

**JAMES F. THRASHER**  
[thrasher@mailbox.sc.edu](mailto:thrasher@mailbox.sc.edu)  
**(803)777-4862**

## EDUCATION

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

## CURRENT POSITIONS & AFFILIATIONS

<b>Associate Professor</b> Department of Health Promotion, Education and Behavior 915 Greene Street, Discovery I, Room 534D Arnold School of Public Health University of South Carolina Columbia, SC 29208 USA	2012-present
<b>Researcher and Visiting Professor</b> Instituto Nacional de Salud Pública Av. Universidad #655, Col. Sta. Ma. Ahuacatlán Cuernavaca, Morelos CP 62100 México	2003-present
<b>Research Affiliate</b> Walker Institute of International and Area Studies University of South Carolina, Columbia, SC, USA	2007-present
<b>Research Affiliate</b> Center for Research in Nutrition & Health Disparities University of South Carolina, Columbia, SC, USA	2008-present
<b>Faculty Affiliate</b> Prevention Research Center University of South Carolina, Columbia, SC, USA	2008-present

<b>Affiliate Researcher</b> Hollings Cancer Center, Cancer Prevention and Control Program Medical University of South Carolina, Charleston, SC, USA	2012- present
<b>Adjunct Associate Professor</b> Department of Public Health & Health Systems University of Waterloo, Canada	2012- present
<b>Visiting Professor</b> School of Public Health, Fundação Oswaldo Cruz (FioCruz) Rio de Janeiro, Brazil	2015- present

## PAST POSITIONS

<b>Assistant Professor</b> Department of Health Promotion, Education & Behavior University of South Carolina, Columbia, SC, USA	2007-2012
<b>Post-doctoral Research Associate</b> Institute for Health Research and Policy, University of Illinois, Chicago & Instituto Nacional de Salud Pública, Cuernavaca, México	2005-2006
<b>Research Policy Analyst I</b> Public Health Economics & Policy Research Program Research Triangle Institute, International, RTP, NC, USA	2001-2005
<b>Fulbright Fellow</b> Institute of International Education, New York & Instituto Nacional de Salud Pública, Cuernavaca, México	2003
<b>National Cancer Institute Pre-Doctoral Fellow</b> Lineberger Comprehensive Cancer Center University of North Carolina, Chapel Hill, USA	2001-2003
<b>Royster Society Fellow</b> The Graduate School University of North Carolina, Chapel Hill, USA	2000-2005
<b>Health Communication Fellow</b> Centers for Disease Control and Prevention Atlanta, GA, USA	1999-2000
<b>National Cancer Institute Training Fellow &amp; Research Assistant</b> Roswell Park Cancer Institute Buffalo, NY, USA	1998-1999

**GRANTS – ACTIVE** (UNDERLINED = STUDENT/ADVISEE; DOUBLE UNDERLINE = JUNIOR 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:** 7/2012 – 4/2017

**Role:** Primary Investigator (30% effort) – Design and analyze 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:** 8/2012 – 7/2017

**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; inform policy development in this area.

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

**Funding agency:** USC Provost grant

**PI:** Ramzi Salloum, PhD

**Amount:** §(b)(4)

**Dates:** 5/2014 – 9/2015

**Role:** Co-Investigator (2% in kind) - Describe the 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:** *Tobacco packaging and labeling policies: Expanding the evidence on novel policies*

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

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

**Amount:** Subcontract to USC for \$34,518

**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, PhD (P01 PI – K. Michael Cummings, PhD)

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

**Amount:** Subcontract to USC for \$107,451

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

**PI:** K. Michael Cummings, PhD

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

**Amount:** Subcontract to USC for \$78,457

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

**PI:** Sonya Jones, PhD

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

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

**Date:** 05/2012 – 04/2017

**Role:** Co-Investigator (5%-10% 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:** *Evaluating the impact of mandatory nutrition information on menus*

**PI:** David Hammond, PhD

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

**Amount:** \$637,729

**Date:** 08/2013 – 07/2016

**Role:** Co-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:** *Addressing acquiescence: Reducing survey error to promote Latino health*

**PI:** Rachel Davis, PhD

**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:** *Perceptions, uses and responses to marketing of electronic cigarettes: A survey and experiment among USC undergrads*

**Funding agency:** USC Provost grant

**PI:** (b)(6)

**Amount:** \$(b)(4)

**Dates:** 5/2015 – 9/2016

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

## GRANTS – COMPLETED

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

**PI:** Richard O'Connor, PhD

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

**Amount:** Subcontract to USC for \$134,096

**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:** \$(b)(4)

**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:** (b) (6)

**Amount:** \$(b)(4)

**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, PhD

**Amount:** \$128,204

**Dates:** 10/2012 – 9/2014

**Role:** Consultant – 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, PhD

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

**Amount:** \$562,763

**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, PhD

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

**Amount:** \$(b)(4)

**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, PhD

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

**Amount:** \$(b)(4)

**Dates:** 09/2013 – 08/2014

**Role:** Consultant – 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:** (b) (6)

**Amount:** \$(b)(4)

**Dates:** 5/2013 – 9/2014

**Role:** Co-Investigator (2% 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:** \$(b)(4)

**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, PhD

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

**Amount:** \$(b)(4)

**Dates:** 05/2013 – 04/2015

**Role:** Co-Investigator - Develop and pretest protocols; contribute to papers on results

**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:** (b) (6)

**Amount:** \$(b)(4) Mexican Pesos (approximately \$(b)(4) USD)

**Dates:** 7/2008 – 9/2012

**Role:** Co-Primary Investigator – 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, PhD

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

**Amount:** \$(b)(4)

**Date:** 09/01/10 – 08/31/12

**Role:** Co-Investigator – 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, PhD

**Funding:** Canadian Cancer Society Research Institute

**Amount:** \$(b)(4)

**Date:** 09/2010 – 08/2012

**JF THRASHER**

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

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

**PI:** James Thrasher, PhD

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

**Amount:** \$(b)(4)

**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, PhD

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

**PI:** K. Michael Cummings

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

**Amount:** \$200,000

**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, PhD

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

**Amount:** \$(b)(4)

**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, PhD

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

**Amount:** \$(b)(4)

**Date:** 07/2010 – 12/2011

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

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

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

**Amount:** \$(b)(4)

**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, PhD

**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, PhD

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

**Amount:** \$25,000.

**Dates:** 2/2009-1/2010

**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, PhD

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

**Amount:** \$(b)(4).

**Date:** 4/2008 – 10/2009

**Role:** 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, PhD

**Funding:** Global Smokefree Partnership

**Amount:** \$(b)(4)

**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, PhD

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

**Amount:** \$(b)(4)

**Dates:** 10/2008 – 9/2009

**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:** (b) (6)

**Amount:** \$(b)(4)

**Dates:** 8/2007 – 7/2009

**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, PhD

**Amount:** \$50,850

**Dates:** 3/2007-2/2008

**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:** (b) (6)

**Amount:** \$(b)(4) Mexican Pesos (approximately \$(b)(4) USD).

**Dates:** 6/2004 – 12/2007

**Role:** Co-Investigator – 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*

**JF THRASHER**

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

**PI:** James F. Thrasher, PhD

**Amount:** \$25,000

**Dates:** 7/2006-6/2007

**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:** 7/2006-6/2007

**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, PhD

**Amount:** \$45,673

**Dates:** 7/2005-12/2006

**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:** (b) (6)

**Amount:** \$(b)(4)

**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, PhD

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

**Amount:** \$5,000

**Dates:** 8/2004 – 5/2005

**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, PhD

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

**Amount:** \$(b)(4)

**Dates:** 8/2003 – 7/2004

**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, PhD

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

**Amount:** \$(b)(4)

**Dates:** 4/2004 – 12/2004

**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)

(b) (4) Thrasher JF, (b) (4)  
(b) (4)  
In press.

Thrasher JF, (b) (4)  
In press.

(b) (4) Thrasher JF, (b) (4)  
In press.

(b) (4) Thrasher JF, (b) (4)  
In press.

Thrasher JF, (b) (4)

(b) (4)  
In press. (b) (4)

**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*. Published Online First: 27 April 2015. doi: 10.1136/tobaccocontrol-2014-052064.

(b) (4) **Thrasher JF**, (b) (4)  
(b) (4). In press.

(b) (4) **Thrasher JF**, (b) (4)  
In press.

(b) (4) **Thrasher JF**, (b) (4)  
In press.

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*. Published Online First: 14 April 2015. doi: 10.1136/tobaccocontrol-2014-051971.

(b) (4) **Thrasher JF**, (b) (4)  
In press.

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*. Published Online First: 15 December 2014 doi: 10.1136/tobaccocontrol-2014-051742.

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*. Published Online First: 09 May 2014. doi:10.1136/tobaccocontrol-2013-051475.

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*. Published Online First: 10 November 2014. doi: 10.1136/tobaccocontrol-2014-051880.

(b) (4)

**Thrasher JF**, (b) (4)

In press.

Berg CK, **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, Kegler MC. 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. The public health impact of banning retail point-of-sale displays: A SimSmoke analysis of the effect on smoking-attributable deaths and adverse birth outcomes. *Tobacco Regulatory Science*. 1(1):61-75. 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.
- 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. Awareness, trial, and current use of electronic nicotine delivery systems (ENDS): Findings from the ITC 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*. 23:69–80. 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*. 23:69–80. 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 consumption trends in the news: An evaluation of beverage information on network television. *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**, and 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, Sirassamee 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-Santillán 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.ympmed.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<sup>®</sup> 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. Introducción: 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. (Guest Editor Introduction to special issue)

**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**, 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  
[http://www.insp.mx/images/stories/Produccion/pdf/130226\\_reporteTabacoVol2.pdf](http://www.insp.mx/images/stories/Produccion/pdf/130226_reporteTabacoVol2.pdf)

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

[http://www.insp.mx/images/stories/Produccion/pdf/130206\\_reporteTabacoVol1.pdf](http://www.insp.mx/images/stories/Produccion/pdf/130206_reporteTabacoVol1.pdf)

**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 Salud pública y tabaquismo, Volumen II. Advertencias sanitarias en América Latina y el Caribe. 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 Salud pública y tabaquismo, Volumen II. Advertencias sanitarias en América Latina y el Caribe 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 Salud pública y tabaquismo, Volumen II. Advertencias sanitarias en América Latina y el Caribe Pp. 144-161. 2013

Regalado-Pineda 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 Salud pública y tabaquismo, Volumen II. Advertencias sanitarias en América Latina y el Caribe 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

## TECHNICAL REPORTS & UNPUBLISHED MANUSCRIPTS

(b) (4)

In press.

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>

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

Mejia 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.

**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 (OTHER PRESENTATIONS PROVIDED UPON REQUEST)**

**Thrasher JF.** Tobacco Packaging, Labeling and Promotion. National Institutes of Health, World Health Organization. 1<sup>st</sup> International Tobacco Control Research Workshop. Ankara, Turkey. March 24, 2015.

**Thrasher JF.** Do cigarette package warnings warn?: Experimental and observational studies to assess warning label innovations and their effects. Gillings School of Global Public Health & Lineberger Comprehensive Cancer Center, University of North Carolina, Chapel Hill. January 16, 2015.

**Thrasher JF.** How and for whom do pictorial warning labels on cigarette packages work? Center for Tobacco Products, Food & Drug Administration, Bethesda, MD. October 21, 2014.

**Thrasher JF.** Publicidad del tabaco, sus impactos y las respuestas de salud pública. [Tobacco marketing, its impacts, and public health responses] 4<sup>th</sup> National Congress of Tobacco Researchers. National Institute of Respiratory Diseases, Mexico City, Mexico. May 27, 2014. Invited presentation.

**Thrasher JF.** Producción y clasificación de los medios de entretenimiento y sus impactos en el consumo de tabaco en jóvenes [Production and rating of entertainment media and their impact on tobacco use among youth] World Health Organization, Pan American Health Organization, workshop with activists and Ministry of Health officials from around Latin America and the Caribbean. Panama City, Panama. May 15, 2014. Invited presentation.

**Thrasher JF.** Investigación sobre el empaquetado de los productos de tabaco [Research on tobacco product packaging] World Health Organization, Pan American Health Organization, workshop with activists and Ministry of Health officials from around Latin America and the Caribbean. Panama City, Panama. May 15, 2014. Invited presentation.

**Thrasher JF.** ¿Qué se sabe sobre los impactos de PPP en puntos de venta? [What do we know about tobacco advertising and promotions at point of sale?] World Health Organization, Pan American Health Organization, workshop with activists and Ministry of Health officials from

around Latin America and the Caribbean. Panama City, Panama. May 14, 2014. Invited presentation.

**Thrasher JF.** Global citizenship: Opportunities, challenges, and a call to action. Commencement Address, Department of International Studies, North Carolina State University. Raleigh, NC. May 9, 2014. Invited speech.

**Thrasher JF.** Using the cigarette package for public health communications: Warning label impacts & innovations around the world. Innovations in Tobacco Control Lecture Series. Johns Hopkins University, Baltimore, MD. April 10, 2014. Invited presentation.

**Thrasher JF.** Making the tobacco industry visible: A social marketing approach. Corporate Accountability International. Bogotá, Colombia. December 4, 2013. Invited presentation.

**Thrasher JF.** Tobacco advertising, promotion & sponsorship: Global trends, regional trends and the next frontiers for tobacco control. Corporate Accountability International. Bogotá, Colombia. December 3, 2013. Invited presentation.

**Thrasher JF.** Regulation of tobacco marketing: Global trends and the next frontier. World No Tobacco Day: Banning Tobacco Advertising, Promotion and Sponsorship. Sponsored by the Pan-American Health Organization and the Brazilian Ministry of Health. Brasilia, Brazil. March 29, 2013. Invited plenary presentation.

**Thrasher JF.** Mejores prácticas de empaquetado y etiquetado de productos de tabaco en México [Best practices for tobacco packaging and labeling in Mexico]. 15th Public Health Research Conference. Instituto Nacional de Salud Pública, Cuernavaca, México. March 8, 2013. Invited presentation.

**Thrasher JF.** How to develop health warnings for tobacco products. World Health Organization, Pan American Health Organization, workshop with regulators and Ministry of Health officials from around Latin America and the Caribbean. Panama City, Panama. March 5, 2013. Invited presentation.

**Thrasher JF.** Pictogramas en las cajetillas de cigarro: Un ejemplo del sector salud versus la industria tabacalera [Pictorial warnings on cigarette packages: An example of the health sector versus the tobacco industry]. National Conference of Tobacco Researchers. National Institute of Respiratory Diseases. Mexico City. May 28, 2012. Invited Plenary.

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

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

- Thrasher JF.** Cigarette health warning labels in Latin America and the Caribbean. Third Latin American Conference on Tobacco or Health. Lima, Peru. October 18, 2011 Invited Plenary.
- Thrasher JF.** Advertencias sanitarias con pictogramas para el control de tabaco en México: a 6 meses de su implementación [Pictorial warning labels for tobacco control in Mexico: 6 months post-implementation]. Congreso de Investigación en Salud Pública. Instituto Nacional de Salud Pública. Cuernavaca, México. March 3, 2011.
- Thrasher JF.** Evidencia para el control de tabaco en México, a través de estrategias de comunicación: el caso de los pictogramas [Communication and tobacco control strategies in Mexico: The case of pictorial warning labels]. Intrainstitutional Seminar, Center for Health Systems Research, National Institute of Public Health, México. January 23, 2011.
- Thrasher JF.** Smoking & entertainment media: Perspectives from Mexico & Latin America. Tobacco Research Network on Disparities conference on Movies, Entertainment and Tobacco-Related Disparities. National Cancer Institute / American Legacy Foundation. Harvard University, Cambridge, MA, USA. October 14, 2010.
- Thrasher JF.** Advertencias sanitarias con pictogramas: Hacia el cumplimiento con el derecho a la información [Pictorial warning labels: Towards compliance with the right to information]. Instituto de Seguridad y Servicios Sociales de los Trabajadores del Estado, Guadalajara, México. September 24, 2010.
- Thrasher JF.** La mercadotecnia de tabaco: impactos en las mujeres [Tobacco marketing: impacts on women]. Feria del Día Mundial sin Tabaco: Mujeres libres de tabaco. Instituto Nacional de Enfermedades Respiratorias, Mexico City, México. May 31, 2010.
- Thrasher JF.** Advancing smoke-free policy: Struggles, successes and future prospects in Mexico. Center for Tobacco Control Research & Education, University of California, San Francisco. April 1, 2010.
- Thrasher JF.** Translating tobacco control policies and communication strategies: A view from Latin America and beyond. Distinguished Visiting Scholar. University of Kansas, School of Medicine, Kansas City, KS. July 9, 2009
- Thrasher JF.** Impactos sociales de los espacios libres de humo de tabaco. Avances y retos a un año de aprobación de la Ley de Protección a no Fumadores [Advances and challenges one year after the approval of the Law to Protect Non Smokers]. Mexican National Academy of Medicine, Mexico City, México. May 27, 2009
- Thrasher JF.** Campañas sociales para apoyar los espacios libres de humo de tabaco [Campaigns to support smoke-free places]. Feria del Día Mundial sin Tabaco. Secretaría de Salud, Mexico City, México. May 31, 2008.

## TEACHING

<b>Instructor</b>	<i>Public Health Policy and Advocacy</i> School of Public Health, USC, Columbia, SC	Spring '12, '13, '14
<b>Instructor</b>	<i>Measurement Development in Health Research</i> School of Public Health, USC, Columbia, SC	Fall '07-'11
<b>Co-Instructor</b>	<i>Health Communication</i> Instituto Nacional de Salud Pública, México	Spring '07-'11
<b>Instructor</b>	<i>Research Methods</i> School of Public Health, USC, Columbia, SC	Spring '09
<b>Instructor</b>	<i>Tobacco Prevention and Control in Public Health</i> School of Public Health, USC, Columbia, SC	Spring '08, '10
<b>Co-Instructor</b>	<i>Contemporary Issues in Tobacco Control</i> Instituto Nacional de Salud Pública, México	Aug '03, '04 '06-'15
<b>Co-Instructor</b>	<i>Public Health Policy and Advocacy</i> Instituto Nacional de Salud Pública, México	July '10 – '14
<b>Co-Instructor</b>	<i>Fundamentos teóricos de salud pública</i> Instituto Nacional de Salud Pública, México	Aug '10
<b>Assistant Instructor</b>	<i>Social and Behavioral Sciences in Public Health</i> School of Public Health, UNC, Chapel Hill	Summer '05
<b>Assistant Instructor</b>	<i>Research Methods</i> Dept. of Health Behavior, UNC, Chapel Hill	Fall '01
<b>Co-Instructor</b>	<i>Epidemiology and Biostatistics</i> Dept. of Social and Preventive Medicine SUNY, Buffalo, NY	Spring '99
<b>Instructor</b>	<i>Introduction to Cultural Anthropology</i> Dept. of Anthropology, SUNY, Buffalo, NY	Fall '96 & Spring '97

## ACADEMIC COMMITTEES – PHD AND DRPH

(b)(6)- Student information

(b)(6)





(b)(6)



(b)(6)



**ACADEMIC COMMITTEES – MASTERS & UNDERGRADUATE HONOR´S THESES**

(b)(6)



(b)(6)



## PRACTICUM ADVISOR

(b)(6)



## UNIVERSITY & DEPARTMENTAL SERVICE

<b>Chair, Doctoral Committee</b> Department of Health Promotion, Education & Behavior University of South Carolina	2012-present
<b>Member, South Carolina Public Health Consortium</b> Office of Public Health Practice, Arnold School of Public Health University of South Carolina & South Carolina Department of Health & Environmental Control	2010-present
<b>Member, Departmental Chair Search Committee</b> Department of Health Promotion, Education & Behavior University of South Carolina	2013-present
<b>Member, Steering Committee</b> Center for Research in Nutrition & Health Disparities University of South Carolina	2013-present
<b>Member, Tobacco Free Task Force</b> Healthy Carolina, University of South Carolina.	2012-present
<b>Faculty Research Award Committee</b> Arnold School of Public Health, USC	2014 – present
<b>Member, Faculty Search Committee - Global Health</b> Department of Health Services Policy & Management University of South Carolina	2014-present

## JF THRASHER

<b>Member, Research Advisory Council</b> Arnold School of Public Health University of South Carolina	2011-2015
<b>Member, Faculty Search Committee – Latino Health Disparities</b> Department of Health Promotion, Education & Behavior University of South Carolina	2013-2014
<b>Chair, Faculty Search Committee – Cancer Research Cluster</b> Arnold School of Public Health, University of South Carolina	2012-2013
<b>Member, Information Technology and Resources Committee</b> Arnold School of Public Health, University of South Carolina	2008-2013
<b>Member, Review Committee</b> Magellan Scholarship for Undergraduate Research University of South Carolina	2013
<b>Member, Faculty Search Committee</b> Department of Health Services Policy & Management University of South Carolina	2011-2012
<b>Member, Endowed Chair Search Committee – Information Technology</b> Arnold School of Public Health, University of South Carolina	2011-2012
<b>Member, Doctoral Committee</b> Department of Health Promotion, Education & Behavior University of South Carolina	2007-2012
<b>Member, Fulbright Evaluation Committee</b> University of South Carolina	2010

## HONORS & AWARDS

<b>Faculty Research Excellence Award</b> , Arnold School of Public Health, University of South Carolina, Columbia	2014
<b>Delta Omega</b> , Honorary Public Health Society	2005
<b>Selected participant</b> , Career Development Institute on Health Disparities, Center for Minority Health, U Pittsburgh	2005
<b>Ambassador</b> , The Graduate School, University of North Carolina, Chapel Hill	2003-2005
<b>Winner</b> , Spicer Award, Society for Applied Anthropology, Washington, DC	2004
<b>Winner</b> , Travel Award Competition, School of Public Health,	2004

## JF THRASHER

University of North Carolina, Chapel Hill

<b>Stipend Award</b> , Fulbright New Century Scholars Program <i>La globalización y los retos de salud en Latinoamérica</i>	2003
<b>Winner</b> , Graduate Student Abstract Competition Public Health Education and Health Promotion Section, American Public Health Association	2003
<b>Winner</b> , Photography Competition, Center for International Studies University of North Carolina, Chapel Hill	2002
<b>Winner</b> , Graduate Student Research Award New York State Public Health Association	2000
<b>Phi Beta Kappa</b>	1989

## AD HOC REVIEWER

Addiction (2011, 2013)  
Addictive Behaviors (2007, 2010)  
American Anthropologist (1995-1996)  
American Journal of Public Health (2012)  
American Journal of Preventive Medicine (2013)  
Annals of Behavioral Medicine (2014; 2015)  
BMC Public Health (2011, 2012)  
British Medical Journal Open (2013)  
Bulletin of the World Health Organization (2010)  
Archives of Pediatric and Adolescent Medicine (2004-2005)  
Cancer Causes & Control (2010)  
Cancer, Epidemiology, Biomarkers & Prevention (2009)  
Ethnography (2010)  
Field Methods (2005; 2011)  
Global Public Health (2006)  
Global Health Promotion (2011)  
Health Education and Behavior (2010, 2011)  
Health Education Research (2004, 2010, 2011)  
Health Policy (2011)  
Health Policy & Planning (2013)  
Health Psychology (2011, 2013)  
Health Services Research (2007)

Human Organization (2007)  
International Journal of Public Health (2010)  
International Journal of Environmental Research and Public Health (2011)  
Journal of Addiction (2013)  
Journal of Adolescent Health (2009)  
Journal of Health and Social Behavior (2003)  
Journal of Health Communication (2011; 2014)  
Journal of Rural Health (2007)  
Lancet (2013, 2015)  
Nicotine and Tobacco Research (2007, 2009, 2011, 2012, 2013)  
Preventive Medicine (2006-2008)  
Public Opinion Quarterly (2014)  
Salud Pública de México (2005-2007, 2010, 2012)  
Social Science & Medicine (2011-2013)  
Tobacco Control (2003-2004, 2009-2013)

## 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

**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.

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

**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. Dec 2013 - 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.

**Scientific Chair**, *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.

**Review Committee Member**, *American Cancer Society*-Institutional Research Grant, University of South Carolina. Review seed grant applications among Junior USC faculty. January 2013 – present.

**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.

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

**Project Advisory Council**. *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.

**Scientific Co-Chair**, *Latin American Conference on Tobacco or Health*. Lima, Peru. February - October 2011.

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

**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**, special issue of the *Mexican Journal of Public Health*, “*El control de la epidemia del tabaco en América Latina: avances en investigación, acción y evaluación del Convenio Marco para el Control del Tabaco*,” 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, Oct 20-12, 2009.

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



## **JF THRASHER**

**Advisory Committee**, Mexican National Council against Addictions, inform regulations around health warning labels for cigarette packaging, Mexico, Oct 4-5, 2008.

**Scientific Committee**, Society for Research on Nicotine and Tobacco, 2<sup>nd</sup> Latin American Conference, Mexico City, Mexico. 14-16 October, 2009.

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

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

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

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

## **LANGUAGES SPOKEN & WRITTEN**

English & Spanish (written and spoken fluency)

## **REFERENCES FURNISHED UPON REQUEST**