics*. 16(3):282-9. 2016.
- Salloum RG, Haider MR, Barnett TE, Guo YI, Getz KR, **Thrasher JF**, Maziak W. Waterpipe tobacco smoking and susceptibility to cigarette smoking among young adults in the United States, 2012-2013. *Preventing Chronic Disease*. 13:E24. 2016.
- Islam F, Salloum R, Maziak W, Nakkash R, **Thrasher JF**. Effectiveness of health warnings for waterpipe tobacco smoking among college students. *International Journal of Public Health*. 61(6):709-715. 2016.
- Kollath-Catano C, **Thrasher JF**, Osman A, Andrews JO, Strayer S. Physician advice for e-cigarette use. *Journal of the American Board of Family Medicine*. 29(6): 741-747. 2016.
- Braun S, Barrientos-Gutierrez I, Kollath-Catano C, Mejía R, Morello P, Sargent JD, **Thrasher JF**. Assessing tobacco marketing receptivity among youth: Integrating point of sale marketing, cigarette package branding, and branded merchandise. *Tobacco Control*. 25:648-655. 2016.

- Thrasher JF**, Swayampakala K, Hammond D, Bansal-Travers M, Hardin J, Yong H, Thompson ME, Borland R. Influences of self-efficacy, response efficacy and reactance on responses to cigarette health warnings: A longitudinal study of adult smokers in Australia and Canada. *Health Communication*. 31(12):1517-1526. 2016.
- Bansal-Travers M, Adkison SE, O'Connor RJ, **Thrasher JF**. Attention and recall of point-of-sale tobacco marketing: A mobile eye-tracking approach. *AIMS Public Health*. 3(1): 13-24. 2016.
- Cho YJ, **Thrasher JF**, Swayampakala K, Yong HH, McKeever R, Hammond D, Anshari D, Cummings KM, Borland R. Does reactance against cigarette warning labels matter? Warning label responses and downstream smoking cessation amongst adult smokers in Australia, Canada, Mexico and the United States. *PLoS ONE*. 11(7): e0159245. 2016.
- Lozano P, Fleischer NL, Moore DS, Reynales-Shigematsu, LM, Arillo-Santillán E, **Thrasher JF**. Does neighborhood social cohesion modify the relationship between neighborhood social norms and smoking behaviors in Mexico? *Health and Place*. 40: 145-152. 2016.
- Thrasher JF**, Abad-Vivero EN, Huang L, O'Connor RJ, Hammond D, Bansal-Travers M, YongH-H, Borland R, Markovsky B, Hardin J. Interpersonal communication about pictorial health warnings on cigarette packages: Policy-related influences and relationships with smoking cessation behavior. *Social Science & Medicine*. 164: 141–149. 2016.
- Kollath-Cattano C, Abad-Vivero EN, Mejía R, Perez-Hernandez R, Sargent JD, **Thrasher JF**. Portrayals of character smoking and drinking in Argentine-, Mexican- and US-produced films. *Preventive Medicine*. 90: 143-147. 2016.
- Osman A, **Thrasher JF**, Cayir E, Hardin J, Pérez-Hernández R, Froeligger B. Depressive symptoms and responses to cigarette pack warning labels among Mexican Smokers. *Health Psychology*. 35(5), 442-453. 2016.
- Salgado MV, Pérez A, Abad-Vivero EN, **Thrasher JF**, Sargent JD, Mejía R. Exposición de adolescentes de escuela secundaria de la Argentina y México a escenas de tabaco en películas de cine: una estimación poblacional. [Exposure of secondary school adolescents from Argentina and Mexico to smoking scenes in movies: A population-based estimation.] *Revista Argentina de Cardiología*. 84(2): 152-158. 2016.
- León-Maldonado L, Wentzell E, Brown B, Allen-Leigh B, Torres-Ibarra L, Salmerón J, Billings DL, **Thrasher JF**, Lazcano-Ponce E. Perceptions and experiences of human papillomavirus (HPV) infection and testing among low-income Mexican women. *PLoS One*. 11(5): e0153367. 2016.

- Szklo AS, Volchan E, **Thrasher JF**, Perez C, Szklo M, Almeida LM. Do more graphic and aversive cigarette health warning labels affect Brazilian smokers' likelihood of quitting? *Addictive Behaviors*. 60: 209–212. 2016.
- Huang L, **Thrasher JF**, Reid J, Hammond D. Predictive and external validity of a pre-market study to determine the most effective pictorial health warning label content for cigarette packages. *Nicotine & Tobacco Research*. 18(5):1376-1381. 2016.
- Nagelhout G, Willemsen M, de Vries H, Mons U, Hitchman S, Kunst A, Guignard R, Siahpush M, Yong H, van den Putte B, Fong G, **Thrasher JF**. Educational differences in the impact of pictorial cigarette warning labels on smokers: Findings from the International Tobacco Control (ITC) Europe Surveys. *Tobacco Control*. 25:325-332. 2016.
- Thrasher JF**, Abad-Vivero EN, Moodie C, O'Connor RJ, Hammond D, Cummings KM, Yong H-H, Salloum RG, Czoli C, Reynales-Shigematsu LM. Cigarette brands with flavor capsules in the filter: Trends in use and brand perceptions among smokers in the USA, Mexico and Australia, 2012-2014. *Tobacco Control*. 25(3):275-283. 2016.
- Thrasher JF**, Swayampakala K, Cummings KM, Hammond D, Anshari D, Krugman DM, Hardin JW. Cigarette package inserts can promote efficacy beliefs and sustained smoking cessation attempts: A longitudinal assessment of an innovative policy in Canada. *Preventive Medicine*. 88: 59-65. 2016.
- Caruso RV, Fix BV, **Thrasher JF**, Cummings KM, Fong GT, Stephens WE, O'Connor RJ. Differences in cigarette design and metal content across five countries: Results from the International Tobacco Control (ITC) Project. *Tobacco Regulatory Science*. 2(2): 166-175. 2016.
- Mejía R, Pérez A, Abad-Vivero EN, Kollath-Cattano C, Barrientos Gutierrez I, **Thrasher JF**, Sargent JD. Exposure to alcohol use in motion pictures and teen drinking in Latin America. *Alcoholism: Clinical and Experimental Research*. 40(3): 631-637. 2016.
- Yong H-H, Borland R, Hammond D, **Thrasher JF**, Cummings KM, Fong GT. Smokers' reactions to the new larger health warning labels on plain cigarette packs in Australia: Findings from the ITC Australia project. *Tobacco Control*. 25(2): 181-187. 2016.
- Kates FR, Salloum RG, **Thrasher JF**, Islam F, Fleischer NA, Masiak W. Geographic proximity of waterpipe smoking establishments to colleges in the U.S. *American Journal of Preventive Medicine*. 50(1):e9-e14. 2016.
- Gravelly S, Fong GT, Driezen P, McNally M, **Thrasher JF**, Thompson ME, Boado M, Bianco E, Borland R, Hammond D. The impact of the 2009/2010 enhancement of cigarette health warning labels in Uruguay: Longitudinal findings from the International Tobacco Control (ITC) Uruguay Survey. *Tobacco Control*. 25:89-95. 2016.

- Thrasher JF**, Abad-Vivero EN, Barrientos-Gutiérrez I, Pérez-Hernández R, Reynales-Shigematsu LM, Mejía R, Arillo-Santillán E, Hernández-Ávila M, Sargent JD. Prevalence and correlates of e-cigarette perceptions and trial among early adolescents in Mexico. *Journal of Adolescent Health*. 58: 358-365. 2016.
- O'Connor RJ, Travers-Bansal M, Cummings KM, Hammond D, **Thrasher JF**, Tworek C, McDermott N. Filter presence and tipping paper color influence consumer perceptions of cigarettes. *BMC Public Health*. 15(1):1279. 2015.
- Fleischer NL, Lozano P, Reynales-Shigematsu LM, Arillo-Santillán EJ, **Thrasher JF**. The impact of neighborhood violence and social cohesion on smoking behaviors among a cohort of smokers in Mexico. *Journal of Epidemiology & Community Health*. 69(11):1083-90. 2015.
- Swift E, Borland R, Cummings KM, Fong GT, McNeill A, Hammond D, **Thrasher JF**, Partos TR, Yong H-H. Australian smokers' support for plain or standardized packs before and after implementation: Findings from the ITC Four Country Survey. *Tobacco Control*. 24(6):616-21. 2015. doi: 10.1136/tobaccocontrol-2014-051880.
- Reynales-Shigematsu LM, Fleischer NL, **Thrasher JF**, Zhang Y, Meza R, Cummings KM, Levy DT. Effects of tobacco control policies on smoking prevalence and tobacco-attributable deaths in Mexico: the SimSmoke model. *Journal of the PanAmerican Health Organization*. 38(4):316-25. 2015.
- Hall M, Kollath-Cattano C, Reynales-Shigematsu LM, **Thrasher JF**. Inter-rater reliability of measures to characterize the tobacco retail environment in Mexico. *Revista de Salud Pública de México*. 57(6): 514-418. 2015.
- Huang L, **Thrasher JF**, Jiang Y, Li Q, Fong GT, Chang Y, Walsemann KA, Friedman DB. Impact of the "Giving cigarettes is giving harm" campaign on knowledge and attitudes of Chinese smokers. *Tobacco Control*. 24(Suppl 4): iv28-34. 2015. doi:10.1136/tobaccocontrol-2013-051475.
- Barrientos I, Kollath-Cattano C, Mejía R, Arillo-Santillan E, Hanewinkel R, Morgenstern M, Sargent JD, **Thrasher JF**. Comparison of tobacco and alcohol use in films produced in Europe, Latin America, and the United States. *BMC Public Health*. 15:1096. 2015.
- Valladolid-López MC, Barrientos-Gutierrez T, Reynales-Shigematsu LM, **Thrasher JF**, Pelaez-Ballestas I, Lazcano-Ponce E, Hernández-Ávila M. Evaluating the validity of self-reported smoking in Mexican adolescents. *BMJ Open*. 2015; 5(10):e007485. doi: 10.1136/bmjopen-2014-007485.
- Salloum R, Maziak W, Hammond D, Nakkash R, Islam F, Cheng X, **Thrasher JF**. Eliciting preferences for waterpipe tobacco smoking using a discrete choice experiment: Implications for product regulation. *BMJ Open*. Sep 9;5(9):e009497. doi:10.1136/bmjopen-2015-009497

Berg CJ, **Thrasher JF**, O'Connor J, Haardörfer R, Kegler MC. Reactions to smoke-free policies and messaging strategies in support and opposition: A comparison of Southerners and Non-Southerners in the US. *Health Behavior and Policy Review*. 2(6):408-420. 2015

Ahuja R, Kollath-Cattano K, Valenzuela MT, **Thrasher JF**. Chilean news media coverage of proposed regulations on tobacco use in national entertainment media, May 2011-February 2013. *Tobacco Control*. 24:521-522. 2015. Doi:10.1136/tobaccocontrol-2014-051861

Salloum RG, Osman A, Masiak W, **Thrasher JF**. How popular is waterpipe tobacco smoking? Findings from Internet search queries. *Tobacco Control*. 24:509-513. 2015. doi:10.1136/tobaccocontrol-2014-051675.

Daoud N, Hayek S, Muhammad AS, Abu-Saad K, Osman A, **Thrasher JF**, Kalter-Livovici O. Stages of change of the readiness to quit smoking among a random sample of minority Arab smoking men in Israel. *BMC Public Health*. 15: 672. 2015. DOI 10.1186/s12889-015-1950-8.

Huang L, **Thrasher JF**, Abad EN, Cummings KM, Bansal-Travers M, Brown A. The US National Tips From Former Smokers anti-smoking campaign: Promoting awareness of smoking-related risks, cessation resources, and cessation behaviors. *Health Education & Behavior*. 42(4):480-6. 2015. DOI: 10.1177/109019811456450

Berg CJ, Ribisl K, **Thrasher JF**, Haardörfer R, O'Connor J, KeglerMC. Reactions to cigarette taxes and related messaging: Is the South different? *American Journal of Health Behavior*. 39(5):721-731. 2015.

Hall MG, Fleischer NL, Reynales-Shigematsu LM, Arrillo-Santillan E, **Thrasher JF**. Increasing availability and consumption of single cigarettes: Trends and implications for smoking cessation from the ITC Mexico Survey. *Tobacco Control*. 24:iii64-iii70. 2015. doi:10.1136/tobaccocontrol-2014-051690

Fleischer NL, **Thrasher JF**, Sáenz de Miera Juárez B, Osman A, Reynales-Shigematsu LM, Arillo-Santillán E, Siahpush M, Fong GT. Neighborhood deprivation and smoking and quit behavior among smokers in Mexico: Findings from the ITC Mexico Survey. *Tobacco Control*. 24:iii56-iii63. 2015. doi:10.1136/tobaccocontrol-2013-051495

Salloum R, Goma F, Chelwa G, Cheng X, Zulu R, Kaai SC, Quah ACK, **Thrasher JF**, Fong GT. Cigarette price and other factors associated with brand choice and brand loyalty in Zambia: Findings from the ITC Zambia Survey. *Tobacco Control*. 24:iii33-iii40. 2015. doi:10.1136/tobaccocontrol-2014-051878.

Li L, Borland R, Fong GT, Jiang Y, Yang Y, Wang L, Partos TR, **Thrasher JF**. Smoking-related thoughts and microbehaviours, and their predictive power for quitting: Findings from the International

Tobacco Control (ITC) China Survey. *Tobacco Control*. 24:354–361. 2015.
doi:10.1136/tobaccocontrol-2013-051384

Thrasher JF, Osman A, Abad-Vivero EN, Hammond D, Bansal-Travers M, Cummings KM, Hardin J, Moodie C. The use of cigarette package inserts to supplement pictorial health warnings: An evaluation of the Canadian policy. *Nicotine & Tobacco Research*. 17(7): 870-875. 2015.
doi:10.1093/ntr/ntu246.

Levy D, Lindblom E, Fleischer N, **Thrasher JF**, Mohlman MK, Zhang Y, Monshouwer K, Nagelhout GE. Public health effects of restricting retail tobacco product displays and ads. *Tobacco Regulatory Science*. 1(1):61-75. 2015.

Naghelout GE, Osman A, Yong HH, Huang LL, Borland R, **Thrasher JF**. Was the media campaign that supported Australia's new pictorial cigarette warning labels and plain packaging policy associated with more attention to and talking about warning labels? *Addictive Behavior*. 49:64-7. 2015.

Thrasher JF, Kim SH, Rose J, Craft MK. Media coverage of smoke-free policies after their innovation. *Journal of Health Communication*. 20(3): 297-305. 2015.

Li L, Borland R, Yong H, Cummings KM, **Thrasher JF**, Hitchman SC, Fong GT, Hammond D, Bansal-Travers M. Longer term impact of cigarette package warnings in Australia compared to the United Kingdom and Canada. *Health Education Research*. 30(1):67-80. 2015.

Thrasher JF, Osman A, Moodie C, Hammond D, Bansal-Travers M, Cummings KM, Borland R, Yong H-H, Hardin J. Promoting cessation resources through cigarette package warning labels: A longitudinal survey with adult smokers in Australia, Canada and Mexico. *Tobacco Control*. 24(e1):e23-31. 2015.

Salloum RG, **Thrasher JF**, Kates FR, Masiak W. Waterpipe tobacco smoking in the United States: Findings from the National Adult Tobacco Survey. *Preventive Medicine*. 71: 88-93. 2015.

Swayampakala K, **Thrasher JF**, Hammond D, Yong HH, Bansal-Travers M, Krugman D, Brown A, Borland R, Hardin J. Pictorial health warning label content and smokers' understanding of smoking-related risks – A cross-country comparison. *Health Education Research*. 30(1):35-45. 2015.

Rousu MC, O'Connor RJ, Bansal-Travers M, Pitcavage JM, **Thrasher JF**. The impact of free trial acceptance on demand for alternative nicotine products: evidence from experimental auctions. *Harm Reduction Journal*. 12:18. 2015.

Gravelly S, Fong GT, Cummings KM, Yan, Quah ACK, Borland R, Yong H, Hitchman S, McNeill A, Hammond D, **Thrasher JF**, Willemsen M, Seo A, Jiang J, Cavalcante T, Perez C, Omar A, Hummel. Awareness, trial, and use of electronic cigarettes in 10 Countries: Findings from

- the ITC Project. *International Journal of Environmental Research in Public Health*. 11(11):11691-704. 2014.
- Hitchman S, Fong GT, Zanna MP, **Thrasher JF**, Chung-Hall J, Siahpush M. Socioeconomic status and smokers' number of smoking friends: Findings from the International Tobacco Control (ITC) Four Country Survey. *Drug & Alcohol Dependence*. 143:158-66. 2014.
- Partos TR, Borland R, **Thrasher JF**, Li L, Yong HH, O'Connor RJ, Siahpush M. The predictive utility of micro indicators of concern about smoking: Findings from the International Tobacco Control 4-country study. *Addictive Behaviors*. 39(8):1235-42. 2014.
- Yong HH, Borland R, **Thrasher JF**, Thompson ME, Nagelhout G, Fong GT, Hammond D, Cummings KM. Mediation pathways of the impact of cigarette warning labels on quit attempts: An application of the International Tobacco Control (ITC) Conceptual Model. *Health Psychology*. 33(11):1410-20. 2014.
- Hitchman S, Fong GT, Zanna MP, **Thrasher JF**, Laux F. The relation between number of smoking friends and quit intentions, attempts, and success: Findings from the International Tobacco Control (ITC) Project Four Country Survey. *Psychology of Addictive Behaviors*. 28(4):1144-52. 2014.
- Newman-Norlund RD, **Thrasher JF**, Fridrikson J, Brixius W, Froeliger BE, Hammond D, Cummings KM. Neural biomarkers for assessing different types of imagery in pictorial health warning labels on cigarette packaging: a cross-sectional study. *BMJ Open*. Dec 31;4(12):e006411. doi: 10.1136/bmjopen-2014-006411. 2014.
- Rousu MC, Marette S, **Thrasher JF**, Lusk JL. The economic value to smokers of graphic warning labels on cigarettes: Evidence from combining market and experimental auctions data. *Journal of Economic Behavior & Organization*. 108: 123-134. 2014.
- Thrasher JF**, Kim SH, Rose J, Navarro A, Craft MK, Davis KJ, Biggers S. Media coverage around failed and successful tobacco tax initiatives: The South Carolina experience. *American Journal of Health Promotion*. 29(1): 29-36. 2014.
- Chu YH, Jones SJ, Frongillo EA, DiPietro RB, **Thrasher JF**. Investigating the impact of menu labeling on revenue and profit in a foodservice operation. *Journal of Foodservice Business Research*. 17:215-227. 2014.
- Kollath-Cattano C, Abad-Vivero AN, **Thrasher JF**, Bansal-Travers M, O'Connor RJ, Krugman D, Berg C, Hardin J. Adult smokers' responses to "corrective statements" regarding tobacco industry deception. *American Journal of Preventive Medicine*. 47(1): 26-36. 2014.
- Rousu M, **Thrasher JF**. Examining the relationship between psychosocial and behavioral proxies for future behavior: Self-reported impact and bidding behavior in an experimental auction study

- on cigarette labeling. *Health Education Research*. 29(2):183-94. 2014. doi: 10.1093/her/cyt114
- Thrasher JF**, Sargent JD, Vargas R, Braun S, Barrientos-Gutierrez T, Sevigny EL, Billings DL, Arillo-Santillan E, Hardin J. Are movies with tobacco, alcohol, drugs, sex, and violence rated for youth?: A comparison of rating systems in Argentina, Brazil, Mexico, and the United States. *International Journal of Drug Policy*. 25: 267-275. 2014.
- Harmon BE, Blake CE, **Thrasher JF**, Hébert JR. An evaluation of diet and physical activity messaging in African-American churches. *Health Education & Behavior*. 41(2): 216 - 224. 2014.
- Saenz de Miera B, **Thrasher JF**, Reynales-Shigematsu LM, Hernández-Ávila M, Chaloupka FJ. Tax, price, and cigarette brand preferences: A longitudinal study of adult smokers from the ITC Mexico Survey. *Tobacco Control*. 23:i80-i85. 2014. doi: 10.1136/tobaccocontrol-2012-050939.
- Rennen E, Nagelhout GE, van den Putte B, Janssen E, Mons U, Guignard R, Beck R, de Vries H, **Thrasher JF**, Willemsen MC. Associations between tobacco control policy awareness, social acceptability of smoking and smoking cessation: Findings from the International Tobacco Control (ITC) Europe Surveys. *Health Education Research*. 29 (1):72-82; 10. 2014.
- Rousu M, O'Connor RJ, **Thrasher JF**, June KM, Bansal-Travers M, Pitcavage J. The impact of product information and trials on demand for smokeless tobacco and cigarettes: Evidence from experimental auctions. *Preventive Medicine*. 60: 3–9. 2014.
- O'Connor RJ, June KM, Bansal-Travers M, Rousu MC, **Thrasher JF**, Hyland A, Cummings KM. Estimating demand for alternatives to cigarettes with online purchase tasks. *American Journal of Health Behavior*. 38(1):103-13. 2014. doi: 10.5993/AJHB.38.1.11.
- Thrasher JF**, Abad-Vivero EN, Sebríe EM, Barrientos-Gutierrez T, Boado M, Yong HH, Arillo-Santillán E, Bianco E. Tobacco smoke exposure in public places and workplaces after smoke-free policy implementation: A longitudinal analysis of smoker cohorts in Mexico and Uruguay. *Health Policy & Planning*. 28:789–798. 2013. doi: 10.1093/heapol/czs118
- Li L, Borland R, Fong GT, **Thrasher JF**, Hammond D, Cummings KM. Impact of point-of-sale tobacco display bans: Findings from the International Tobacco Control (ITC) Four Country Survey. *Health Education Research*. 28(5):898-91. 2013. doi:10.1093/her/cyt058
- Mutti S, Hammond D, Reid JL, **Thrasher JF**. The efficacy of cigarette warning labels on health beliefs in the United States and Mexico. *Journal of Health Communication*. 18(10):1180-92. 2013. doi: 10.1080/10810730.2013.778368
- Siahpush M, **Thrasher JF**, Yong H-H, Cummings KM, Fong GT, Sáenz de Miera B, Borland R. Cigarette prices, cigarette expenditure, and smoking-induced deprivation: Findings from the

- International Tobacco Control (ITC) Mexico Survey. *Tobacco Control*. 22: 223-226. 2013. doi:10.1136/tobaccocontrol-2012-050613
- Monterrosa EC, Frongillo EA, González de Cossío T, Bonvecchio A, Villanueva MA, **Thrasher JF**, Rivera JA. Scripted messages delivered by nurses and radio improved infant and young child feeding. *Journal of Nutrition*. 143: 915–922. 2013. doi:10.3945/jn.112.169235.
- Yong H-H, Savvas S, Borland R, **Thrasher JF**, Sirirassamee B, Omar M. Secular versus religious norms against smoking: Which is more important as a driver of quitting behaviour among Muslim Malaysian and Buddhist Thai smokers? *International Journal of Behavioral Medicine*. 20: 252-58. 2013. DOI 10.1007/s12529-012-9225-6
- Partos T, Borland R, Yong H, **Thrasher JF**, Hammond D. Cigarette packet warning labels can prevent relapse: Findings from the International Tobacco Control 4-country Policy Evaluation cohort study. *Tobacco Control*. 22: e43-e50. 2013.
- Thrasher JF**, Murukutla N, Pérez-Hernández R, Alday J, Arillo-Santillán E, Cedillo C, Gutierrez JP. Linking mass media campaigns to pictorial warning labels on cigarette packages: A cross-sectional study to evaluate effects among Mexican smokers. *Tobacco Control*. 22: e57-e65. 2013. doi:10.1136/tobaccocontrol-2011-050282
- Szklo A, **Thrasher JF**, Pérez C, Figueiredo V, Fong GT, de Almeida ML. Understanding the relationship between socioeconomic status, smoking cessation services provided by the health system and smoking cessation behavior in Brazil. *Cadernos Saúde Pública*. 29(3):485-495. 2013.
- Swayampakala K, **Thrasher JF**, Carpenter M, Reynales-Shigematsu LM, Cupertino P, Berg C, Sansores R. Level of cigarette consumption and quit behavior in a population of low-intensity smokers – Longitudinal results from the International Tobacco Control (ITC) Survey in Mexico. *Addictive Behaviors*. 38: 1958–1965. 2013.
- Rousu M, **Thrasher JF**. Demand reduction from plain and pictorial cigarette warning labels: Evidence from experimental auctions. *Applied Economic Perspectives & Policy*. 35(1): 171–184. 2013.
- Adkison SE, O’Connor RJ, Bansal-Travers, M, Hyland A, Borland R, Yong HH, Cummings KM, McNeil A, **Thrasher JF**, Hammond DH, Fong GT. Electronic nicotine delivery systems: international tobacco control four-country survey. *American Journal of Preventive Medicine*. 44(3):207–215. 2013.
- Cantrell J, Vallone DM, **Thrasher JF**, Nagler RH, Feirman SP, Muenz LR, He DY, Viswanath K. Impact of tobacco-related health warning labels across socioeconomic, race and ethnic groups: Results from a randomized web-based experiment. *PLoS One*. (8)1: e52206. 2013.
- de Ojeda A, Barnoya J, **Thrasher JF**. Availability and costs of single cigarettes in Guatemala. *Nicotine & Tobacco Research*. 15(1): 83-87. 2013. doi: 10.1093/ntr/nts087

- Huang LL, **Thrasher JF**, Jiang Y, Li Q, Fong GT, Quah ACK. Prevalence and correlates of receiving cigarettes as gifts and selecting preferred brand because it was gifted: Findings from the ITC China Survey. *BMC Public Health*. Nov 17;12:996. 2012.
- Foster CD, **Thrasher JF**, Kim S, Rose I, Besley J, Navarro A. Agenda-building influences on the news media's coverage of the U.S. Food and Drug Administration's push to regulate tobacco, 1993-2009. *Journal of Health and Human Services Administration*. 35(3):303-30. 2012.
- Nagelhout GE, de Vries H, Fong GT, Candel MJJM, **Thrasher JF**, van den Putte B, Thompson ME, Cummings KM, Willemsen MC. Pathways of change explaining the effect of smoke-free legislation on smoking cessation in the Netherlands: An application of the International Tobacco Control (ITC) Conceptual Model. *Nicotine & Tobacco Research*. 14(12):1474-82. doi: 10.1093/ntr/nts081. 2012.
- Brown A, Boudreau C, Moodie C, Fong GT, Li G, McNeill A, Thompson ME, Hassan L, Hyland A, **Thrasher JF**, Yong H, Borland R, Hastings G. Support for removal of point-of-purchase tobacco advertising and displays: Findings from the International Tobacco Control (ITC) Canada Survey. *Tobacco Control*. 21: 555-559. 2012.
- Thrasher JF**, Carpenter M, Andrews JO, Gray KM, Alberg AJ, Navarro A, Friedman DB, Cummings KM. Cigarette warning label policy alternatives and smoking-related health disparities. *American Journal of Preventive Medicine*. 43(6):590-600. 2012. doi: 10.1016/j.amepre.2012.08.025.
- White CM, Hammond D, **Thrasher JF**, Fong GT. The potential impact of plain packaging of cigarette products among Brazilian young women: an experimental study. *BMC Public Health*. 12(1):737. 2012.
- Thrasher JF**, Arillo-Santillán E, Villalobos V, Pérez-Hernández R, Hammond D, Carter J, Sebrie E, Sansores R, Regalado-Piñeda J. Can pictorial warning labels on cigarette packages address smoking-related health disparities? Field experiments in Mexico to assess pictorial warning label content. *Cancer Causes and Control*. 23 (Supp 1): 69-80. 2012. DOI: 10.1007/s10552-012-9899-8
- Hammond D, **Thrasher JF**, Reid JL, Driezen P, Boudreau C, Arillo-Santillán E. Perceived effectiveness of pictorial health warnings among Mexican youth and adults: A population-level intervention with potential to reduce tobacco-related inequities. *Cancer Causes and Control*. 23 (Supp1): 57-67. 2012. DOI: 10.1007/s10552-012-9902-4
- Moore K, Borland R, Yong HH, Siahpush M, Cummings KM, **Thrasher JF**, Fong GT. Support for tobacco control interventions: Do country of origin and socioeconomic status make a difference? *International Journal of Public Health*. 57(5):777-86. 2012.

- Thrasher JF**, Pérez-Hernández R, Arillo-Santillán E, Barrientos-Gutierrez I. Impacto de las advertencias con pictogramas en las cajetillas de cigarrillos en México: Resultados de una encuesta en fumadores de Guadalajara [Impact of pictorial warning labels on cigarette packs in Mexico: Results from a survey of smokers in Mexico]. *Revista de Salud Pública de México*. 54:254-263. 2012.
- Thrasher JF**, Pérez-Hernández R, Arillo-Santillán E, Barrientos-Gutierrez I. Hacia el consumo informado de tabaco en México: Efecto de las advertencias con pictogramas en población fumadora. [Towards informed tobacco consumption in Mexico: Effects of pictorial warning labels in smokers]. *Revista de Salud Pública de México*. 54:242-253. 2012.
- Pérez-Hernández R, **Thrasher JF**, Rodríguez-Bolaños R, Barrientos-Gutierrez I, Ibañez-Hernández NA. Autorreporte de exposición a publicidad y promoción de tabaco en una cohorte de fumadores mexicanos [Self-reported exposure to tobacco advertising and promotion in a cohort of Mexican smokers]. *Revista de Salud Pública de México*. 54:204-212. 2012.
- Barrientos-Gutiérrez T, Barrientos-Gutiérrez I, Reynales-Shigematsu LM, **Thrasher JF**, Lazcano-Ponce E. Se busca mercado adolescente: Internet y videojuegos, las nuevas estrategias de la Industria Tabacalera [Searching for the adolescent market: Internet, videogames and other new strategies of the tobacco industry]. *Revista de Salud Pública de México*. 54:303-314. 2012.
- Yong H, Borland R, **Thrasher JF**, Thompson ME. Stability of cigarette consumption over time among continuing smokers: A latent growth curve analysis. *Nicotine & Tobacco Research*. 14(5):531-9. 2012.
- Barrientos-Gutierrez T, Barrientos-Gutierrez I, **Thrasher JF**. Videogames and the next tobacco frontier: smoking in the Stracraft universe. *Tobacco Control*. 21: 443-444. 2012. DOI: 10.1136/tobaccocontrol-2011-050314
- Tanner A, Blake C, **Thrasher JF**. Tracking beverage nutrition information in the news: An evaluation of beverage-related health reports on television news. *Ecology of Food and Nutrition*, 51:1–21. 2012.
- Borland R, Li L, Driezen P, Wilson N, Hammond D, Thompson ME, Fong GT, Mons U, Willemsen MC, McNeill A, **Thrasher JF**, Cummings KM. Cessation assistance reported by smokers in 15 countries participating in the International Tobacco Control (ITC) policy evaluation surveys. *Addiction*. 107(1):197-205. 2012. DOI: 10.1111/j.1360-0443.2011.03636.x
- Thrasher JF**, Quah ACK, Dominick G, Borland R, Driezen P, Awang R, Omar M, Hosking W, Sirirassamee B, Boado M, Miller K. Using cognitive interviewing and behavioral coding to determine measurement equivalence across linguistic and cultural groups: An example from

- international tobacco survey research. *Field Methods*. 23(4): 439-460. 2011. DOI:10.1177/1525822X11418176
- Berg CJ, **Thrasher JF**, Westmaas JL, Buchanan T, Pinsker EA, Ahluwalia JS. College student reactions to health warning labels: Sociodemographic and psychosocial factors related to perceived effectiveness of different approaches. *Preventive Medicine*. 53(6):427-30. 2011. DOI: 10.1016/j.ypmed.2011.09.006
- Thrasher JF**, Rousu MC, Hammond D, Navarro A, Corrigan J. Estimating the impact of pictorial health warnings and “plain” cigarette packaging: Evidence from experimental auctions among adult smokers. *Health Policy*. 102: 41–48. 2011. DOI: 10.1016/j.healthpol.2011.06.003
- Vargas RC, **Thrasher JF**, Sargent JD. A Classificação de Filmes de Maior Popularidade nos Cinemas Brasileiros e sua Implicação para o Tabagismo entre Jovens [Ratings for popular movies in Brazil and their implications for youth smoking]. *Brazilian Journal of Cancer*. 57(3): 365-377. 2011
- Thrasher JF**, Villalobos VE, Barnoya J, Sansores R, O'Connor R. Consumption of single cigarettes and quitting behavior: A longitudinal analysis of Mexican smokers. *BMC Public Health*. 11:134. 2011. DOI: 10.1186/1471-2458-11-134
- Berg CJ, Lessard L, Parelkar PP, **Thrasher JF**, Escoffery C, Kegler MC, Goldade K, Ahluwalia JS. College student reactions to smoke-free policies in public, on campus, and at home. *Health Education Research*. 26(1):106-18. 2011. DOI: 10.1093/her/cyq076
- Thrasher JF**, Huang L, Pérez-Hernández R, Niederdeppe J, Arillo-Santillán E, Alday J. Evaluation of a social marketing campaign to support Mexico City's comprehensive smoke-free law. *American Journal of Public Health*. 101(2): 328-335. 2011. DOI: 10.2105/AJPH.2009.189704
- King B, Yong HH, Borland R, Omar M, Ahmad AA, Sirirassamee B, Hamann S, O'Connor RJ, Bansal-Travers M, Elton-Marshall T, Lee WB, Hammond D, **Thrasher JF**. Malaysian and Thai smokers' beliefs about the harmfulness of 'light' and menthol cigarettes. *Tobacco Control*. 19:444-450. 2010. DOI: 10.1136/tc.2009.034256
- Saenz de Miera B, **Thrasher JF**, Chaloupka FJ, Waters HR, Hernández-Ávila M, Fong GT. Self-reported price, consumption and brand switching of cigarettes in a cohort of Mexican smokers before and after a cigarette tax increase. *Tobacco Control*. 19: 481-487. 2010. DOI: 10.1136/tc.2009.032177
- Thrasher JF**, Swayampakala K, Arillo-Santillán E, Sebríe E, Walseman K, Bottai M. Differential impact of local and federal smoke-free legislation in Mexico: A longitudinal study among adult smokers. *Salud Pública de México*. 52(sup 2): S244-253. 2010. DOI: 10.1590/S0036-36342010000800020

- Villalobos V, Ortiz-Ramirez O, **Thrasher JF**, Arillo-Santillán E, Pérez-Hernández R, Cedillo C, González W. Mercadotecnia social y políticas públicas de salud: Campaña para promover espacios libres de humo de tabaco en México. [Social marketing and public health policy: Development of a campaign to promote smoke-free policies in Mexico] *Salud Pública de México*. 52(sup 2): S129-137. 2010
- Thrasher JF**, Villalobos V, Szklo A, Fong G, Pérez C, Sebríe E, Boado M, Figueiredo V, Arillo-Santillán E, Bianco E. Assessing the impact of cigarette package warning labels: a cross-country comparison in Brazil, Uruguay and Mexico. *Salud Pública de México*. 52(sup 2): S206-215. 2010. DOI: 10.1590/S0036-36342010000800016
- Barrientos-Gutierrez T, Gimeno D, **Thrasher JF**, Reynales-Shigematsu LM, Amick III BC, Lazcano-Ponce E, Hernández-Ávila M. Implementación de espacios 100% libres de humo de tabaco: Opiniones, conocimiento y apreciación de posibles efectos entre administradores de bares y restaurantes de México. [Implementation of 100% smoke-free policies: Opinions, knowledge and appreciation of possible effects among bar and restaurant workers] *Salud Pública de México*. 52(sup 2):149-156. 2010
- Brown AK, Moodie C, Hastings G, Mackintosh A, Hassan L, **Thrasher JF**. The association of normative perceptions with adolescent smoking intentions. *Journal of Adolescence*. 33:603-14. 2010. DOI: 10.1016/j.adolescence.2009.12.003
- Thrasher JF**, Pérez-Hernández R, Swayamkapala K, Arillo-Santillán E, Bottai M. Policy support, norms, and secondhand smoke exposure before and after implementation of a comprehensive smoke-free policy in Mexico City. *American Journal of Public Health*. 100(9): 1079-1096. 2010. DOI: 10.2105/AJPH.2009.180950
- Fix BV, O'Connor R, Hammond D, King B, McNeill A, **Thrasher JF**, Boado M, Cummings KM, Yong H, Thompson M, Hyland A. ITC 'Spit and Butts' pilot study: The feasibility of collecting biologic samples from population-based samples to evaluate policy. *Nicotine and Tobacco Research*. 12(3): 185-90. 2010. DOI: 10.1093/ntr/ntp191
- Thrasher JF**, Besley JC, González W. Perceived justice and popular support for public health laws: Citizens' perceptions of comprehensive smoke-free legislation in Mexico City. *Social Science & Medicine*. 70: 787-93. 2010. DOI: 10.1016/j.socscimed.2009.10.064
- Thrasher JF**, Villalobos V, Dorantes-Alonso AC, Arillo-Santillán EJ, Cummings KM, O'Connor R, Fong GT. Does the availability of single cigarettes promote or inhibit cigarette consumption?: Perceptions, prevalence and correlates of single cigarette use among adult Mexican smokers. *Tobacco Control*. 18: 431-437. 2009. DOI: 10.1136/tc.2008.029132
- Thrasher JF**, Sargent JD, Huang L, Arillo-Santillán EJ, Dorantes-Alonso AC. Does exposure to smoking in films promote smoking in middle-income countries?: A longitudinal study among Mexican

- adolescents. *Cancer Epidemiology, Biomarkers & Prevention*. 18:3444-3450. 2009. DOI: 10.1158/1055-9965.EPI-09-0883
- Borland R, Wilson N, Fong GT, Hammond D, Cummings KM, Yong HH, Hosking W, Hastings G, **Thrasher JF**, McNeill A. Impact of graphic and text warnings on cigarette packs: findings from four countries over five years. *Tobacco Control*. 18: 358-364. 2009. DOI: 10.1136/tc.2008.028043
- Thrasher JF**, Boado M, Sebríe EM, Bianco E. Smoke-free policies and the social acceptability of smoking in Uruguay and Mexico. *Nicotine & Tobacco Research*. 11(6): 591-599. 2009. DOI: 10.1093/ntr/ntp039
- Hosking W, Borland R, Yong HH, Fong G, Zanna M, Laux F, **Thrasher JF**, Lee W, Sirirassamee B, Omar M. The effects of norms and attitudes towards smoking on interest in quitting in Malaysia, Thailand, and four Western nations: A cross-cultural comparison. *Psychology & Health*. 24(1): 95-107. 2009. DOI: 10.1080/08870440802385854
- Thrasher JF**, Jackson C, Arillo-Santillan E, Sargent JD. Exposure to smoking in movies and adolescent smoking in Mexico. *American Journal of Preventive Medicine*. 35(2):95-102. 2008. DOI: 10.1016/j.amepre.2008.03.036
- Thrasher JF**, Reynales-Shigematsu LM, Baezconde-Garbanati L, Villalobos V, Téllez-Girón P, Arillo-Santillán E, Dorantes-Alonzo A, Valdés-Salgado R, Lazcano-Ponce EC. Promoting the effective translation of the Framework Convention on Tobacco Control: A case study of challenges and opportunities for strategic communications in Mexico. *Evaluation & the Health Professions*. 31(2): 145-166. 2008. DOI:10.1177/0163278708315921
- Llaguno-Aguilar SE, Dorantes-Alonso AC, **Thrasher JF**, Villalobos V, Besley JC. Análisis de la cobertura del tema de tabaco en medios impresos mexicanos [Analysis of the coverage of tobacco in Mexican print media]. *Salud Pública de México*. 30 (Sup 3): S348-S354. 2008
- Hassan LM, Shiu E, **Thrasher JF**, Fong GT, Hastings G. Exploring the effectiveness of cigarette warning labels: Findings from the United States and United Kingdom arms of the International Tobacco Control Four Country Survey. *International Journal of Nonprofit and Voluntary Sector Marketing*. 13(3): 263-274. 2008. DOI:10.1002/nvsm.328
- Thrasher JF**, Rousu MC, Anaya-Ocampo R, Reynales-Shigematsu LM, Arillo-Santillán E, Hernández-Ávila M. Estimating the impact of cigarette package warning label policies: The auction method. *Addictive Behaviors*, 32(12) 2916-2915. 2007. DOI: 10.1016/j.addbeh.2007.05.018
- Thrasher JF**, Hammond D, Fong G, Arillo-Santillán E. Smokers' reactions to cigarette package warnings with graphic imagery and with only text: A comparison of Mexico and Canada. *Salud Pública de México*, 49(Suppl): S233-S240. 2007

- Arillo-Santillán E, Thrasher JF, Rodríguez-Bolaños R, Chávez-Ayala R, Ruiz Velazco S, Lazcano-Ponce E. Susceptibilidad al consumo de tabaco en estudiantes no fumadores de 10 ciudades mexicanas. [Susceptibility to tobacco use among nonsmoking students in 10 Mexican cities] *Salud Pública de México*, 49(Suppl): S170-S181. 2007. DOI: [10.1590/S0036-36342007000800007](https://doi.org/10.1590/S0036-36342007000800007)
- Thrasher JF**, Jackson C. Mistrusting companies, mistrusting the tobacco industry: Clarifying the context of tobacco prevention efforts that focus on the tobacco industry. *Journal of Health & Social Behavior*. 47(4): 406-422. 2006. DOI: 10.1177/002214650604700407
- Thrasher JF**, Bentley ME. The meanings and context of smoking among Mexican university students. *Public Health Reports*. 121(5): 578-585. 2006.
- Hammond D, Fong G, Zanna M, **Thrasher JF**, Borland R. Tobacco denormalization, anti-industry beliefs, and cessation behavior among smokers from four countries. *American Journal of Preventive Medicine*. 31(3): 225-232. 2006. DOI: 10.1016/j.amepre.2006.04.004
- Thrasher JF**, Niederdeppe JD, Jackson C, Farrelly MC. Using anti-tobacco industry messages to prevent smoking among high-risk youth. *Health Education Research*, 21(3): 325-337. 2006. DOI: 10.1093/her/cyl001
- Thrasher JF**, Chaloupka FJ, Hammond D, Fong G, Borland R, Hastings G, Cummings KM. Evaluación de las políticas contra el tabaquismo en países latinoamericanos en la era del Convenio Marco para el Control del Tabaco [Evaluation of tobacco control policies in Latin American countries during the Framework Convention on Tobacco Control era]. *Salud Pública de México*, 48(Suppl): S155-S166. 2006.
- Thrasher JF**, Allen B, Anaya-Ocampo R, Reynales LM. Análisis del impacto en fumadores mexicanos de los avisos gráficos en las cajetillas de cigarros [Analysis of the impact of cigarette pack graphic warnings on Mexican smokers]. *Salud Pública de México*, 48(Suppl): S65-S74. 2006
- Valdés-Salgado R, **Thrasher JF**, Sanchez-Zamorano LM, Lazcano-Ponce E, Reynales-Shigematsu LM, Meneses-González F, Hernández-Ávila M. Los retos del Convenio Marco para el Control del Tabaco en México: un diagnóstico a partir de la Encuesta sobre Tabaquismo en Jóvenes [Challenges to the Framework Convention on Tobacco Control in Mexico: A diagnosis using the Global Youth Tobacco Survey]. *Salud Pública de México*, 48(Suppl): S5-S16. 2006
- Rivera-Rivera L, Allen B, **Thrasher JF**, Chavez R, Fernandez-Ortega C, Galal O, Lazcano-Ponce EC, Hernández-Avila M. The prevalence and correlates of intra-familial violence among Mexican and Egyptian youth. *Revista de Saude Publica*, 39(5): 709-715. 2005. DOI: 10.1016/j.ypped.2007.02.020

Thrasher JF, Niederdeppe J, Farrelly MC, Davis KC, Ribisl K, Haviland L. The impact of anti-tobacco industry prevention messages in tobacco producing regions: Evidence from the US truth® campaign. *Tobacco Control*, 13 (3): 283-288. 2004. DOI: 10.1136/tc.2003.006403

Thrasher JF, Campbell M, Oates V, Hudson M, Jackson E. Behavior-specific social support and risk behavior among African-American church members: Applying optimal matching theory. *Health Education & Behavior*, 31(2): 193-205. 2004. DOI: 10.1177/1090198103259184

Thrasher JF, Cummings KM, Michalek A, Mahoney M, Moysich K, Pillitere D. Colorectal cancer screening among people with and without a family history. *Journal of Public Health Management and Practice*, 8(2): 1-9. 2002

Beskow LM, Khoury MJ, Baker T, **Thrasher JF**. The integration of genomics into public health research, policy, and practice in the United States. *Community Genetics*, 4(1): 2-11. 2001. DOI: 10.1159/000051150

Khoury MJ, **Thrasher JF**, Burke W, Gettig E, Fridinger F, Jackson R. Challenges in communicating about genetics: A public health approach. *Genetics in Medicine*, 2(3): 185-190. 2000. DOI: 10.1097/00125817-200005000-00007

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

Thrasher JF, Osman A, Anshari D. Images in cigarette warning labels: How should they warn? *Virtual Mentor: American Medical Association Journal of Ethics*. 15:704-712. 2013

Barrientos-Gutierrez T, Gimeno D, Delclos GL, **Thrasher JF**, Knudson P. Meeting our ends by our means: Protecting children from SHS in research. *Tobacco Control*. 21: 383-384. 2012

Barrientos-Gutierrez T, Barrientos-Gutierrez I, Lazcano-Ponce E, **Thrasher JF**. Tobacco content in video games: 1994-2011. *Lancet Oncology*. 13(3): 237-238. 2012. doi:10.1016/S1470-2045(12)70099-2

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, Rodriguez-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.
- Reid J, Hammond D, **Thrasher JF**, Driezen P, Boudreau C, [Arillo-Santillán E](#). Impacto de estrategias visuales en las advertencias sanitarias: 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. 128-142. 2013
- 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-Shigematsu LM, Lazcano-Ponce E, Hernández-Ávila M, Editors. Cuernavaca, México: Instituto Nacional de Salud Pública. Pp. 162-173. 2013.

Co-author and working group member. IARC. [IARC Handbooks of Cancer Prevention: Tobacco Control. Volume 12. Methods for Evaluating Tobacco Control Policies](#). Lyon, France: International Agency for Research on Cancer, 2008.

Thrasher JF and Johnson T. “Developing and assessing comparable questions in cross-cultural survey research on tobacco” in IARC Handbooks of Cancer Prevention: Tobacco Control. Volume 12. Methods for Evaluating Tobacco Control Policies. Lyon, France: International Agency for Research on Cancer, 2008.

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.

Lindblom E, Berman M, **Thrasher J**. The legal framework for using tobacco product inserts and onserts to help consumers make more informed choices and to reduce tobacco use harms. Working Paper, No. 2. O’Neill Institute, School of Law, Georgetown University, Washington, DC, USA. July 6, 2016.

WHO. Contributor to [Smoke-free movies: From evidence to action, 3rd Edition](#). Tobacco Free Initiative, World Health Organization. Geneva, Switzerland: WHO press. 2015.

ITC Project. ITC Mexico Wave 7 (2014-2015) Technical Report. University of Waterloo, Waterloo, Ontario, Canada; Instituto Nacional de Salud Publica, Cuernavaca, Mexico; and University of South Carolina, Columbia, South Carolina, United States. 2016.

Reynales Shigematsu LM, [Fleischer NL](#), **Thrasher JF**, Cohen J. Tobacco Retail Environments around Secondary Schools in Mexico. Institute for Global Tobacco Control, Johns Hopkins University, USA & Instituto Nacional de Salud Pública, Mexico. 2015.
<http://globaltobaccocontrol.org/resources/schools-pos-mexico>

- Working group member. Consensus measures for Phenotypes and eXposures (PhenX) Toolkit: Tobacco Regulatory Research, Environment. Research Triangle Institute, International & National Institutes of Health. 2015.
<https://www.phenxtoolkit.org/index.php?pageLink=browse.conceptualgroups&id=3132&breadcrumbcrumbs=3127,3132>
- Anshari D, Damayanti R, Ismail A, Siagian F, **Thrasher JF**, Hammond D, Reid J, Cohen J. Guidance for Indonesian Cigarette Package Pictorial Warnings. Fact Sheet. Institute for Global Tobacco Control, Johns Hopkins University, USA. 2015.
<http://globaltobaccocontrol.org/sites/default/files/Indonesia-hwls.pdf>
- 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.
- Omodior O, Huang L, **Thrasher JF**. Evaluation of the South Carolina Department of Health & Environmental Control smoking cessation mass media campaigns, 2010-2012. Office of Public Health Practice, Arnold School of Public Health, University of South Carolina. 2013.
- 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.
- ITC Project (Member). ITC Uruguay National Report. Findings from the Wave 1 to 3 Surveys (2006-2011). University of Waterloo, Waterloo, Ontario, Canada; Centro de Investigación para la Epidemia del Tabaquismo (CIET Uruguay); Universidad de la Republica, Facultad de Ciencias Sociales. August 2012. http://itcproject.org/files/ITC_Uruguay_NR-Aug8-web-v2.pdf
- 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. 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 cigarros. 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. 1st 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] 4th 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

Instructor	<i>Adv'd Public Health Communication: Theory & Methods.</i> School of Public Health, SC, Columbia, SC	Spring '17, '19, '21
Instructor	<i>Public Health Advocacy and Policy</i> School of Public Health, USC, Columbia, SC	Spring '12, '13, '14, '16, '18, '20

JF THRASHER

Instructor	<i>Professional Development (doctoral seminar)</i> School of Public Health, USC, Columbia, SC	Fall '17 - '20
Instructor	<i>Measurement Development in Health Research</i> Instituto Nacional de Salud Pública, Mexico	Summer '18, '19
Instructor	<i>Measurement Development in Health Research</i> School of Public Health, USC, Columbia, SC	Fall '07 - '11
Instructor	<i>Analysis of YouTube content</i> National Cancer Institute, Rio de Janeiro, Brazil	Fall '15
Co-Instructor	<i>Contemporary Issues in Tobacco Control</i> Instituto Nacional de Salud Pública, México	Aug '03, '04 '06-'20
Co-Instructor	<i>Health Communication</i> Instituto Nacional de Salud Pública, México	Spring '07-'11
Instructor	<i>Research Methods</i> School of Public Health, USC, Columbia, SC	Spring '09
Instructor	<i>Tobacco Prevention and Control in Public Health</i> School of Public Health, USC, Columbia, SC	Spring '08, '10
Co-Instructor	<i>Public Health Policy and Advocacy</i> Instituto Nacional de Salud Pública, México	July '10 – '14
Co-Instructor	<i>Theory Foundations in Public Health</i> Instituto Nacional de Salud Pública, México	Aug '10
Assistant Instructor	<i>Social and Behavioral Sciences in Public Health</i> School of Public Health, UNC, Chapel Hill	Summer '05
Assistant Instructor	<i>Research Methods</i> Dept. of Health Behavior, UNC, Chapel Hill	Fall '01
Co-Instructor	<i>Epidemiology and Biostatistics</i> Dept. of Social and Preventive Medicine SUNY, Buffalo, NY	Spring '99
Instructor	<i>Introduction to Cultural Anthropology</i> Dept. of Anthropology, SUNY, Buffalo, NY	Fall '96 & Spring '97

ACADEMIC COMMITTEES – PHD AND DRPH

- Emily Loud. *Communicating about reduced nicotine policies*. PhD. Health Promotion, Education and Behavior. USC. Committee Chair. In process.
- Jennifer Mandelbaum. *The influence of food label use on diet modification efforts, food guide awareness, and nutrition knowledge among U.S. youth*. PhD. Health Promotion, Education and Behavior. USC. Committee Member. In process.
- Kankana Sengupta. *Adverse childhood experiences and social determinants of health in relation to cigarette smoking and e-cigarette use among adults*. PhD. Epidemiology. USC. Committee Member. In process.
- Chung-Li Wu. *Mixture modeling for addressing correlated data from Ecological Momentary Assessment*. PhD. Biostatistics. USC. Committee Member. In process.
- Rebecca Wardrop. *Score test derivations for overdispersion in count data models and an application of discrete data modeling of tic disorder screening*. PhD. Biostatistics. USC. Committee Member. In process.
- Mayank Sakhujia. *"No more loosies": Stakeholders' perceptions about banning single cigarette sales in India*. PhD. Health Promotion, Education and Behavior. USC. Committee Member. In process.
- 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. USC. Committee Chair. In process.
- Adebusola Ogunnaike. *Advancing tobacco control in Africa: A focus on farming*. PhD. Health Promotion, Education and Behavior. USC. Committee Chair. In process.
- 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. USC. 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. In Process.
- Inti Barrientos Gutiérrez. *Evaluación del impacto de diversas medidas regulatorias aplicables al vapeo a través de un modelo de simulación basado en agentes [Evaluation of different e-cigarette policy impacts using agent based modeling]*. DrPH. Public Health. National Institute of Public Health, Mexico. Committee Chair. In Process.
- Farahnaz Islam. *Extensions of discrete choice theory for public health*. PhD. Biostatistics. USC. Committee Member. In process.
- 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. USC. Committee Chair. 2020.
- Aditi Srivastav. *Policy and children's health: a case study of an advocacy organization*. PhD. Health Promotion, Education and Behavior. USC. 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. USC. 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. USC. Committee Chair. 2017.
- SeulKi Choi. *Implementation and evaluation of a healthy food access policy in South Korean schools*. PhD. Health Promotion, Education and Behavior. USC. 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. USC. Committee member. 2016.
- Amira Osman. *Discrimination and smoking among Arabs in Israel*. Fulbright scholar. DrPH. Health Promotion, Education and Behavior. USC. 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. USC. Co-Chair. 2015.

- Casey Childers. *Media coverage of food systems policy and media advocacy to change it*. PhD. Health Promotion, Education and Behavior. USC. 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. USC. 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. USC. 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. USC. 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. USC. 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. USC. 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. USC. 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. USC. 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. USC. 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, USC. 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, USC. 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, USC. 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

- Rowdy Fitzpatrick. *Perspectives of health professionals and associations on the use of electronic cigarettes for smoking cessation*. Undergraduate Honor’s Thesis, Chair. Public Health. 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, Chair. Public Health. 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, Chair. Public Health. Committee Chair. 2017.

Rahoul Ahuja. *Movies, smoking and tobacco control policy in Argentina*. Undergraduate Honor's Thesis, Chair. Public Health. 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

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

Yoojin Cho, PhD. *Marketing, communication, and intervention around emerging tobacco products, including electronic cigarettes.* 2020 – present.

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

Member, Doctoral Committee Department of Health Promotion, Education & Behavior Arnold School of Public Health, University of South Carolina	2007 – present
Member, Steering Committee Center for Research in Nutrition & Health Disparities Arnold School of Public Health, University of South Carolina	2013 – present
Member, Tobacco Free Task Force Healthy Carolina, University of South Carolina.	2012 – present
Member, Research Advisory Council Arnold School of Public Health University of South Carolina	2018 – present
Member, Scholastic Standards and Petitions Arnold School of Public Health, University of South Carolina	2016 – present
Member, Advisory Board, Walker International Institute University of South Carolina	2021 – present
Member, Faculty Search Committee Department of Health Promotion, Education & Behavior Arnold School of Public Health, University of South Carolina	2021 – present
Chair & Member, Educational Foundation Faculty Research Award	2021 – present

Committee, Health Sciences Provost Office, University of South Carolina	
Member, Faculty Search Committee Department of Health Promotion, Education & Behavior Arnold School of Public Health, University of South Carolina	2019 – 2021
Chair, Doctoral Committee Department of Health Promotion, Education & Behavior University of South Carolina	2012 – 2020
Member, Faculty Research Award Committee Arnold School of Public Health, USC	2014 – 2017
Member, South Carolina Public Health Consortium Office of Public Health Practice, Arnold School of Public Health University of South Carolina & South Carolina Department of Health & Environmental Control	2010 – 2015
Member, Departmental Chair Search Committee Department of Health Promotion, Education & Behavior Arnold School of Public Health, University of South Carolina	2013-2015
Member, Faculty Search Committee - Global Health Department of Health Services Policy & Management Arnold School of Public Health, University of South Carolina	2014-2015
Member, Research Advisory Council Arnold School of Public Health University of South Carolina	2011-2015
Member, Dean Performance Review Committee Arnold School of Public Health University of South Carolina	2013-2014
Member, Faculty Search Committee – Latino Health Disparities Department of Health Promotion, Education & Behavior University of South Carolina	2013-2014
Chair, Faculty Search Committee – Cancer Research Cluster Arnold School of Public Health, University of South Carolina	2012-2013
Member, Information Technology and Resources Committee Arnold School of Public Health, University of South Carolina	2008-2013
Member, Review Committee Magellan Scholarship for Undergraduate Research University of South Carolina	2013

Member, Faculty Search Committee Department of Health Services Policy & Management University of South Carolina	2011-2012
Member, Endowed Chair Search Committee – Information Technology Arnold School of Public Health, University of South Carolina	2011-2012
Member, Fulbright Evaluation Committee University of South Carolina	2010

HONORS & AWARDS

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

University of North Carolina, Chapel Hill

Winner, Graduate Student Research Award 2000
New York State Public Health Association

Phi Beta Kappa 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

Member, Tobacco Products Scientific Advisory Committee, *Food and Drug Administration*, Department of Health and Human Services. Silver Spring, MD. 2016 – present.

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

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

Associate Editor, *Tobacco Regulatory Science: Research to Inform Tobacco Control Policy*. 2014 – present.

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

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

President, Board of Directors, *Smoke-free South Carolina*, which leads a coalition and provides resources and information around tobacco-related policies for South Carolina. December 2019 – present.

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

Member, Research Committee, Consortium for Universities in Global Health. October 2016 – present.

Member, Advisory Committee, Global Health Network, Society for Research on Nicotine & Tobacco. March 2016 – present.

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

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 - present

Member, Research Advisory Committee, Arnold School of Public Health, University of South Carolina, Columbia, USA. September 2018 – present.

Faculty Mentor, NIH Boot Camp – Enhancing the Success of NIH Proposals, Arnold School of Public Health, University of South Carolina, Columbia, USA. September 2018 – 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, Expert Group to Selection of 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. 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.

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, 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, 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.

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

Member, Scientific Committee, 5th 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, 17th 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, 4th 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**, *Consortio 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**, *3rd 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, 2nd 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, 2nd 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.

JF THRASHER

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