

M. Justin Byron, PhD

Tobacco Prevention and Evaluation Program
Department of Family Medicine
School of Medicine
University of North Carolina
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EDUCATION

- 2017 Postdoc University of North Carolina at Chapel Hill
Lineberger Comprehensive Cancer Center
& Gillings School of Global Public Health
Department of Health Behavior
- 2014 PhD Johns Hopkins Bloomberg School of Public Health
Department of Health, Behavior & Society
Social and Behavioral Sciences
Dissertation: *Improving implementation of smoke-free laws in low- and middle-income countries: Findings from qualitative research in Bogor, Indonesia*
- 2009 MHS Johns Hopkins Bloomberg School of Public Health
Department of Health, Behavior & Society
Behavioral Sciences and Health Education
Master's Thesis: *Using online social networking technology for smoking cessation*
- 2000 BA Boston College
Majors: Psychology and Philosophy, *magna cum laude*

PROFESSIONAL EXPERIENCE

- 2018-Present Assistant Professor, Department of Family Medicine, UNC School of Medicine, Chapel Hill, NC
- 2017-Present Adjunct Assistant Professor, Department of Health Behavior, UNC Gillings School of Global Public Health, Chapel Hill, NC
- 2017-2018 Research Scientist, UNC Lineberger Comprehensive Cancer Center, Chapel Hill, NC

- 2014-2017 Postdoctoral Fellow, UNC Lineberger Comprehensive Cancer Center and Department of Health Behavior, UNC Gillings School of Global Public Health, Chapel Hill, NC
- 2010-2014 PhD Fieldwork Research and Analysis, Department of Health, Behavior & Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
- 2010 Student Researcher, Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
- 2008-2009 Research Associate, Schroeder Institute for Tobacco Research and Policy Studies, Truth Initiative (formerly American Legacy Foundation), Washington, DC
- 2008 Research Fellow, Schroeder Institute for Tobacco Research and Policy Studies, Truth Initiative, Washington, DC
- 2007-2008 Research Assistant, Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
- 2006-2007 Intern, Center for Global Tobacco Control, Harvard T. H. Chan School of Public Health, Boston, MA
- 2004-2007 Development Coordinator, National Braille Press, Boston, MA
- 2003-2004 Coordinator of Development & Communications, Sociedad Latina, Roxbury, MA

HONORS AND AWARDS

- 2018 Letter of Appreciation for Service, Society for Research on Nicotine and Tobacco
- 2016 Selected Speaker at Annual Scientific Retreat, UNC Lineberger Comprehensive Cancer Center
- 2012 Doctoral Special Project Research Award, Johns Hopkins Bloomberg School of Public Health
- 2009 Hopkins Sommer Scholarship, Johns Hopkins Bloomberg School of Public Health
- 2009 Delta Omega Honorary Society in Public Health
- 2000 Order of the Cross and Crown, Boston College

AFFILIATIONS AND LEADERSHIP

Society for Research on Nicotine and Tobacco
Member; participant in Global Health Network, Health Disparities Network, and Communications Network, 2008 - Present

Society for Behavioral Medicine
Member, 2014 - Present

American Public Health Association
Member; past Student Liaison for Alcohol, Tobacco, and Other Drugs section, 2010-2012

Delta Omega Honor Society
Member; Student Representative to Executive Board, Alpha Chapter, 2011-2013

Student Assembly, Johns Hopkins Bloomberg School of Public Health
Health, Behavior & Society Department Representative, 2010-2011

Tobacco Action Group, Johns Hopkins Bloomberg School of Public Health
Co-Founder and President, 2009-2013

PUBLICATIONS

Refereed Journal Articles

25. **Byron, M.**, Strasser, A., & Delnevo, C. (In Press) Little and filtered cigars meet the legal definition of cigarettes and should be included in nicotine reduction regulation. *Tobacco Control*.

24. El-Toukhy, S., Baig, S. A., Jeong, M., **Byron, M. J.**, Ribisl, K. M. & Brewer, N. T. (In Press) Impact of modified risk tobacco product claims on beliefs of US adults and adolescents. *Tobacco Control*.

23. Baig, S. A., **Byron, M. J.**, Lazard, A. J., & Brewer, N. T. (In Press) “Organic,” “natural,” and “additive-free” cigarettes: Comparing the effects of advertising claims and disclaimers on perceptions of harm. *Nicotine & Tobacco Research*. Early access online at: <https://academic.oup.com/ntr/advance-article/doi/10.1093/ntr/nty036/4909729>

22. Rose, S.W., Glasser, A. M., Zhou, Y., Cruz, T., Cohn, A., Lienemann, B. A., **Byron, M. J.**, Huang, L., Meissner, H., Baezconde-Garbonati, L., Unger, J. (In Press) Adolescent tobacco coupon receipt, vulnerability characteristics, and subsequent tobacco use: Analysis of the U.S. Wave 1 and 2 PATH Studies. *Tobacco Control*. Early access online at: <http://dx.doi.org/10.1136/tobaccocontrol-2017-054141>. PMID: 29472444

21. **Byron, M. J.**, Jeong, M., Abrams, D. B. & Brewer, N. T. (2018) Public misperception that very low nicotine cigarettes are less carcinogenic. *Tobacco Control*. Early access online at:

<http://dx.doi.org/10.1136/tobaccocontrol-2017-054124> PMID: 29363610 NIHMSID: NIHMS940952

20. Mendel, J. R., Baig, S. A., Hall, M. G., Jeong, M., **Byron, M. J.**, Morgan, J. C., Noar, S. M., Ribisl, K. M., Brewer, N. T. (2018) Brand switching and toxic chemicals in cigarette smoke: A national study. *PLOS One*, 13(1), e0189928. PMID: 29324749. PMCID: PMC5764241

19. **Byron, M. J.**, Lazard, A. J., Peters, E., Vu, H., Schmidt, A., & Brewer, N. T. (2018) Effective formats for communicating risks from cigarette smoke chemicals. *Tobacco Regulatory Science*, 4(2):16-29. NIHMSID: 940976

18. Lazard, A. J., **Byron, M. J.**, Vu, H., Peters, E., Schmidt, A., & Brewer, N. T. (2017). Website designs for communicating about chemicals in cigarette smoke. *Health Communication*. Early access online at: <http://www.tandfonline.com/doi/full/10.1080/10410236.2017.1407276>

17. Lazard, A. J., Schmidt, A., Vu, H., **Byron, M. J.**, Peters, E., Boynton, M. H., & Brewer, N. T. (2017). Icons for health effects of cigarette smoke: A test of semiotic type. *Journal of Behavioral Medicine*, 40(4), 641-650. PMID: 28220342. PMCID: PMC5501993

16. Berman, M. L., **Byron, M. J.**, Hemmerich, N., Lindblom, E. N., Lazard, A. J., Peters, E., & Brewer, N. T. (2017). Communicating tobacco product information to the public. *Food and Drug Law Journal*, 72(3), 386-405. PMID: 29398886. PMCID: PMC5794026

15. Morgan, J. C., **Byron, M. J.**, Baig, S. A., Stepanov, I., & Brewer N. T. (2017). How people think about the chemicals in cigarette smoke: A systematic review. *Journal of Behavioral Medicine*, 40(4):553-564. PMID: 28224264. PMCID: PMC5501992

Related: A response from Morgan, Byron, Baig, Stepanov, and Brewer (2017). Auth. reply to letter from M. Jawad, "Health promotion in the poly-tobacco market," *Journal of Behavioral Medicine*, 40(4):684. doi: 10.1007/s10865-017-9865-8.

14. Pepper, J. K., **Byron, M. J.**, Ribisl, K. R., & Brewer, N. T. (2017). How hearing about harmful chemicals affects smokers' interest in dual use of cigarettes and e-cigarettes. *Preventive Medicine*. 96, 144–148. PMID: 28024860. PMCID: PMC5329070

13. **Byron, M. J.**, Cohen, J. E., Frattaroli, S., Gittelsohn, J., & Jernigan, D. H. (2016) Using the theory of normative social behavior to understand low compliance with smoke-free laws in a middle-income country. *Health Education Research*, 31(6), 738-748. PMID: 27923863

12. Brewer, N. T., Morgan, J. C., Baig, S. A., Mendel, J. R., Boynton, M. H., Pepper, J.K., **Byron, M. J.**, Noar, S. M., Agans, R. P., & Ribisl, K. M. (2017). Public understanding of cigarette smoke constituents: Three United States surveys. *Tobacco Control*. 26:592–599. PMID: 27924009. PMCID: PMC5495614

11. Baig, S. A., **Byron, M. J.**, Boynton, M. H., Brewer, N. T., & Ribisl, K. M. (2016). Communicating about cigarette smoke constituents: An experimental comparison of two

messaging strategies. *Journal of Behavioral Medicine*. 40, 352–359. PMID: 27663553. PMCID: PMC5334183

10. Luntungan, N. H. W., **Byron, M. J.**, Hovell, M. F., Rosen, L. D., Anggraini, A., & Rees, V. W. (2016). Children’s exposure to secondhand smoke during Ramadan in Jakarta, Indonesia. *International Journal of Environmental Research and Public Health*, 13(10), 952. PMID: 27681737 PMCID: PMC5086691

9. **Byron, M. J.**, Baig, S. A., Morocco, K. E., & Brewer, N. T. (2016). Adolescents’ and adults’ perceptions of ‘natural’, ‘organic’ and ‘additive-free’ cigarettes, and the required disclaimers. *Tobacco Control*, 25(5), 517-20. PMID: 26628496. PMCID: PMC4887411

8. Peebles, K., Hall, M. G., Pepper, J. K., **Byron, M. J.**, Noar, S. M., & Brewer, N. T. (2016). Adolescents’ responses to pictorial warnings on their parents’ cigarette packs. *Journal of Adolescent Health*. 59, 635-641. PMID: 27646499. PMCID: PMC5341376

7. **Byron, M. J.**, Cohen, J. E., Gittelsohn, J., Frattaroli, S., Nuryunawati, R., & Jernigan D. H. (2015). Influence of religious organizations’ statements on compliance with a smoke-free law in Bogor, Indonesia: A qualitative study. *BMJ Open*, 5:e008111. PMID: 26667011. PMCID: PMC4679994

6. **Byron, M. J.**, Suhadi, D. R., Hepp, L. M., Avila-Tang, E., Yang, J., Asiani, G., Rubaeah, Tamplin, S. A., Bam, T. S., & Cohen, J. E. (2013). Secondhand tobacco smoke in public venues in three Indonesian cities. *Medical Journal of Indonesia*, 22(4), 232-7. doi:10.13181/mji.v22i4.606

5. Milam, A. J., Bone, L. R., **Byron, M. J.**, Hoke, K., Williams, C. D., Furr-Holden, C. D. M., & Stillman, F. A. (2013). Cigarillo use among high-risk urban young adults. *Journal of Health Care for the Poor and Underserved*, 24(4), 1657-65. PMID: 24185161, PMCID: PMC3988125

4. Cobb, N. K., Graham, A. L., **Byron, M. J.**, Niaura, R. S., Abrams, D. B., & Workshop Participants. (2011). Online social networks and smoking cessation: a scientific research agenda. *Journal of Medical Internet Research*, 13(4), e119. PMID: 22182518, PMCID: PMC3278105

3. Cullen, J., Mowery, P., Delnevo, C., Allen, J. A., Sokol, N., **Byron, M. J.**, & Thornton-Bullock, A. (2011). Seven-year patterns in US cigar use epidemiology among young adults aged 18-25 years: a focus on race/ethnicity and brand. *American Journal of Public Health*, 101(10), 1955-62. PMID: 21852638, PMCID: PMC3222378

2. Cobb N., K., **Byron, M. J.**, Abrams, D. B., & Shields, P. G. (2010). Novel nicotine delivery systems and public health: the rise of the “e-cigarette.” *American Journal of Public Health*. 100(12), 2340-2. PMID: 21068414, PMCID: PMC2978165

1. **Byron, M. J.** & Cobb, N. K. (2009). Concerns about a meta-analysis of computer smoking cessation programs. *Archives of Internal Medicine*, 169(19), 1814; author reply 1814-5. PMID: 19858446

Reports and Federal Public Comments

Byron, M. J., Baig, S. A., Jeong, M., Ribisl, K. M., Hall, M. G., & Brewer, N. T. (2018) IQOS reduced exposure claims mislead consumers to believe the product is less harmful. Comment for FDA Tobacco Products Scientific Advisory Committee. January 4.

Rees, V. W., Connolly, G. N., Patil, P. A., Rothman, J. R., **Byron, M. J.**, Seidenberg, A. B., Burns, M., & Bouzan, C. (2008). *Potentially Reduced Exposure Tobacco Products: A Public Health Information Guide*. Boston: Harvard School of Public Health.

Public Education Webpages

Frydl, A. & **Byron, M. J.** (2009). Answers about Black and Milds, Swisher Sweets, and other little cigars and cigarillos. National Cancer Institute. Online at: www.smokefree.gov/tob-cigarillo.aspx

CONFERENCE PRESENTATIONS

37. **Byron, M. J.**, Cohen, J. E., Frattaroli, S., Gittelsohn, J., & Jernigan, D. H. (2018, September). *Implementing smoke-free laws in low- and middle-income countries: Challenges faced and setting the research agenda*. Oral presentation to be given at the 12th Annual Asia Pacific Conference on Tobacco or Health, Bali, Indonesia.

36. **Byron, M. J.**, Brewer, N. T. (2018, June) Smokers' understanding and questions about very low nicotine cigarettes. Oral presentation to be given at the 2018 NIH Tobacco Regulatory Science Meeting, Bethesda, MD

35. El-Toukhy, S., Baig, S. A., Jeong, M., **Byron, M. J.**, Ribisl, K. M., Brewer, N. T. (2018, June) *Impact of modified risk tobacco product claims on beliefs of US adults and adolescents*. Oral presentation to be given at the 2018 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

34. **Byron, M. J.** (2018, June) *Introducing nicotine reduction to the public: Effects of different descriptions of nicotine content on perceived nicotine quantity, addictiveness, and risk*. Poster to be presented at the 2018 NIH Tobacco Regulatory Science Meeting, Bethesda, MD

33. Jeong, M., Zhang, D., Mendel, J. R., Noar, S. M., Agans, R. P., Boynton, M. H., Baig, S. A., **Byron, M. J.**, Ribisl, K. M., & Brewer, N. T. (2018, June) Public awareness of cigarette smoke chemicals: A longitudinal study of US adults and adolescents. Poster to be presented at the 2018 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

32. Baig, S. A., **Byron, M. J.**, Lazard, A. J., & Brewer, N. T. (2018, April) "Organic," "natural," and "additive-free" cigarettes: *Do disclaimers offset advertising claims' effects on risk perception?* Poster presented at the 39th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine, New Orleans, LA.

31. **Byron, M. J.**, Cohen, J. E., Frattaroli, S., Gittelsohn, J., & Jernigan, D. H. (2018, March). *Implementing smoke-free laws in low- and middle-income countries: A systematic literature review and proposed research agendas*. Poster presented at the 17th World Conference on Tobacco or Health, Cape Town, South Africa.
30. Hughes, J. R. & **Byron, M. J.** (2018, February) *Lessons learned from the SRNT Wikipedia update project*. Poster presented at the 24nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
29. **Byron, M. J.**, Jeong, M., Abrams, D. B., & Brewer, N. T. (2018, February) *Misperceptions about the harm of very low nicotine cigarettes: A national survey of U.S. adult smokers*. Oral presentation at the 24nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
28. Lienemann, B. A., Cruz, T. B., Rose, S. W., Unger, J. B., Meissner, H. I., Baezconde-Garbanati, L., & **Byron, M. J.** *The association of liking tobacco advertisements and tobacco use among young adults: Findings from Population Assessment of Tobacco and Health (PATH) Wave 1*. Paper presented in symposium Tobacco Marketing and Vulnerable Populations at the 24nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
27. Rose, S. W., Glasser, A., Zhou, Y., Cruz, T., Cohn, A. M., **Byron, M. J.**, Lienemann, B., Meissner, H., Baezconde-Garbanati, L., & Unger, J. (2018, February) *Tobacco coupon receipt, vulnerability characteristics, and tobacco use outcomes among US youth: Longitudinal analysis of Waves 1 and 2 of the PATH study*. Paper presented in symposium: Tobacco marketing and vulnerable populations at the 24nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
26. **Byron, M. J.**, Jeong, M., Abrams, D. B., & Brewer, N. T. (2017, October). *Smokers' misperceptions about toxicity of very low nicotine cigarettes*. Poster presented at the 5th Annual Vermont Center on Behavior & Health Conference, Burlington, VT.
25. Lazard, A. J, Schmidt, A., Vu, H., **Byron, M. J.**, Peters, E., Boynton, M. H., & Brewer, N. T. (2017, March). *Communicating risk at-a-glance: Effectiveness of semiotics-based icons for health harms of cigarette smoke*. Poster presented at the National Conference on Tobacco or Health, Austin, TX.
24. **Byron, M. J.**, Lazard, A. J., Vu, H., Schmidt, A., Peters, E., & Brewer, N. T. (2017, March) *Designing a tobacco constituent website that is understandable and not misleading*. Oral presentation at the National Conference on Tobacco or Health, Austin, TX.
23. Pepper, J. K., **Byron, M. J.**, Ribisl, K. M., & Brewer, N. T. (2017, March). *Harmful chemicals and smokers' interest in dual use of cigarettes and e-cigarettes*. Oral presentation at the National Conference on Tobacco or Health, Austin, TX.

22. Pearson, J. L., Ganz, O., Perreras, L., Harvey, E., Moran, M., **Byron, M. J.**, & Cohn, A. (2017, March) *The effect of “organic” and “additive-free” descriptors on Natural American Spirit cigarette packs: Results from an online experimental study*. Poster presented at the 23rd Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.
21. Mendel, J. R., Baig, S. A., **Byron, M. J.**, Ribisl, K. M., Noar, S. M., & Brewer, N. T. (2017, March). *Past cigarette brand-switching and likelihood of future switching based on information about harmful chemicals in cigarette smoke: A national study*. Poster presented at the 23rd Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.
20. Lazard, A., Schmidt, A., Vu, H., **Byron, M. J.**, Peters, E., Boynton, M. H., & Brewer, N. T. (2017, March). *Icons of Health Effects of Cigarette Smoke: A Test of Semiotic Type*. Paper presented at the 38th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, San Diego, CA.
19. **Byron, M. J.**, Lazard, A. J., Vu, H., Schmidt, A., Peters, E., & Brewer, N. T. (2016, November). *Can a tobacco constituent website be understandable and not misleading?* Poster presented at the NIH Tobacco Centers of Regulatory Science (TCORS) Fall Grantee Meeting, Bethesda, MD.
18. Lazard, A., Schmidt, A., Vu, H., **Byron, M. J.**, Peters, E., Boynton, M., & Brewer, N. (2016, October). *Health effects of cigarette smoke icons: A test of semiotic type to increase communication effectiveness*. Paper presented at the 2016 Health Literacy Annual Research Conference, Washington, DC.
17. Luntungan, N. H. W., **Byron, M. J.**, Hovell, M. F., Rosen, L. D., Anggraini, A., Rees, V. W. (2016, September) *Children's exposure to secondhand smoke during Ramadan in Jakarta, Indonesia*. Oral presentation at the Asia-Pacific Association for the Control of Tobacco (APACT) Asia Pacific Conference on Tobacco or Health, Beijing, China.
16. **Byron, M. J.**, Baig, S. A., Moracco, K. E., & Brewer, N. T. (2016, March-April) *Health perceptions and decisions about “natural” cigarettes and their disclaimers*. *Annals of Behavioral Medicine*. Poster presented at the Society of Behavioral Medicine Annual Meeting & Scientific Sessions, Washington, DC.
15. Baig, S. A., **Byron, M. J.**, Boynton, M. H., Brewer, N. T., & Ribisl, K. M. (2016, March-April) *Bolstering cancer prevention efforts through messages about chemicals in cigarette smoke*. *Annals of Behavioral Medicine*. Paper presented at the Society of Behavioral Medicine Annual Meeting & Scientific Sessions, Washington, DC.
14. TCORS Vulnerable Populations Marketing Subgroup: **Byron, M. J.**, Baezconde-Garbanati, L., Cruz, T. B., Garcia, R., Huang, L., Meissner, H. I., Pentz, M. A., Rose, S. W., Unger, J. B. (2016, March). *A systematic review of tobacco industry marketing and tobacco control communications to vulnerable populations*. In S. T. Higgins & T. F. Pechacek (Co-Chairs),

Tobacco regulatory science and vulnerable populations. Symposium conducted at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco; March 2-5, 2016; Chicago, IL.

13. **Byron, M. J.**, Baig, S. A., Moracco, K. E., & Brewer, N. T. (2016, March). *Is "organic" the new "light"? Public beliefs and experiences with "organic," "additive-free," and "natural" cigarettes.* Poster presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

12. **Byron, M. J.**, Baig, S. A., Pepper, J. K., Brewer, N. T. (2016, March). *Does emphasizing the harmful chemicals in cigarette smoke increase smokers' interest in switching to organic, natural, and additive-free cigarettes?* Poster presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

11. Baig, S. A., **Byron, M. J.**, Boynton, M. H., Brewer, N. T., & Ribisl, K. M. (2016, March). *What is better for communication about cigarette smoke constituents--health effect or "found-in" message frames?* Poster presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

10. **Byron, M. J.**, Cohen, J. E., Frattaroli, S., Gittelsohn, J., & Jernigan, D. H. (2015, April) *Application of the Theory of Normative Social Behavior to improve implementation of smoke-free laws.* Poster presented at the 36th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, San Antonio, TX.

9. **Byron, M. J.**, Cohen, J. E., Frattaroli, S., & Jernigan, D. H. (2015, February). *A systematic review and research agenda for improving implementation of smoke-free laws.* Paper presented at the 21st Annual Meeting of the Society for Research on Nicotine and Tobacco, Philadelphia, PA.

8. **Byron, M. J.** (2014, February). *A qualitative inquiry into the effect of religious leaders' statements about smoking on public acceptance of smoke-free laws.* Poster presented at the 20th Annual Meeting of the Society for Research on Nicotine and Tobacco, Seattle, WA.

7. **Byron, M. J.** & Pearson, J. (2015, February). *Use of distributed labor technology to measure compliance with a smoke-free signage regulation.* Poster presented at the 20th Annual Meeting of the Society for Research on Nicotine and Tobacco, Seattle, WA.

6. **Byron, M. J.** (2013, March). *Understanding secondhand smoke laws in high-prevalence LMIC's- Early findings from Indonesia.* Poster presented at the 19th Annual Meeting of the Society for Research on Nicotine and Tobacco, Boston, MA.

5. **Byron, M. J.** (2012, August). *Altria's development of an integrated marketing campaign for Black & Mild.* Oral presentation at the National Conference on Tobacco or Health, Kansas City, MO.

4. **Byron, M. J.**, Bam, T. S., Tamplin, S. A., Hepp, L. M., & Jernigan, D. H. (2012, March). *Interviews with stakeholders regarding a smoke-free policy in an Indonesian city*. Poster presented at the 15th World Conference on Tobacco or Health, Singapore.

3. **Byron, M. J.** (2011, February). *The FDA's response to new dissolvable tobacco products*. Poster presented at the 17th Annual Meeting of the Society for Research on Nicotine and Tobacco, Toronto, ON, Canada.

2. Cullen, J., Xia, H., Vallone, D., **Byron, M. J.**, Mowery, P., & Thornton, A. (2009, June). *A descriptive epidemiology of cigar use in the United States, 2002-2007*. Poster presented at the National Conference on Tobacco or Health, Phoenix, AZ.

1. **Byron M. J. & Cobb, N. K.** (2009, November). *An overview of electronic cigarettes*. Poster presented at the 137th American Public Health Association Annual Meeting and Exposition, Philadelphia, PA.

TEACHING EXPERIENCE

Guest Lectures

"Principles of critical appraisal: Cross-sectional studies." UNC Faculty Development Fellowship Program. UNC School of Medicine, March 5, 2018.

Panelist on experiences as a faculty and postdoc. HBEH 813, Professional Development II. UNC Gillings School of Global Public Health, February 19, 2018.

"In Indonesia, laws are made to be broken": Applying US-type smoke-free laws in Indonesia. In: HBEH 815, Theoretical and Conceptual Foundations of Health Behavior and Health Education. UNC Gillings School of Global Public Health, Oct 31, 2014 and Oct 6, 2015.

"Media advocacy and new media": In Media Advocacy and Public Health: Theory and Practice. Johns Hopkins Bloomberg School of Public Health, May 9, 2011.

Teaching Assistant

Course: Health Communication Programs

Johns Hopkins Center for Communications Programs

Dates: Jan-Mar 2011, Jan-Mar 2013, Mar-May 2013

Instructors: Benjamin V. Lozare, PhD, Phyllis T. Piotrow, PhD

Course: Media Advocacy: Theory and Practice

Johns Hopkins Bloomberg School of Public Health, Department of Health, Behavior & Society

Dates: Mar-May 2011

Instructor: David H. Jernigan, PhD

Course: Global Tobacco Control

Johns Hopkins Bloomberg School of Public Health, Institute for Global Tobacco Control

Dates: Mar-May 2008, Oct-Dec 2008, Mar-May 2009

Instructor: Frances A. Stillman, EdD

Course: Values in Social Service & Health Care
Boston College, Philosophy Department
Dates: Sep-Dec 1999, Instructor: David Manzo, MEd

RESEARCH GRANT PARTICIPATION

Active

(Kurt M. Ribisl, PI) 09/19/13-08/31/18 \$19,522,148

Effective communication on tobacco product risk and FDA authority
FDA/NCI: P50CA180907

The UNC Center for Regulatory Research on Tobacco Communication is a FDA/NIH Tobacco Center of Regulatory Research (TCORS). This grant uses surveys, focus groups, and experiments to conduct research on public perceptions of tobacco products and FDA credibility, in order to advance communication science to support FDA's messaging about cigarettes and other tobacco products.

Role: Co-Investigator

Completed

(M. Justin Byron, PI) 9/1/16-8/31/17 \$49,960

Investigation of public perceptions of very low nicotine content cigarettes
Pilot Grant Program, part of FDA/NCI 3P50CA180907

Faculty mentor: Noel Brewer. This study seeks to understand public perceptions of cigarettes that have very low nicotine content to examine unintended consequences of a potential FDA nicotine reduction policy.

Role: Principal Investigator

(Noel T. Brewer, PI) 9/1/15-8/31/17 \$773,813

Optimizing public display of information on tobacco product constituents
FDA/NCI 3P50CA180907-03S1

The goal of this project is to develop, test, and evaluate a website for educating the public about the chemical constituents in tobacco and tobacco smoke in order to reduce tobacco use.

(Suppl. to "Effective Communication on Tobacco Product Risk and FDA Authority," Ribisl, PI.)

Role: Postdoctoral Fellow

(Kurt M. Ribisl, PI) 9/19/13-8/31/18 \$19,522,148

Effective communication on tobacco product risk and FDA authority
FDA/NCI 3P50CA180907

The goal of our Project at this FDA Tobacco Center for Regulatory Science (TCORS) is to investigate potential messages about cigarette and smoke constituents to reduce initiation of tobacco use and increase quit attempts.

Role: Postdoctoral Fellow

(M. Justin Byron, PI) 3/1/12 – 8/1/14 \$23,037

Research Award, Institute for Global Tobacco Control at the Johns Hopkins Bloomberg School of Public Health funded by the Bloomberg Initiative to Reduce Tobacco Use
Understanding implementation of smoke-free laws in Bogor, Indonesia
This study was conducted to understand the perspectives of various stakeholders in Bogor, Indonesia about the implementation of the country's first comprehensive smoke-free policy.
Role: Student Investigator

(M. Justin Byron, PI) 11/29/11 – 3/15/12 \$647
Doctoral Special Project Funding Award, Department of Health, Behavior and Society
Johns Hopkins Bloomberg School of Public Health
Language training in preparation for qualitative dissertation research
The goal of this grant was to obtain educational materials and language tutor support to learn the Bahasa Indonesia language in preparation for dissertation research.
Role: Student Investigator

(M. Justin Byron, PI) 6/1/10 – 8/1/10 \$9,201
Research Award, Institute for Global Tobacco Control at the Johns Hopkins Bloomberg School of Public Health funded by the Bloomberg Initiative to Reduce Tobacco Use
Preliminary field discussions and groundwork in Bogor, Indonesia
The goal of this funded trip was to meet with Indonesian public health officials, NGO leaders, and academics to understand the development of Bogor's smoke-free law and make preparations for a planned research project.
Role: Student Investigator

SERVICE

Conference Abstract Reviewer

Asia Pacific Conference on Tobacco or Health, 2018
Annual Meeting of the Society for Research on Nicotine and Tobacco, 2017
American Public Health Association- Alcohol, Tobacco and Other Drugs section, 2010-2013

Ad Hoc Journal Reviewer

American Journal of Public Health	Journal of Health Communication
BMJ Open	Nicotine & Tobacco Research
Health Education Research	Tobacco Control
International J Environ Res & Public Health	Tobacco Induced Disease

National Service

Society for Research on Nicotine and Tobacco - Wikipedia Update Project, co-founder