

JAMES F. THRASHER

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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

Associate 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	2012-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
Adjunct Associate Professor Department of Public Health & Health Systems University of Waterloo, Canada	2012- present

PAST POSITIONS

Visiting Professor School of Public Health, Fundação Oswaldo Cruz (FioCruz) Rio de Janeiro, Brazil	2015-2016
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: *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: *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: *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 will collect 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 regulatory strategies.

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 – 08/2017

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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: *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 – 04/2018

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: *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 – 07/2018

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: *Minority supplement for 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 an Early Stage Latina researcher into the parent project to study how “remote” acculturation through exposure to English language media influences smoking amongst Mexican youth.

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: *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.

GRANTS – COMPLETED

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 for *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: *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

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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

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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

JF THRASHER

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

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

PI: Christine Blake

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

Amount: \$8,200

Date: 07/2010 – 12/2011

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

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

PI: Eduardo del Castillo

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

Amount: \$487,000

Dates: 4/2009 – 3/2012

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

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

PI: James Hebert

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

Amount: \$180,000

Date: 10/2009 – 04/2011

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

Title: *Cigarette warning label policy and trajectories of cognitive processing: A latent curve approach to assessing individual variation and its behavioral impacts*

PI: James F. Thrasher

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

Amount: \$25,000

Dates: 02/2009 – 01/2010

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

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

PI: James F. Thrasher & Mauricio Hernández

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

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

Date: 4/2008 – 10/2009

JF THRASHER

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

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

PI: James F. Thrasher

Funding: Global Smokefree Partnership

Amount: \$10,000

Date: 6/2009 – 10/2009

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

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

PI: Matthew Rousu

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

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

Dates: 10/2008 – 09/2009

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

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

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

Co-PI: Edna Arillo-Santillán

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

Dates: 08/2007 – 07/2009

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

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

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

PI: James F. Thrasher

Amount: \$50,850

Dates: 03/2007 – 02/2008

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

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

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

PI: Edna Arillo-Santillán

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

JF THRASHER

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

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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, & 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)

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*. In press.

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*. In press.

Choi SK, Frongillo EA, Blake CE, **Thrasher JF**, Tompkins ME. Korean adolescents' intake of selected foods by eating place from 1998 to 2012: Evaluation of two national school nutrition policies. *Journal of Hunger and Environmental Nutrition*. In press.

- 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*. In press.
- Islam E, **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*. In press.
- 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*. In press.
- Cavalcante T, Szklo A, Perez C, **Thrasher JF**, Szklo M, Fong GT, Quimet J, Gravely 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*. In press.
- 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*. In press.
- 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*. In press.
- Huang L, Lin F-C, Friedman DB, **Thrasher JF**. Which types of anti-smoking television advertisements work better in Taiwan? *Health Promotion International*. In press.
- Salloum RG, **Thrasher JF**, Getz KR, Barnett TE, Asfar T, Maziak W. Patterns of waterpipe tobacco smoking among U.S. young adults, 2013-2014. *American Journal of Preventive Medicine*. In press.
- 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*. In press.
- 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*. In press.
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Arillo-Santillán E, Barrientos I, Pérez-Hernández R, Kollath-Cattano C, Sargent JD, **Thrasher JF**. Tabaquismo y cine en México: Análisis de las películas más taquilleras del 2004 al 2012. Cuernavaca, Mexico: Instituto Nacional de Salud Pública. 2014

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

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

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 EJ, Pérez-Hernández R. Encuesta Nacional de Adicciones, 2011 – Tabaco. [National Survey on Addictions, 2011 – Tobacco]. Cuernavaca, Mexico: Instituto Nacional de Salud Pública. 2012.

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

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

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

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

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

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

INVITED PRESENTATIONS (CONFERENCE PRESENTATIONS PROVIDED UPON REQUEST)

Thrasher JF. Challenges and rewards in conducting NIH-and other funded research. Early Career Investigators Workshop. National Cancer Institute, National Institutes of Health. Bethesda, MD. August 10 – 11, 2017. Invited Panel presenter.

Thrasher JF. Impactos de publicidad a través del empaquetado de cigarrillo: Investigaciones recientes en jóvenes latinoamericanos [Effects of marketing through cigarette packaging: Recent studies in Latin America]. Latin American Conference on Tobacco or Health. Montevideo, Uruguay. June 16, 2017. Invited plenary.

- Thrasher JF.** Research to inform tobacco regulations and communications in the rapidly changing global landscape of nicotine products. College of Public Health, Ohio State University. March 28, 2017.
- Thrasher JF.** Emerging research on tobacco marketing and counter-marketing in a shifting nicotine market. Tobacco Centers of Regulatory Science Seminar Series. Annenberg School of Communication, University of Pennsylvania. March 22, 2017.
- Thrasher JF.** Evaluación de diferentes características de las advertencias sanitarias en las cajetillas de cigarrillos. Grupo técnico para medidas para el control del tabaco. National Office of Tobacco Control, Ministry of Health. Mexico City, Mexico. March 4, 2017.
- Thrasher JF.** Tobacco packaging as public health battleground: Emerging research on a key communication channel. School of Public Health, Georgia State University. January 17, 2017.
- Thrasher JF.** Communicating about tobacco through product packaging and entertainment media: Emerging research to inform policy. University of Otago. Wellington, New Zealand. December 12, 2016.
- Thrasher JF.** Enhancing the effectiveness of tobacco health warnings: Emerging research to inform policy development. Cancer Council Victoria. Melbourne, Australia. December 6, 2016.
- Thrasher JF.** Empaquetado y etiquetado del tabaco: ¿Herramienta de publicidad o medio para promover la salud pública? [Tobacco packaging and labeling: Marketing tool or medium to promote public health?]. Health Committee, Congress of the Colombian Republic. Bogotá, Colombia. November 4, 2016.
- Thrasher JF.** Communicating about nicotine containing products: Challenges, lessons learned, and pathways forward. Wake Forest University. Winston-Salem, NC, USA. October 28, 2016.
- Thrasher JF.** Innovation and implementation of tobacco control strategies for population impact: Lessons learned and pathways forward. University of Florida. Gainesville, FL, USA. September 16, 2016.
- Thrasher JF.** Políticas públicas para reducir el tabaquismo [Policies to reduce tobacco use]. School of Public Health, University of Veracruz. Jalapa, Mexico. June 24, 2016.
- Thrasher JF.** Regional research on the impact of tobacco packaging and “plain” packaging among youth. World No Tobacco Day Ceremony. Pan American Health Organization / World Health Organization. Washington, DC. May 31, 2016.
- Thrasher JF.** The transforming landscape of tobacco use and its challenges for public health. Beloit College. Beloit, WI. March 25, 2016.

- Thrasher JF.** Media, marketing, and youth tobacco use in Latin America. Global Health Symposium. Timmy Global Health, University of South Carolina. Columbia, SC. March 23, 2016.
- Thrasher JF.** Tobacco packaging as a communication channel: Emerging research on innovations from public health and the tobacco industry. Center of Excellence in Regulatory Tobacco Science, The Ohio State University. Columbus, OH. March 7, 2016.
- Thrasher JF.** Conceptual frameworks for research capacity building. Strengthening Tobacco Research Capacity in Low- and Middle-Income Countries: Strategies, Challenges, and Lessons Learned. Society for Research on Nicotine & Tobacco Workshop. Chicago, IL. March 2, 2016.
- Thrasher JF.** Recent observational studies on innovative policies and their pathways of impact. Emerging Research on Tobacco Product Warnings: Advancing Theory and Methods. National Cancer Institute Grantee Meeting. Chicago, IL. March 1, 2016.
- Thrasher JF.** Health behavior science and global public health: Transnational research collaborations to address non-communicable diseases. American Academy of Health Behavior. Ponte Vedra Beach, FL. February 23, 2016. Plenary address.
- Thrasher JF.** Cinema smoking and youth smoking in Latin America. International Tobacco and Health Research and Capacity Building Program (TOBAC) program. Fogarty International Center, National Institutes of Health. Bethesda, MD. February 9, 2016.
- Thrasher JF.** Películas sin tabaco: De la evidencia a la acción. Un nuevo informe de la Organización Mundial de la Salud. [Smoke-free Movies: From Evidence to Action. Launch of a new report from the World Health Organization] Pan American Health Organization & Center for Studies of the Economy and Society. Buenos Aires, Argentina. February 1, 2016.
- Thrasher JF.** Using media to promote smoking cessation. Annual Meeting of the South Carolina Tobacco-Free Collaborative. Columbia, SC. January 1, 2016.
- Thrasher JF.** Publicidad de tabaco en puntos de venta: Investigaciones científicas sobre los impactos en jóvenes [Point of sale tobacco advertising: Scientific research on its impact among youth.] InterAmerican Heart Federation & Tobacco Free Kids International. Santiago, Chile. November 3, 2015.
- Thrasher JF.** Empaquetado del tabaco como publicidad: Impactos y estrategias de regulación. [Tobacco packaging as advertising: Impacts and regulatory strategies.] Chile Libre de Tabaco. Santiago, Chile. November 3, 2015.
- Thrasher JF.** Internet como campo de pesquisa [The Internet as a research field]. National Cancer Institute, Rio de Janeiro, Brazil. October 10, 2015.

- Thrasher JF.** Empaquetado del tabaco: Tendencias globales de la industria tabacalera y salud pública. [Tobacco packaging: Global trends for the tobacco industry and public health.] Tobacco Control in Latin America. National Institute of Public Health, Cuernavaca, Mexico. August 12, 2015.
- Thrasher JF.** Tobacco Packaging, Labeling and Promotion. National Institutes of Health, World Health Organization. 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

Adv'd Public Health Communication: Theory & Methods. School of Public Health, SC, Columbia, SC

Fall '15

JF THRASHER

Instructor	<i>Public Health Policy and Advocacy</i> School of Public Health, USC, Columbia, SC	Spring '12, '13, '14, '16
Instructor	<i>Analysis of YouTube content</i> National Cancer Institute, Rio de Janeiro, Brazil	Fall '15
Instructor	<i>Measurement Development in Health Research</i> School of Public Health, USC, Columbia, SC	Fall '07-'11
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>Contemporary Issues in Tobacco Control</i> Instituto Nacional de Salud Pública, México	Aug '03, '04 '06-'17
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

Nanco Nolasco. *Tabaquismo y cesación asistida en México: Hallazgos del Proyecto Internacional de Evaluación de Políticas para el Control del Tabaco (ITC) 2006-12*. PhD.

- Epidemiology. National Institute of Public Health, Mexico. Committee Member. In Process.
- Aditi Srivastav. *Policy and children's health: a case study of an advocacy organization*. PhD. Health Promotion, Education and Behavior. USC. Committee Member. In process.
- Rosaura Pérez-Hernández. *Movie smoking and youth smoking in Mexico*. PhD. Epidemiology. National Institute of Public Health, Mexico. Committee Member. In Process.
- Yoojin Cho. *Patterns of flavored cigarette and e-cigarette use among South Korean adults*. PhD. Health Promotion, Education and Behavior. USC. Committee Chair. In process.
- Christian Nelson. *Modeling smoking and smokeless tobacco prevalence among Active Duty Military*. PhD. Health Services Policy and Management. USC. Committee Member. In process.
- 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. In Process.
- Salima Kasymova. *Involvement of males in childcare in Croatia, India and Mexico: major determinants and national efforts*. PhD. Health Promotion, Education and Behavior. USC. Committee member. In process.
- 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. 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]*. PhD. Psychology. Universidad de Complutense, Madrid, Spain. Committee Member. In process.
- 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

- Lambert, Victoria. *Interpersonal communication about smoking-related risks among US smokers: Differences across ethnic groups in the US.* MSPH. Committee chair. In process.
- Mesa, Anna. *How does acculturation affect vegetable intake among Puerto Ricans, Cuban Americans, and Mexican Americans?* MSPH. Committee member. In process.
- LaQuenta Weldon. *Smoking cessation in pregnancy and gestational weight gain in South Carolinian mothers, 2009-2011.* MSPH. Epidemiology. 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. Mexican National Institute of Public Health. 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]. Dept. Health Behavior, Mexican National Institute of Public Health. 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]. MPH. Escuela de Salud Pública, INSP, Cuernavaca, México. 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]. MSc. Área de concentración en salud reproductiva, Escuela de Salud Pública, INSP, Cuernavaca, México. Committee member. 2009.
- Rosaura Pérez Hernández. *Factores familiares en el inicio del consumo de tabaco* [Family factors associated with smoking initiation]. MPH, Epidemiology, Escuela de Salud Pública, INSP, Cuernavaca, Mexico. 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]. MPH, Ciencias Sociales y del Comportamiento, Escuela de Salud Pública, INSP, Cuernavaca, Morelos, México. 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]. MPH, Epidemiología, Escuela de Salud Pública, INSP, Cuernavaca, Morelos, México. 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]. MPH, Ciencias Sociales y del Comportamiento, Escuela de Salud Pública, INSP, Cuernavaca, Morelos, México. 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]. MPH, Sistemas de Salud, Escuela de Salud Pública, Instituto Nacional de Salud Pública, Cuernavaca, Morelos, México. Committee member. 2003.

ACADEMIC COMMITTEES – UNDERGRADUATE HONOR’S THESES

- Patrick Green. *Understanding electronic cigarettes in Latin America: A “big data” approach*. Undergraduate Honor’s Thesis. Public Health. Committee Chair. In process.
- Harshita Jain. *Researching and addressing the contexts shaping women’s care-seeking decisions during labor and delivery in rural India*. Undergraduate Honor’s Thesis. Public Health. Committee Chair. 2017.
- Rahoul Ahuja. *Movies, smoking and tobacco control policy in Argentina*. BS. Honors Thesis. University of South Carolina. Director of Thesis. 2013.
- Jessica Steele. *Vaccine introduction in Latin America and the Caribbean: Developing learning modules for evidence-based decision making*. BA. Honors Thesis. University of South Carolina. Director of Thesis. 2010.

GRADUATE PRACTICUM ADVISOR

- 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

- Christy Kollath-Cattano, PhD. *Media, marketing and tobacco use in Latin America*. 2012 – 15. Current position: Assistant Professor, Public Health, College of Charleston, SC, USA.
- Amira Osman, PhD. 2015 – 2016. *School- and neighborhood-level influences on tobacco use in Mexico*. Current position: Post-doctoral research fellow, School of Public Health, University of North Carolina, Chapel Hill, NC, USA
- Paula Lozano, PhD. *Perceptions and use of electronic cigarettes amongst Mexican adolescents*. 2016 – present.

UNIVERSITY & DEPARTMENTAL SERVICE

Chair, Doctoral Committee Department of Health Promotion, Education & Behavior University of South Carolina	2012-present
Member, Steering Committee Center for Research in Nutrition & Health Disparities University of South Carolina	2013-present
Member, Tobacco Free Task Force Healthy Carolina, University of South Carolina.	2012-present
Member, Faculty Research Award Committee Arnold School of Public Health, USC	2014 – present
Member, Scholastic Standards and Petitions Arnold School of Public Health, USC	2016 – present
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 University of South Carolina	2013-2015
Member, Faculty Search Committee - Global Health Department of Health Services Policy & Management 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	2008-2013

Arnold School of Public Health, University of South Carolina

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, Doctoral Committee Department of Health Promotion, Education & Behavior University of South Carolina	2007-2012
Member, Fulbright Evaluation Committee University of South Carolina	2010

HONORS & AWARDS

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

JF THRASHER

Winner , Graduate Student Abstract Competition Public Health Education and Health Promotion Section, American Public Health Association	2003
Winner , Photography Competition, Center for International Studies University of North Carolina, Chapel Hill	2002
Winner , Graduate Student Research Award New York State Public Health Association	2000
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
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 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, Expert Group on Tobacco Control Policy. National Tobacco Control Office, National Council Against Addictions (CONADIC), Ministry of Health, México. Jan 2017 – present.

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

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 – 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 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.

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

JF THRASHER

English & Spanish: fluent writing & speaking

Portuguese: intermediate writing & speaking

REFERENCES FURNISHED UPON REQUEST