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EDUCATION

2017	PhD , Health Behavior	Gillings School of Global Public Health, University of North Carolina
2012	MSPH , Health Behavior	Gillings School of Global Public Health, University of North Carolina
2008	BA , International Studies	University of North Carolina

PROFESSIONAL EXPERIENCE

2019-present	Assistant Professor , Department of Health Behavior, Gillings School of Global Public Health, University of North Carolina, Chapel Hill, NC
2019-present	Member , Lineberger Comprehensive Cancer Center, University of North Carolina, Chapel Hill, NC
2020-present	Faculty Fellow , Carolina Population Center, University of North Carolina, Chapel Hill, NC
2019-present	Research Fellow , UNC Center for Health Promotion and Disease Prevention, Chapel Hill, NC
2017-2019	Postdoctoral Fellow , Lineberger Comprehensive Cancer Center, University of North Carolina, Chapel Hill, NC
2010-2011	Research Associate , SciMetrika, LLC, Research Triangle Park, NC
2008-2009	Volunteer Coordinator and Fundraiser , Asociación Nuevos Horizontes, Quetzaltenango, Guatemala

HONORS AND AWARDS

2021	Junior Faculty Development Award, Office of the Executive Vice Chancellor and Provost, University of North Carolina
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- 2017 Delta Omega Service Award
- 2017 Anne Cynthia Price Award
- 2015 Marci Kramish Campbell Dissertation Award Supporting Research Excellence in Cancer and the Population Sciences, Lineberger Comprehensive Cancer Center, University of North Carolina
- 2015 Public Policy Network Award, Society for Research on Nicotine & Tobacco
- 2015, 2014 Meritorious Student Abstract, Society for Behavioral Medicine
- 2012 Harry A. Guess Scholarship, Gillings School of Global Public Health, University of North Carolina
- 2011 Gillings Merit Award, Department of Health Behavior, University of North Carolina
- 2008 Phi Beta Kappa Honors Society

PEER-REVIEWED PUBLICATIONS

Underlining indicates trainee

* Co-first authors

108. **Hall MG**, Lee CJY, Jernigan DH, Ruggles P, Cox M, Whitesell C, Grummon AH. The impact of "pinkwashed" alcohol advertisements on attitudes and beliefs: A randomized experiment with US adults. *Addict Behav.* 2024;152:107960. doi: 10.1016/j.addbeh.2024.107960. [Epub ahead of print] PubMed PMID: 38309239.
107. Whitesell C, Blount TH, Alton Dailey S, **Hall MG**, Ribisl KM, Sheeran P, Kalan ME, Brewer NT. Uncontrolled vaping and restraint strategies: A qualitative study. *Soc Sci Med.* 2024;349:116900. doi: 10.1016/j.socscimed.2024.116900. [Epub ahead of print] PubMed PMID: 38669894.
106. D'Angelo Campos A, Ng SW, McNeel K, **Hall MG**. How promising are "ultraprocessed" front-of-package labels? A formative study with US adults. *Nutrients.* 2024;16(7). doi: 10.3390/nu16071072. PubMed PMID: 38613105; PubMed Central PMCID: PMC11013171.
105. Soto Díaz CR, Taillie LS, Higgins ICA, Richter APC, Davis CR, De Marco M, **Hall MG**, Ng SW, Duffy EW. A qualitative exploration of Spanish-speaking Latina women's experiences participating in WIC before and during the COVID-19 pandemic. *J Acad Nutr Diet.* 2024. doi: 10.1016/j.jand.2024.03.004. [Epub ahead of print] PubMed PMID: 38462129.

104. Mora-Plazas M,* [Higgins ICA](#),* Gomez LF, **Hall MG**, [Parra MF](#), Bercholz M, Murukutla N, Taillie LS. Impact of nutrient warning labels on Colombian consumers' selection and identification of food and drinks high in sugar, sodium, and saturated fat: A randomized controlled trial. *PLoS One*. 2024; 19(6): e0303514. doi: 10.1371/journal.pone.0303514. PubMed PMID: 38857209. *Note. Replication paper published to replace doi: 10.1371/journal.pone.0263324. Authors retracted original paper after identifying inadvertent coding errors; this replication paper corrected the errors.*
103. **Hall MG**, [Ruggles PR](#), McNeel K, Prestemon CE, Lee CJY, [Lowery CM](#), [Campos AD](#), Taillie LS. Understanding whether price tag messaging can amplify the benefits of taxes: an online experiment. *Am J Prev Med*. 2023 Dec 23. doi: 10.1016/j.amepre.2023.11.020. [Epub ahead of print] PubMed PMID: 38189693.
102. Grummon AH, [Ruggles PR](#), Greenfield TK, **Hall MG**. Designing effective alcohol warnings: Consumer reactions to icons and health topics. *Am J Prev Med*. 2023 Feb;64(2):157-166. doi: 10.1016/j.amepre.2022.09.006. Epub 2022 Oct 27. PubMed PMID: 37575887; PubMed Central PMCID: PMC10421534.
101. Taillie LS, Bercholz M, Prestemon CE, [Higgins ICA](#), Grummon AH, **Hall MG**, Jaacks LM. Impact of taxes and warning labels on red meat purchases among US consumers: A randomized controlled trial. *PLoS Med*. 2023 Sep;20(9):e1004284. doi: 10.1371/journal.pmed.1004284. eCollection 2023 Sep. PubMed PMID: 37721952; PubMed Central PMCID: PMC10545115.
100. [Smith NR](#), Hassmiller Lich K, Ng SW, **Hall MG**, Trogon JG, Frerichs L. Implementation costs of sugary drink policies in the United States. *J Public Health Policy*. 2023 Sep 15. doi: 10.1057/s41271-023-00435-4. [Epub ahead of print] PubMed PMID: 37714964.
99. **Hall MG**, [Richter APC](#), [Ruggles PR](#), Lee CJY, Lazard AJ, Grummon AH, [Higgins ICA](#), [Duffy EW](#), Taillie LS. Natural claims on sugary fruit drinks: a randomized experiment with U.S. parents. *Am J Prev Med*. 2023 Jul 13. doi: 10.1016/j.amepre.2023.06.015. [Epub ahead of print] PubMed PMID: 37480920; NIHMSID:NIHMS1919518.
98. Lazard AJ, [Ebrahimi Kalan M](#), [Nicolla S](#), **Hall MG**, Ribisl KM, Sheldon JM, [Whitesell C](#), Queen TL, Brewer NT. Optimising messages and images for e-cigarette warnings. *Tob Control*. 2023 Jun 21. doi: 10.1136/tc-2022-057859. [Epub ahead of print] PubMed PMID: 37344191.
97. **Hall MG**, Grummon AH, Queen T, Lazard AJ, [Higgins ICA](#), [Richter APC](#), Taillie LS. How pictorial warnings change parents' purchases of sugar-sweetened beverage for their children: mechanisms of impact. *Int J Behav Nutr Phys Act*. 2023 Jun 23;20(1):76. doi: 10.1186/s12966-023-01469-3. PubMed PMID: 37353823; PubMed Central PMCID: PMC10290296.
96. [Richter APC](#), [Duffy EW](#), [Higgins ICA](#), Barrington C, Martin SL, Aquilina KH, Avendaño-Galdamez MI, **Hall MG**. Toddler milk perceptions and responses to front-of-package claims and product warnings: A qualitative study of caregivers of toddlers. *J Acad Nutr Diet*. 2023 Jun 21. doi: 10.1016/j.jand.2023.06.281. [Epub ahead of print] PubMed PMID: 37352928.

95. Polston PM, Matthews DD, Golden SD, Golin CE, **Hall MG**, Saint-Phard E, Lightfoot AF. Institutional reform to promote antiracism: A tool for developing an organizational equity action and accountability plan. *Prev Chronic Dis*. 2023 Jun 15;20:E50. doi: 10.5888/pcd20.220368. PubMed PMID: 37319342; PubMed Central PMCID: PMC10275327.
94. Ma H, Gottfredson O'Shea N, Kieu T, Rohde JA, **Hall MG**, Brewer NT, Noar SM. Examining the longitudinal relationship between perceived and actual message effectiveness: A randomized trial. *Health Commun*. 2023 Jun 14:1-10. doi: 10.1080/10410236.2023.2222459. [Epub ahead of print] PubMed PMID: 37316818.
93. Duffy EW, Ng SW, **Hall MG**, Bercholz M, Rebolledo N, Musicus AA, Taillie LS. Sociodemographic disparities in purchases of fruit drinks with policy relevant front-of-package nutrition claims. *Public Health Nutr*. 2023 May 22:1-30. doi: 10.1017/S1368980023000691. [Epub ahead of print] PubMed PMID: 37211358.
92. Richter APC, Grummon AH, Falbe J, Taillie LS, Wallace DD, Lazard AJ, Golden SD, Conklin JL, **Hall MG**. Toddler milk: a scoping review of research on consumption, perceptions, and marketing practices. *Nutr Rev*. 2023 May 18. doi: 10.1093/nutrit/nuad057. [Epub ahead of print] PubMed PMID: 37203416.
91. Grummon AH, Tucker AC, Noe V, Rummo PE, Prestemon CE, **Hall MG**, Jaacks LM, Lippuner V, Taillie LS. Consumer behaviour and experiences in a naturalistic online grocery store: implications for nutrition research. *J Nutr Sci*. 2023;12:e36. doi: 10.1017/jns.2023.21. eCollection 2023. PubMed PMID: 37008411; PubMed Central PMCID: PMC10052388.
90. Falbe J, Musicus AA, Sigala DM, Roberto CA, Solar SE, Lemmon B, Sorscher S, Nara D, **Hall MG**. Online RCT of icon added-sugar warning labels for restaurant menus. *Am J Prev Med*. 2023 Jul;65(1):101-111. doi: 10.1016/j.amepre.2023.02.007. Epub 2023 Apr 17. PubMed PMID: 37344035; PubMed Central PMCID: PMC10913691.
89. D'Angelo Campos A, Taillie LS, Vatavuk-Serrati G, Grummon AH, Higgins ICA, **Hall MG**. Effects of pictorial warnings on parents' purchases and perceptions of sugar-sweetened beverage categories. *Pediatr Obes*. 2023 Mar 25:e13030. doi: 10.1111/ijpo.13030. [Epub ahead of print] PubMed PMID: 36965067.
88. Kowitt SD, Sheldon JM, Vereen RN, Kurtzman RT, Gottfredson NC, **Hall MG**, Brewer NT, Noar SM. The impact of the Real Cost vaping and smoking ads across tobacco products. *Nicotine Tob Res*. 2023 Feb 9;25(3):430-437. doi: 10.1093/ntr/ntac206. PubMed PMID: 36006858; PubMed Central PMCID: PMC9910139.
87. Grummon AH, Lazard AJ, Taillie LS, **Hall MG**. Should messages discourage sugary drinks, encourage water, or both? A randomized experiment with U.S. parents. *Prev Med*. 2023 Feb;167:107417. doi: 10.1016/j.ymped.2022.107417. Epub 2022 Dec 30. PubMed PMID: 36592673; PubMed Central PMCID: PMC9898202.
86. Bhawra J, Kirkpatrick SI, **Hall MG**, Vanderlee L, Thrasher JF, Jáuregui de la Mota A, Hammond D. A five-country study of front- and back-of-package nutrition label awareness and use: patterns and correlates from the 2018 International Food Policy Study. *Public Health Nutr*. 2023 Jan;26(1):275-286. doi: 10.1017/S1368980022002257. Epub 2022 Oct 26. PubMed PMID: 36284083.

85. Duffy EW, Lo AE, **Hall MG**, Taillie LS, Ng SW. Prevalence and demographic correlates of online grocery shopping: Results from a nationally representative survey during the COVID-19 pandemic. *Public Health Nutr.* 2022 Aug 19;1-18. doi: 10.1017/S1368980022001756. [Epub ahead of print] PubMed PMID: 35983641.
84. Kurtzman RT, Vereen RN, Sheldon JM, Adams ET, **Hall MG**, Brewer NT, Gottfredson NC, Noar SM. Adolescents' understanding of smoking and vaping risk language: Cognitive interviews to inform scale development. *Nicotine Tob Res.* 2022 Oct 26;24(11):1741-1747. doi: 10.1093/ntr/ntac127. PubMed PMID: 35567788; PubMed Central PMCID: PMC9597004.
83. Noar SM, Gottfredson NC, Kieu T, Rohde JA, **Hall MG**, Ma H, Fendinger NJ, Brewer NT. Impact of vaping prevention advertisements on US adolescents: A randomized clinical trial. *JAMA Netw Open.* 2022 Oct 3;5(10):e2236370. doi: 10.1001/jamanetworkopen.2022.36370. PubMed PMID: 36227597.
82. Rohde JA, Noar SM, Sheldon JM, **Hall MG**, Kieu T, Brewer NT. Identifying promising themes for adolescent vaping warnings: A national experiment. *Nicotine Tob Res.* 2022 Aug 6;24(9):1379-1385. doi: 10.1093/ntr/ntac093. PubMed PMID: 35397474; PubMed Central PMCID: PMC9356688.
81. Duffy EW, Vest DA, Davis CR, **Hall MG**, De Marco M, Ng SW, Taillie LS. "I think that's the most beneficial change that WIC has made in a really long time": Perceptions and awareness of an increase in the WIC cash value benefit. *Int J Environ Res Public Health.* 2022 Jul 16;19(14). doi: 10.3390/ijerph19148671. PubMed PMID: 35886526; PubMed Central PMCID: PMC9324401.
80. Sigala DM, **Hall MG**, Musicus AA, Roberto CA, Solar SE, Fan S, Sorscher S, Nara D, Falbe J. Perceived effectiveness of added-sugar warning label designs for U.S. restaurant menus: An online randomized controlled trial. *Prev Med.* 2022 Jul;160:107090. doi: 10.1016/j.ypmed.2022.107090. Epub 2022 May 17. PubMed PMID: 35594928; PubMed Central PMCID: PMC9236625.
79. Kalan ME, Lazard AJ, Sheldon JM, Whitesell C, **Hall MG**, Ribisl KM, Brewer NT. Terms tobacco users employ to describe e-cigarette aerosol. *Tob Control.* 2022 Jun 21. doi: 10.1136/tobaccocontrol-2021-057233. [Epub ahead of print] PubMed PMID: 35728932; PubMed Central PMCID: PMC9768092.
78. Bhawra J, Kirkpatrick SI, **Hall MG**, Vanderlee L, Thrasher JF, Hammond D. Correlates of self-reported and functional understanding of nutrition labels across five countries in the 2018 International Food Policy Study. *J Nutr.* 2022 Jun 13;152(Suppl 1):13S-24S. doi: 10.1093/jn/nxac018. PubMed PMID: 35274701; PubMed Central PMCID: PMC9188861.
77. Yeary KHK, Quisenberry AJ, **Hall MG**, Yu H, Henry WAE, Rodriguez EM, Zoellner JM. Sweet beverages and cancer: A scoping review of quantitative studies. *Cancer Prev Res.* 2022 Jun 2;15(6):377-390. doi: 10.1158/1940-6207.CAPR-21-0507. PubMed PMID: 35271710.
76. Taillie LS, Higgins ICA, Lazard AJ, Miles DR, Blitstein JL, **Hall MG**. Do sugar warning labels influence parents' selection of a labeled snack for their children? A randomized trial in a virtual convenience store. *Appetite.* 2022 May 5;175:106059. doi: 10.1016/j.appet.2022.106059. [Epub ahead of print] PubMed PMID: 35526703.

75. Grummon AH, **Hall MG**, Mitchell CG, Pulido M, Mendel Sheldon J, Noar SM, Ribisl KM, Brewer NT. Reactions to messages about smoking, vaping and COVID-19: Two national experiments. *Tob Control*. 2022 May;31(3):402-410. doi: 10.1136/tobaccocontrol-2020-055956. Epub 2020 Nov 13. PubMed PMID: 33188150; PubMed Central PMCID: PMC7669534.
74. Rayala HT, Rebolledo N, **Hall MG**, Taillie LS. Perceived message effectiveness of the Meatless Monday Campaign: An experiment with US adults. *Am J Public Health*. 2022 May;112(5):724-727. doi: 10.2105/AJPH.2022.306766. Epub 2022 Mar 24. PubMed PMID: 35324262; PubMed Central PMCID: PMC9010929.
73. Musicus AA, Hua SV, Moran AJ, Duffy EW, **Hall MG**, Roberto CA, Dillman Carpentier FR, Sorscher S, Wootan MG, Taillie LS, Rimm EB. Front-of-package claims and imagery on fruit-flavored drinks and exposure by household demographics. *Appetite*. 2022 Apr 1;171:105902. doi: 10.1016/j.appet.2021.105902. Epub 2021 Dec 27. PubMed PMID: 34968559; PubMed Central PMCID: PMC8821268.
72. Jáuregui A, White CM, Vanderlee L, **Hall MG**, Contreras-Manzano A, Nieto C, Sacks G, Thrasher JF, Hammond D, Barquera S. Impact of front-of-pack labels on the perceived healthfulness of a sweetened fruit drink: A randomised experiment in five countries. *Public Health Nutr*. 2022 Apr;25(4):1094-1104. doi: 10.1017/S1368980021004535. Epub 2021 Nov 2. PubMed PMID: 34726144.
71. **Hall MG**, Lazard AJ, Higgins ICA, Blitstein JL, Duffy EW, Greenthal E, Sorscher S, Taillie LS. Nutrition-related claims lead parents to choose less healthy drinks for young children: A randomized trial in a virtual convenience store. *Am J Clin Nutr*. 2022 Apr 1;115(4):1144-1154. doi: 10.1093/ajcn/nqac008. PubMed PMID: 35040866; PubMed Central PMCID: PMC8971006.
70. Smith NR, Mazzucca S, **Hall MG**, Hassmiller Lich K, Brownson RC, Frerichs L. Opportunities to improve policy dissemination by tailoring communication materials to the research priorities of legislators. *Implement Sci Commun*. 2022 Mar 4;3(1):24. doi: 10.1186/s43058-022-00274-6. PubMed PMID: 35246274; PubMed Central PMCID: PMC8895761.
69. Wistar A, **Hall MG**, Bercholz M, Taillie LS. Designing environmental messages to discourage red meat consumption: An online experiment. *Int J Environ Res Public Health*. 2022 Mar 2;19(5). doi: 10.3390/ijerph19052919. PubMed PMID: 35270622; PubMed Central PMCID: PMC8910317.
68. Richter APC, Duffy EW, Taillie LS, Harris JL, Pomeranz JL, **Hall MG**. The impact of toddler milk claims on beliefs and misperceptions: A randomized experiment with parents of young children. *J Acad Nutr Diet*. 2022 Mar;122(3):533-540.e3. doi: 10.1016/j.jand.2021.08.101. Epub 2021 Aug 13. PubMed PMID: 34391941; PubMed Central PMCID: PMC8840993.
67. Grummon AH, Reimold AE, **Hall MG**. Influence of the San Francisco, CA, sugar-sweetened beverage health warning on consumer reactions: Implications for equity from a randomized experiment. *J Acad Nutr Diet*. 2022 Feb;122(2):363-370.e6. doi: 10.1016/j.jand.2021.07.008. Epub 2021 Aug 27. PubMed PMID: 34465443.

66. **Hall MG**, Grummon AH, Higgins ICA, Lazard AJ, Prestemon CE, Avendaño-Galdamez MI, Taillie LS. The impact of pictorial health warnings on purchases of sugary drinks for children: A randomized controlled trial. *PLoS Med*. 2022 Feb;19(2):e1003885. doi: 10.1371/journal.pmed.1003885. eCollection 2022 Feb. PubMed PMID: 35104297.
65. Noar SM, Gottfredson N, Vereen RN, Kurtzman R, Sheldon JM, Adams E, **Hall MG**, Brewer NT. Development of the UNC Perceived Message Effectiveness Scale for Youth. *Tob Control*. 2021 Dec 20. doi: 10.1136/tobaccocontrol-2021-056929. [Epub ahead of print] PubMed PMID: 34930810; PubMed Central PMCID: PMC9238328.
64. Lazard AJ, Nicolla S, Darida A, **Hall MG**. Negative perceptions of young people using e-cigarettes on Instagram: An experiment with adolescents. *Nicotine Tob Res*. 2021 Oct 7;23(11):1962-1966. doi: 10.1093/ntr/ntab099. PubMed PMID: 33990843; PubMed Central PMCID: PMC8496470.
63. Taillie LS, Chauvenet C, Grummon AH, **Hall MG**, Waterlander W, Prestemon CE, Jaacks LM. Testing front-of-package warnings to discourage red meat consumption: A randomized experiment with US meat consumers. *Int J Behav Nutr Phys Act*. 2021 Sep 8;18(1):114. doi: 10.1186/s12966-021-01178-9. PubMed PMID: 34493289; PubMed Central PMCID: PMC8423585.
62. Rohde JA, Noar SM, Prentice-Dunn H, Kresovich A, **Hall MG**. Comparison of message and effects perceptions for The Real Cost e-cigarette prevention ads. *Health Commun*. 2021 Sep;36(10):1222-1230. doi: 10.1080/10410236.2020.1749353. Epub 2020 Apr 8. PubMed PMID: 32268799; PubMed Central PMCID: PMC9004315.
61. Carl AE, Taillie LS, Grummon AH, Lazard AJ, Higgins ICA, Sheldon JM, **Hall MG**. Awareness of and reactions to the health harms of sugary drinks: An online study of U.S. parents. *Appetite*. 2021 Sep 1;164:105234. doi: 10.1016/j.appet.2021.105234. Epub 2021 Apr 3. PubMed PMID: 33823230; PubMed Central PMCID: PMC8483773
60. Reimold AE, Grummon AH, Taillie LS, Brewer NT, Rimm EB, **Hall MG**. Barriers and facilitators to achieving food security during the COVID-19 pandemic. *Prev Med Rep*. 2021 Sep;23:101500. doi: 10.1016/j.pmedr.2021.101500. eCollection 2021 Sep. PubMed PMID: 34401218; PubMed Central PMCID: PMC8348548.
59. **Hall MG**, Higgins ICA, Grummon AH, Lazard AJ, Prestemon CE, Sheldon JM, Taillie LS. Using a naturalistic store laboratory for clinical trials of point-of-sale nutrition policies and interventions: A feasibility and validation study. *Int J Environ Res Public Health*. 2021 Aug 19;18(16). doi: 10.3390/ijerph18168764. PubMed PMID: 34444509; PubMed Central PMCID: PMC8394834.
58. Duffy EW, Taillie LS, Richter APC, Higgins ICA, Harris JL, **Hall MG**. Toddler milk perceptions and purchases: The role of Latino ethnicity. *Public Health Nutr*. 2021 Jul;24(10):2911-2919. doi: 10.1017/S1368980021000264. Epub 2021 Jan 21. PubMed PMID: 33472718; PubMed Central PMCID: PMC8255274.

57. **Hall MG**, Lazard AJ, Grummon AH, Higgins ICA, Bercholz M, Richter APC, Taillie LS. Designing warnings for sugary drinks: A randomized experiment with Latino parents and non-Latino parents. *Prev Med*. 2021 Jul;148:106562. doi: 10.1016/j.ypmed.2021.106562. Epub 2021 Apr 18. PubMed PMID: 33878350; PubMed Central PMCID: PMC8958622.
56. Vereen RN, Lazard AJ, Frank SC, Pulido M, Richter APC, Higgins ICA, Shelus VS, Vandegrift SM, **Hall MG**, Ribisl KM. Motivations, barriers, and communication recommendations for promoting face coverings during the COVID-19 pandemic: Survey findings from a diverse sample. *PLoS One*. 2021;16(5):e0251169. doi: 10.1371/journal.pone.0251169. eCollection 2021. PubMed PMID: 33961657; PubMed Central PMCID: PMC8104408.
55. Duffy EW, Taillie LS, Richter APC, Higgins ICA, Harris JL, **Hall MG**. Parental perceptions and exposure to advertising of toddler milk: A pilot study with Latino parents. *Int J Environ Res Public Health*. 2021 Jan 10;18(2). doi: 10.3390/ijerph18020528. PubMed PMID: 33435227; PubMed Central PMCID: PMC7827454.
54. Duffy EW, **Hall MG**, Dillman Carpentier FR, Musicus AA, Meyer ML, Rimm E, Smith Taillie L. Nutrition claims on fruit drinks are inconsistent indicators of nutritional profile: A content analysis of fruit drinks purchased by households with young children. *J Acad Nutr Diet*. 2021 Jan;121(1):36-46.e4. doi: 10.1016/j.jand.2020.08.009. Epub 2020 Sep 22. PubMed PMID: 32978105; PubMed Central PMCID: PMC7752796.
53. Shelus VS, Frank SC, Lazard AJ, Higgins ICA, Pulido M, Richter APC, Vandegrift SM, Vereen RN, Ribisl KM, **Hall MG**. Motivations and barriers for the use of face coverings during the COVID-19 pandemic: Messaging insights from focus groups. *Int J Environ Res Public Health*. 2020 Dec 12;17(24). doi: 10.3390/ijerph17249298. PubMed PMID: 33322672; PubMed Central PMCID: PMC7763909.
52. Taillie LS, **Hall MG**, Gómez LF, Higgins I, Bercholz M, Murukutla N, Mora-Plazas M. Designing an effective front-of-package warning label for food and drinks high in added sugar, sodium, or saturated fat in Colombia: An online experiment. *Nutrients*. 2020 Oct 13;12(10). doi: 10.3390/nu12103124. PubMed PMID: 33066130; PubMed Central PMCID: PMC7601991.
51. Noar SM, Rohde JA, Prentice-Dunn H, Kresovich A, **Hall MG**, Brewer NT. Evaluating the actual and perceived effectiveness of e-cigarette prevention advertisements among adolescents. *Addict Behav*. 2020 Oct;109:106473. doi: 10.1016/j.addbeh.2020.106473. Epub 2020 May 19. PubMed PMID: 32521287; PubMed Central PMCID: PMC7901805.
50. Reynolds JP, Vasiljevic M, Pilling M, **Hall MG**, Ribisl KM, Marteau TM. Communicating evidence about the causes of obesity and support for obesity policies: Two population-based survey experiments. *Int J Environ Res Public Health*. 2020 Sep 8;17(18). doi: 10.3390/ijerph17186539. PubMed PMID: 32911776; PubMed Central PMCID: PMC7559841.
49. Butler EN, **Hall MG**, Chen MS, Pepper JK, Blanton H, Brewer NT. The prototypes of tobacco users scale (POTUS) for cigarette smoking and e-cigarette use: Development and validation. *Int J Environ Res Public Health*. 2020 Aug 21;17(17). doi: 10.3390/ijerph17176081. PubMed PMID: 32825565; PubMed Central PMCID: PMC7503746.

48. Grummon AH, **Hall MG**, Block JP, Bleich SN, Rimm EB, Taillie LS, Barnhill A. Ethical considerations for food and beverage warnings. *Physiol Behav.* 2020 Aug 1;222:112930. doi: 10.1016/j.physbeh.2020.112930. Epub 2020 May 11. PubMed PMID: 32434747; PubMed Central PMCID: PMC7321920.
47. **Hall MG**, Grummon AH, Lazard AJ, Maynard OM, Taillie LS. Reactions to graphic and text health warnings for cigarettes, sugar-sweetened beverages, and alcohol: An online randomized experiment of US adults. *Prev Med.* 2020 Aug;137:106120. doi: 10.1016/j.ypmed.2020.106120. Epub 2020 May 8. PubMed PMID: 32437703; PubMed Central PMCID: PMC7713698.
46. Noar SM, Rohde JA, Barker JO, **Hall MG**, Brewer NT. Pictorial cigarette pack warnings increase some risk appraisals but not risk beliefs: A meta-analysis. *Hum Commun Res.* 2020 Jul;46(2-3):250-272. doi: 10.1093/hcr/hqz016. Epub 2020 Feb 3. PubMed PMID: 32565612; PubMed Central PMCID: PMC7291919.
45. Rohde JA, Noar SM, Mendel JR, **Hall MG**, Baig SA, Ribisl KM, Brewer NT. E-cigarette health harm awareness and discouragement: implications for health communication. *Nicotine Tob Res.* 2020 Jun 12;22(7):1131-1138. doi: 10.1093/ntr/ntz194. PubMed PMID: 31593586; PubMed Central PMCID: PMC7291804.
44. Grummon AH, **Hall MG**. Sugary drink warnings: A meta-analysis of experimental studies. *PLoS Med.* 2020 May;17(5):e1003120. doi: 10.1371/journal.pmed.1003120. eCollection 2020 May. PubMed PMID: 32433660; PubMed Central PMCID: PMC7239392.
43. Contreras-Manzano A, Jáuregui A, Nieto C, **Hall MG**, Vargas-Meza J, Thrasher JF, Illescas-Zárate D, Barquera S, Hammond D. The impact of a cartoon character on adults' perceptions of children's breakfast cereals: A randomized experiment. *Nutr J.* 2020 May 17;19(1):43. doi: 10.1186/s12937-020-00565-5. PubMed PMID: 32418538; PubMed Central PMCID: PMC7232833.
42. Jáuregui A, Vargas-Meza J, Nieto C, Contreras-Manzano A, Alejandro NZ, Tolentino-Mayo L, **Hall MG**, Barquera S. Impact of front-of-pack nutrition labels on consumer purchasing intentions: A randomized experiment in low- and middle-income Mexican adults. *BMC Public Health.* 2020 Apr 6;20(1):463. doi: 10.1186/s12889-020-08549-0. PubMed PMID: 32252716; PubMed Central PMCID: PMC7137298.
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1. Wells R, La EH, Morrissey J, **Hall MG**, Lich KH, Blouin R. How a stressed local public system copes with people in psychiatric crisis. *Psychiatr Q*. 2013 Jun;84(2):255-70. doi: 10.1007/s11126-012-9245-z. PubMed PMID: 23065371; PubMed Central PMCID: PMC3566366.

COMMENTARIES IN PEER-REVIEWED JOURNALS

4. Grummon AH, **Hall MG**. Updated health warnings for alcohol - informing consumers and reducing harm. *N Engl J Med*. 2022 Sep 1;387(9):772-774. doi: 10.1056/NEJMp2206494. Epub 2022 Aug 27. PubMed PMID: 36036534.
3. **Hall MG**,* Grummon AH.* Nutrient warnings on unhealthy foods. *JAMA*. 2020 Oct 1. doi: 10.1001/jama.2020.18941. [Epub ahead of print] PubMed PMID: 33022044; NIHMSID:NIHMS1649231.
2. Brewer NT, **Hall MG**, Noar SM. Pictorial cigarette pack warnings increase quitting: A comment on Kok et al. *Health Psychol Rev*. 2018 Jun;12(2):129-132. doi: 10.1080/17437199.2018.1445544. Epub 2018 Mar 13. PubMed PMID: 29478371; PubMed Central PMCID: PMC5906160.
1. Noar SM, **Hall MG**, Brewer NT. Pictorial cigarette pack warnings have important effects. *Am J Public Health*. 2015 Mar;105(3):e1. doi: 10.2105/AJPH.2014.302510. Epub 2015 Jan 20. PubMed PMID: 25602876; PubMed Central PMCID: PMC4330856.

OTHER ARTICLES AND REPORTS – UNREFEREED

3. Cotter T, Taillie LS, Murukutla N, Majija L, Kotov A, **Hall MG**, Mullin S, Popkin BM. (2020). What's in our food? A guide to introducing effective front-of-package nutrient labels. Report by Vital Strategies and University of North Carolina at Chapel Hill.
2. Frank S, Shelus V, Lazard AJ, Higgins I, Pulido M, Richter AP, Vandegrift SM, Vereen RN, Ribisl KM, **Hall MG**. (2020). UNC face coverings research team focus group findings. Report to the North Carolina Department of Health and Human Service on face covering messaging in response to the COVID-19 State of Emergency.
1. Vereen RN, Lazard AJ, Pulido M, Richter AP, Vandegrift SM, Higgins I, Shelus V, Frank S, **Hall MG**, Ribisl KM. (2020). UNC face coverings survey report. Report to the North Carolina Department of Health and Human Service on face covering messaging in response to the COVID-19 State of Emergency.

PUBLIC COMMENTS TO GOVERNMENT STAKEHOLDERS

Underlining indicates a trainee

12. Falbe J, Lemmon B, Grummon AH, **Hall MG**, Rummo P. (2024). Comment on New York City's Sweet Truth Act to require high sugar warnings on food service establishment menus. *Comment submitted to New York City Department of Health and Mental Hygiene*.
11. **Hall MG**, Ruggles PR, Whitesell C, Grummon AH. (2024). Comment on labeling and advertising of wine, distilled spirits, and malt beverages with alcohol content, nutritional information, major food allergens, and ingredients. *Comment submitted to docket no. TTB-2024-0002*.

10. **Hall MG**, Ng SW, Popkin BM, Taillie LS. (2023). Written comment for Reagan-Udall public meeting on front-of-package food labeling. *Comment submitted to Reagan-Udall Foundation comment request about front-of-package nutrition labeling.*
9. **Hall MG**, Brewer NT, D'Angelo Campos A, Dillman Carpentier FR, Golden SD, Lazard A, De Marco M, Martin S, Nezami BT, Ng SW, Popkin BM, Prestemon C, Ruggles P, Taillie LS, Whitesell C. (2023). Comment on the FDA's notice regarding quantitative research on front of package labeling on packaged foods. *Comment submitted to docket no. FDA-2023-N-0155.*
8. Grummon AH, **Hall MG**, Roberto CA, Musicus A, Gibson LA, Tallie LS. (2023). Comment on the FDA's notice regarding quantitative research on front of package labeling. *Comment submitted to docket no. FDA-2023-N-0155.*
7. **Hall MG**, Ruggles P. (2022). Public Comment on Citizen Petition from Center for Science in the Public Interest (CSPI), the Association of SNAP Nutrition Education Administrators (ASNNA), and the Association of State Public Health Nutritionists (ASPHN). *Comment submitted to docket no. FDA-2022-P-1832-0001.*
6. **Hall MG**, Lowery CM, D'Angelo-Campos A, Grummon AH, Roberto CA, Ng SW, Taillie LS. (2021). Quantitative research on a voluntary symbol depicting the nutrient content claim "healthy" on packaged foods. *Comment submitted to docket no. FDA-2021-N-0336.*
5. **Hall MG**. (2019). Petition to require accurate and non-misleading labeling on meat processed with non-synthetic nitrates and nitrites. *Comment submitted to docket no. FSIS-2019-0022.*
4. **Hall MG**, Noar SM, Brewer NT. (2019). Tobacco products; required warnings for cigarette packages and advertisements. **First** comment submitted to docket no. *FDA-2019-N-3065.*
3. **Hall MG**, Noar SM, Brewer NT. (2019). Tobacco products; required warnings for cigarette packages and advertisements. **Second** comment submitted to docket no. *FDA-2019-N-3065.*
2. **Hall MG**, Ribisl KM, Noar SM, Brewer NT. (2017). Experimental study on warning statements for cigarette graphic health warnings. *Comment submitted to docket no. FDA-2017-N-0932.*
1. Byron MJ, Baig SA, Jeong M, Ribisl KM, **Hall MG**, Brewer NT. (2018) IQOS reduced exposure claims mislead consumers to believe the product is less harmful. *Comment submitted to docket no. FDA-2017-D-3001.*

INVITED TALKS

11. "Front-of-package food labels and the First Amendment." First Amendment Day. UNC Center for Media Law and Policy. October 2023.
10. "Front of package food labeling: The state of the science." National Salt and Sugar Reduction Initiative. October 2022.
9. "Reducing disparities in sugary drink intake in early childhood: examining fruit drink claims and purchases." Center for Science in the Public Interest training series. April 2022.

8. "Using behavioral science to inform equitable nutrition policy: sugary drink warnings." Center for Science in the Public Interest training series. June 2021.
7. "Sugary drink warnings: Feasibility, population impact, and health equity." Talk presented (virtually due to COVID-19) at 2021 Virtual Sugary Drink Summit: Building Community, Building Health! April 2021.
6. "Designing sugary drink warnings to improve health equity." Talk presented (virtually due to COVID-19) at Public Health Law Center and American Heart Association's Sugary Drink Labeling Convening. October 2020.
5. "Sugar-sweetened beverage warnings: the state of the science." Talk presented at Nutrition Policy Institute's "Labeling and Public Health: A Closer Look." Berkeley, CA. October 2019.
4. "Risk communication to adults: how should relative risk be conveyed?" Talk presented at the Food and Drug Law Institute's Tobacco and Nicotine Products Regulation and Policy Conference. Washington DC. October 2019.
3. "The impact of e-cigarette health warnings on motivation to vape and smoke." Talk presented at the State of the Science: Research in Tobacco Cessation, Products and Policy. Winston-Salem, NC. March 2019.
2. "How cigarette pack health warnings work." Talk presented at the Cuban National Tobacco Control Commission. Havana, Cuba. August 2017.
1. "Pathways of change: understanding pictorial cigarette pack warnings." Talk presented at Wake Forest School of Medicine, Department of Social Sciences and Health Policy. Winston-Salem, NC. May 2016.

CONFERENCE PRESENTATIONS

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70. **Hall MG**, Lee CJY, D'Angelo Campos A, Whitesell C, Brewer NT, Lazard AJ, Greenfield TK, Grummon AH. (2024). Health harms that discourage alcohol consumption: A randomized experiment. Talk presented at the Alcohol Policy 20 Conference, Arlington, VA.
69. **Hall MG**, Grummon AH, Whitesell C, Lee CJY, Errico Q, Portacio T, Avendaño-Galdamez M, Byron MJ, Goldstein AO. Evaluating text, icon, and graphic food labels: An eye tracking experiment with Latino adults in the US. Talk presented at the Healthy Eating Research Annual Grantee Meeting, Denver, CO.
68. Jang Y, O'Shea NG, Hall MG, Brewer NT, Noar S. (2024). Do perceived message effectiveness ratings change over time? Talk presented at the 2024 Kentucky Conference on Health Communication, Lexington, KY.

67. Richter APC, Grummon AH, Falbe J, Taillie LS, Wallace DD, Lazard AJ, Golden SD, Conklin JL, **Hall MG**. (2023) Toddler milk: A scoping review of research on consumption, perceptions, and marketing practices. Talk presented at the 22nd International Society of Behavioral Nutrition and Physical Activity Meeting, Uppsala, Sweden.
66. **Hall MG**. (2023). Food and beverage labeling. Symposium moderated at the Healthy Eating Research Annual Grantee Meeting, Durham, NC.
65. Richter APC, Grummon AH, Falbe J, Taillie LS, Wallace DD, Lazard AJ, Golden SD, Conklin JL, **Hall MG**. (2023). Toddler milk: A scoping review of research on consumption, perceptions, and marketing practices. Talk presented at the Healthy Eating Research Annual Grantee Meeting, Durham, NC.
64. Richter APC, Duffy EW, Avendano-Galdamez MI, **Hall MG**. (2022). Toddler milk feeding practices and the role of health claims: A qualitative study. Poster presentation at the 21st International Society of Behavioral Nutrition and Physical Activity meeting, Phoenix, AZ.
63. **Hall MG**. (2022). Applying innovative experimental methods to evaluate front-of-package nutrition labels. Symposium chair at the 21st Annual Meeting of the International Society of Behavioral Nutrition and Physical Activity, Phoenix, AZ.
62. D'Angelo Campos A, Taillie LS, Vatavuk Serrati G, Grummon AH, Higgins ICA, **Hall MG**. (2022). How do pictorial warnings affect purchases and perceptions of different sugar-sweetened beverage categories? An experiment with US parents. Talk presented at the 21st Annual Meeting of the International Society of Behavioral Nutrition and Physical Activity, Phoenix, AZ.
61. Noar SM, Gottfredson NC, Vereen RN, Kurtzman R, Sheldon JM, Adams E, **Hall MG**, Brewer NT. (2022). Development of a new perceived effectiveness scale for youth tobacco prevention messages. Poster presented at the 28th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
60. Lazard AJ, Nicolla S, **Hall MG**, Reboussin B, Romero-Sandoval EA, Wagoner K. (2022). Health claims in cannabidiol (CBD) advertising are believable and encourage use: Two consumer exposure studies in a mock store. Paper presented at the Annual Meeting of the Research Society on Marijuana, Boston, MA.
59. Noar SM, Gottfredson NC, Vereen RN, Kurtzman R, Sheldon JM, Adams E, **Hall MG**, Brewer NT. (2021). Development of the UNC PME Scale for Youth. Paper presented at the 2021 NIH Tobacco Regulatory Science Meeting, virtual due to COVID-19.
58. **Hall MG**, Lazard AJ, Higgins ICA, Blitstein JL, Duffy EW, Greenthal E, Sorscher S, Taillie LS. (2021). Nutrition-related claims lead parents to choose less healthy drinks for young children: A randomized trial in a virtual convenience store. Paper presented at the 2021 American Public Health Association Annual Conference, Denver, CO and virtual.
57. Lo A, Duffy EW, **Hall MG**, Taillie LS, Ng SW. (2021). Who's grocery shopping online and why: cross-sectional analysis of a nationally-representative sample since the pandemic. Paper presented at the 2021 American Society for Nutrition conference, virtual due to COVID-19.

56. Richter APC, Duffy EW, Taillie LS, Harris JL, Pomeranz JL, **Hall MG**. (2021). The impact of toddler milk claims on beliefs and misperceptions: A randomized experiment with parents of young children. Paper presented at the ISBNPA XChange 2021, virtual due to COVID-19.
55. Rohde JA, Noar SM, Mendel Sheldon J, **Hall MG**, Brewer NT. (2021). Responses to health warnings about the harms of vaping: Experimental findings from a national sample of U.S. adolescents. Poster presented at the 6th Biennial Meeting of the D.C. Health Communication Conference (DCHC), virtual due to COVID-19.
54. Duffy EW, Taillie LS, Richter AP, Higgins I, Harris JL, **Hall MG**. (2020). Exploring toddler milk perceptions and behaviors among Latino and non-Latino parents. Paper presented at the 2020 ObesityWeek Conference of The Obesity Society, virtual due to COVID-19.
53. Duffy EW, **Hall MG**, Dillman Carpentier FR, Musicus AA, Meyer ML, Rimm EB, Taillie LS. (2020). Examining nutrition-related claims on 'fruit' drinks. Poster presented at the 2020 ObesityWeek Conference of The Obesity Society, virtual due to COVID-19.
52. Musicus AA, Hua SV, Moran AJ, Duffy EW, **Hall MG**, Roberto CA, Dillman Carpentier FR, Sorscher S, Wootan MG, Taillie LS, Rimm EB. (2020). Assessing household exposure to front-of-package beverage marketing. Paper presented at 2020 ObesityWeek Conference of The Obesity Society, virtual due to COVID-19.
51. **Hall MG**, Lazard AJ, Grummon AH, Higgins I, Bercholz MG, Richter APC, Taillie LS. (2020). Designing impactful warnings for sugary drinks: An online randomized clinical trial with Latino and non-Latino parents. Paper presented at the 2020 ObesityWeek Conference of The Obesity Society, virtual due to COVID-19.
50. Smith NR, Mazzucca S, **Hall MG**, Brownson RC, Frerichs L. (2020). Opportunities to improve policy dissemination by tailoring communication materials to the research priorities of legislators. Poster presented at the Health Policy Dissemination and Implementation Science Section of the Virtual Dissemination & Implementation Science Conference, virtual due to COVID-19.
49. Smith NR, Mazzucca S, **Hall MG**, Ng SW, Frerichs L. (2020). Identifying groups of policymakers with similar communication preferences to better tailor public health- and nutrition-related research communications. Poster presented at the 2020 Interdisciplinary Association for Population Health Sciences annual meeting, virtual due to COVID-19.
48. **Hall MG**, Lazard AJ, Grummon AH, Higgins I, Bercholz MG, Cardoso Richter AP, Taillie LS. Designing pictorial health warnings on sugar-sweetened beverages to overcome language and literacy barriers: An online experiment with US parents. (2020). Paper presented at the 14th Annual Healthy Eating Research Grantee Meeting, Denver, CO.
47. Rohde JA, Noar SM, Prentice-Dunn H, Kresovich AK, **Hall MG**, Brewer NT. (2020). Understanding e-cigarette prevention ad effectiveness: A comparison of message and effects perceptions. Paper presented at the 16th Biennial Kentucky Conference on Health Communication, Lexington, KY.

46. Noar SM, Rohde JA, Prentice-Dunn H, Kresovich A, **Hall MG**. (2020). Perceived message effectiveness of FDA's e-cigarette prevention ads: An experiment with US young adults. Paper presented at the 26th Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA.
45. Ribisl KM, **Hall MG**, Byron MJ, Noar SM, Brewer NT. (2019). Interest in illegally buying cigarettes under a very low nicotine content product standard. Paper presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
44. Brewer NT, Jeong M, **Hall MG**, Baig SA, Mendel JR, Lazard AJ, Noar SM, Kameny MR, Ribisl KM. (2019). The impact of e-cigarette health warnings on motivation to vape and smoke. Poster presented at the NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
43. Brewer NT, **Hall MG**, Mendel JR, Noar SM, Ribisl KM. Vaping restraint: Frequency, reasons, and strategies. (2019). Poster presented at the NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
42. Grummon AH, Taillie LS, Golden SD, **Hall MG**, Ranney LM, Brewer NT. (2019). Impact of sugar-sweetened beverage health warnings on beverage purchases: A randomized controlled trial. Paper presented at the American Society for Nutrition Annual Meeting, Baltimore, MD.
41. Saffer AJ, **Hall MG**, Barker JO, Noar SM. (2019). Organic health discussion network activation: The influence of health discussion partners on smoking behaviors. Paper presented at the International Network for Social Network Analysis Sunbelt Conference, Montreal, Canada.
40. Noar SM, Rohde JA, Barker JO, **Hall MG**, Brewer NT. (2019). How do pictorial cigarette pack warnings communicate risk? A meta-analysis. Paper presented at the 69th Annual Conference of the International Communication Association, Washington, DC.
39. **Hall MG**, Taillie LS. (2019). Designing and evaluating the effectiveness of pictorial health warnings on sugar-sweetened beverages to overcome language and literacy barriers. Poster presented at the 13th Annual Healthy Eating Research Grantee Meeting, Detroit, MI.
38. Noar SM, Rohde JA, Barker JO, **Hall MG**, Brewer NT. (2019). Pictorial cigarette pack warnings increase cognitive elaboration and negative affect but not perceived risk: A meta-analysis. Poster presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
37. Brewer NT, Jeong M, Baig SA, Mendel JR, **Hall MG**, Lazard AJ, Noar SM, Kameny MR, Ribisl KM. (2019). Examining the effect of e-cigarette health warnings on motivation to vape and smoke. Paper presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
36. Noar SM, Rohde JA, Mendel JR, **Hall MG**, Ribisl KM, Brewer NT. (2019). Identifying effective harms for use in e-cigarette health warnings. Paper presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.

35. Byron MJ, **Hall MG**. (2019). How to introduce nicotine reduction to the public without causing misperceptions: Effects of nicotine content descriptions on perceived nicotine quantity, addictiveness, and risk. Paper presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
34. Noar SM, Rohde JA, Barker JO, **Hall MG**, Brewer NT. (2019). Pictorial cigarette pack warnings increase negative affect and thinking about risks but not risk perceptions: A meta-analysis. Poster presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
33. Noar SM, Rohde JA, Mendel JR, **Hall MG**, Ribisl KM, Brewer NT. (2019). Identifying effective elements for e-cigarette health warnings. Poster presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
32. Jeong M, **Hall MG**, Zhang D, Mendel JR, Noar SM, Ribisl KM, Brewer NT. (2019). Explaining why cigarette pack messages about toxic chemicals increase forgoing cigarettes: Applying the Tobacco Warnings Model. Paper presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
31. Jeong M, **Hall MG**, Zhang D, Mendel JR, Noar SM, Ribisl KM, Brewer NT. (2019). Why do cigarette pack messages about toxic chemicals increase forgoing cigarettes? An application of the Tobacco Warnings Model. Poster presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
30. Brewer NT, Jeong M, Baig SA, Mendel JR, **Hall MG**, Lazard AJ, Noar SM, Kameny MR, Ribisl KM. (2019). The impact of e-cigarette health warnings on motivation to vape and smoke. Poster presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
29. Grummon AH, **Hall MG**, Taillie LS, Brewer NT. (2018) Increasing the impact of sugar-sweetened beverage health warnings: A randomized experiment. Paper presented at Obesity Week 2018, Nashville, TN.
28. Maynard OM, Munafò MR, **Hall MG**, Ferguson S. The effects of cigarette pack inserts with efficacy messages on responses to health warnings. (2018). Poster presented at the Society for Research on Nicotine and Tobacco Europe 18th Annual Conference, Munich, Germany.
27. Byron MJ, **Hall MG**. (2018). Introducing nicotine reduction to the public: Effects of different descriptions of nicotine content on perceived nicotine quantity, addictiveness, and risk. Poster presented at the 2018 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
26. Noar SM, **Hall MG**, Saffer AJ. (2018). A secondary audience's reactions to The Real Cost campaign: Results from a study of US young adults. Paper presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.
25. **Hall MG**, Sheeran P, Noar SM, Boynton MH, Ribisl, KM, Parada H, Johnson TO, Brewer NT. (2018). Negative affect, message reactance, and risk perceptions: How do pictorial cigarette pack warnings change quit intentions? Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.

24. **Hall MG**, Brewer NT. (2018). Why do smokers avoid risk messages? Results from two randomized controlled trials. Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
23. Brewer NT, Jeong M, Mendel JR, **Hall MG**, Zhang D, Parada H, Boynton MH, Noar SN, Baig SA, Morgan JC, Ribisl KM. (2018). Impact of cigarette pack disclosures about toxic chemicals: a randomized clinical trial. Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
22. Morgan JC, Golden SD, Noar SM, Ribisl KM, Southwell BG, Jeong M, **Hall MG**, Brewer NT. (2018). How conversations about pictorial cigarette pack warnings impact quit attempts: a multiple mediational analysis. Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
21. **Hall MG**, Mendel JR, Noar SM, Brewer NT. (2018). Avoidance of cigarette pack risk messages: results from two randomized clinical trials with smokers. Poster presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
20. **Hall MG**, Saffer AJ, Noar SM. (2018). A secondary audience's reactions to *The Real Cost* campaign: results from a study of US young adults. Poster presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
19. Morgan JC, Golden SD, Noar SM, Ribisl KM, Southwell BG, Jeong M, **Hall MG**, Brewer NT. (2018). How do conversations about pictorial cigarette pack warnings impact quit attempts? A multiple mediational analysis of a randomized controlled trial. Paper presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
18. Brewer NT, Jeong M, Mendel JR, **Hall MG**, Zhang D, Parada H, Boynton MH, Noar SN, Baig SA, Morgan JC, Ribisl KM. (2018). Constituents disclosures on cigarette packs: A randomized clinical trial. Poster presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
17. Brewer NT, Jeong M, Mendel JR, **Hall MG**, Zhang D, Parada H, Boynton MH, Noar SN, Baig SA, Morgan JC, Ribisl KM. (2017). Impact of cigarette pack disclosures about toxic chemicals: A randomized controlled trial. Paper presented at the 2017 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.
16. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Brewer NT. (2016). A short measure of reactance to health warnings. Paper presented at the Society for Research on Nicotine & Tobacco 22nd Annual Meeting, Chicago, IL.
15. Noar SM, Francis D, **Hall MG**, Bridges C, Sontag J, Ribisl KM, Brewer NT. (2016). Quantitative syntheses of the evidence for cigarette pack warnings. Paper presented at the National Cancer Institute 2016 Grantee Meeting on Emerging Research on Tobacco Product Warnings: Advancing Theory and Methods, Chicago, IL.
14. Noar SM, Kelley DE, Boynton M, Morgan J, **Hall MG**, Mendel J, Ribisl KM, Brewer NT. (2016). Perceived effectiveness of cigarette pack constituent disclosures: A randomized experiment. Poster presented at the Society for Research on Nicotine & Tobacco 22nd Annual Meeting, Chicago, IL.

13. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Bach LE, Brewer NT. (2015). Does reactance to graphic cigarette pack warnings weaken their impact? Poster presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
12. Francis DB, **Hall MG**, Noar SM, Ribisl KM, Pepper JK, Brewer NT. (2015). Systematic review of measures used in graphic cigarette pack warning experiments. Paper presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
11. Bach LE, **Hall MG**, Noar SM, Ribisl KM, Brewer NT. (2015). Social reactions to graphic cigarette pack warnings: a pilot study. Paper presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
10. Noar SM, **Hall MG**, Francis D, Ribisl KM, Pepper JK, Brewer NT. (2015). Graphic cigarette pack warnings: A meta-analysis of experimental studies. Poster presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
9. Myers AE, **Hall MG**, Isgett LF, Ribisl KM. (2015). A comparison of three policy approaches for tobacco retailer reduction. Paper presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
8. Noar SM, **Hall MG**, Francis DB, Ribisl KM, Pepper JK, Brewer NT. (2014). The impact of graphic cigarette pack warnings: A meta-analysis of experimental studies. Paper presented at the 64th Annual Conference of the International Communication Association, Seattle, WA.
7. **Hall MG**, Ribisl KM, Lee JGL, Noar SM, Brewer NT. (2014). Testing warning messages on smokers' cigarette packages: A proof of principle study. Paper presented at the Society for Research on Nicotine & Tobacco 20th Annual Meeting, Seattle, WA.
6. **Hall MG**, Ribisl KM, Gammon DG, Williams RS. (2014). Monitoring illicit cigarette trade: trends in tax evasion and price among Internet cigarette vendors. Poster presented at the Society for Research on Nicotine & Tobacco 20th Annual Meeting, Seattle, WA.
5. **Hall MG**, Fleischer NL, Reynales Shigematsu LM, Swayampakala K, Arrillo Santillan E, Thrasher JF. (2014). Neighborhood access to single cigarettes and smoking relapse in Mexico: Findings from the ITC Mexico Survey. Poster presented at the Society for Research on Nicotine & Tobacco 20th Annual Meeting, Seattle, WA.
4. **Hall MG**, Barrington C, Chen SY, Arambú N, Morales S, Miller WM, Alvarez B, Paz Bailey G. (2013). Respondent-driven sampling and time-location sampling: a comparison of implementation and operational challenges for HIV behavioral research. Paper presented at the Population Association of America 2013 Annual Meeting, New Orleans, LA.
3. Moore A, **Hall MG**, Leeman J, Bethea K, Glasser A, Deal A. (2013). Building capacity for evidence-based practice: a training and technical assistance intervention for community organizations. Poster presented at the Annual Meeting of the Society of Public Health Educators, Orlando, FL.
2. **Hall MG**, Simon T, Mizelle E. (2012). Local television news portrayal of school violence incidents: A content analysis. Paper presented at the American Public Health Association 140th Annual Meeting and Exposition, San Francisco, CA.

1. Wells R, Holdsworth L, Morrissey J, Blouin R, **Hall MG**, Lich KH. (2012). How a stressed local public system copes with people in psychiatric crisis. Poster presented at the International Organisation Behaviour in Healthcare Conference, Dublin, Ireland.

TEACHING AND MENTORING

Students are from the Department of Health Behavior at UNC, unless otherwise noted.

Teaching

Term	Course	Role	# and type of students
Sp 2024	HBEH 752: Health Behavior Survey Research Methods	Instructor	39 MPH
Sp 2023	HBEH 752: Health Behavior Survey Research Methods	Instructor	37 MPH
Sp 2022	HBEH 752: Health Behavior Survey Research Methods	Instructor	48 MPH
Sp 2021	HBEH 752: Health Behavior Survey Research Methods	Instructor	33 MPH
Sp 2020	HBEH 752: Health Behavior Survey Research Methods	Instructor	41 MPH
Fa 2017	HBEH 813: Professional Development	Instructor	8 PhD
Fa 2016	HBEH 813: Professional Development	Instructor	14 PhD
Sp 2014	HBEH 760: Advanced Research Methods	Teaching assistant	19 PhD
Sp 2012	FMME 225: Intl Perspectives in Med and Pub Health	Co-instructor	9 MD

Guest lectures

Term	Course	Title	Program
Sp 2024	HBEH 531: Community Engagement & Assessment	Quantitative data collection for community health assessments	BSPH, Health Behavior
Sp 2024	HBEH 763: Scale Development Methods	Measurement of gender, sex, and sexual orientation	PhD, Health Behavior
Sp 2024	HBEH 812: Professional Development	Development of biosketches and career statements	PhD, Health Behavior
Fa 2023	NUTR 711: Nutrition Across the Lifecycle	Behavioral science to inform food policy	Grad, Nutrition
Sp 2023	HBEH 531: Community Engagement & Assessment	Quantitative data collection for community health assessments	BSPH, Health Behavior
Sp 2023	HBEH 763: Scale Development Methods	Measurement of gender, sex, and sexual orientation	PhD, Health Behavior
Sp 2023	HBEH 812: Professional Development	Development of biosketches and career statements	PhD, Health Behavior
Sp 2023	HBEH 531: Community Engagement & Assessment	Quantitative data collection for community health assessments	BSPH, Health Behavior
Fa 2022	HBEH 812: Professional Development	Making the most of your methods training	PhD, Health Behavior
Fa 2022	GLBL 210: Global Issues	Global health challenges	BA, Global Studies
Sp 2022	HBEH 763: Scale Development Methods	Measurement of gender, sex, and sexual orientation	PhD, Health Behavior
Sp 2021	GLBL 210: Global Issues	Global health challenges	BA, Global Studies
Fa 2020	HBEH 772: Cancer Prevention and Control	Sugary drink health warnings	Grad, Health Behavior
Sp 2020	HBEH 812: Professional Development	Career paths in academia	PhD, Health Behavior

Fa 2019	HBEH 812: Professional Development	Career paths in academia	PhD, Health Behavior
Sp 2019	GLBL 210: Global Issues	Global health challenges	BA, Global Studies
Sp 2018	NUTR 696: Global Food Policy and Obesity Prevention	Front-of-package food labeling	Grad, Nutrition
Fa 2017	HBEH 750: Research Methods	Outcome and process evaluation	MPH, Health Behavior
Sp 2016	GLBL 210: Global Issues	Global health challenges	BA, Global Studies
Sp 2016	HBEH 860: Research Proposal Development	Applying for a National Research Service Award	PhD, Health Behavior
Fa 2015	HBEH 750: Research Methods	Outcome and process evaluation	MPH, Health Behavior
Sp 2015	GLBL 210: Global Issues	Global health challenges	BA, Global Studies
Fa 2014	HBEH 812: Professional Development	Funding opportunities for grad students	PhD, Health Behavior
Fa 2014	GLBL 210: Global Issues	Global health challenges	BA, Global Studies

Postdoctoral mentoring

- Rhyan Vereen, PhD, July 2023-present (primary advisor)
- Emily Duffy, PhD, July 2023-present (secondary advisor)

PhD mentoring

- Ana Paula Cardoso Richter, August 2019-present (primary advisor)
- Phoebe Ruggles, August 2021-present (primary advisor)
- Aline D'Angelo Campos, August 2021-present (primary advisor; co-advisor: Dr. Shu Wen Ng, Nutrition)

PhD dissertation committee member

Student	Department	Title	Year defended
David Colston	Health Behavior	Poverty and substance use: Exploring potential pathways and implications for recovery	Ongoing
Talia Kieu	Health Behavior	Parsing out the additive vs. multiplicative effects of multiple intersecting social identities on depression	Ongoing
Sarah Halvorson-Fried	Health Behavior	Food access and chronic disease risk among original residents of gentrifying neighborhoods in the United States	Ongoing
Edna Arillo Santillán	Escuela de Salud Pública de México	How and for whom do tobacco health warnings work in Mexico? An approach from health communication	Ongoing
Allie Reimold	Health Behavior	A mixed methods approach to studying dollar stores as food retailers	2024

Emily Duffy	Nutrition	Estimating the effects of the shock of the COVID-19 pandemic and a fruit and vegetable benefit increase on WIC participants in NC: A mixed methods study	2023
Lex Hurley	Health Behavior	Assessing depression and attributional styles as determinants of engagement in digital behavior change interventions	2023
Rhyan Vereen	Media and Journalism	Development and assessment of culturally-informed sugar-sweetened beverage consumption reduction messages for Black women	2023
Christine Walsh	Health Behavior	Assessing the cumulative toll of chronic stress: pathways and disparities in allostatic load across the life course	2022
Natalie Smith	Health Policy and Management	Cost-effectiveness for public health policymaking: the case of sugar-sweetened beverages	2021
Jasmin Bhawra	University of Waterloo	A five-country evaluation of nutrition labelling policies: consumer use, understanding, and knowledge of processed foods	2020

MPH Capstone team advising

- Madeleine Nieto, Jessica Otero, Jessica Roe, Callie Whitesell. 2022-2023. Community partner: Juntos NC
- Camila Dohlman, Swetha Ganesan, Marlo Kalb, Emmanuel Saint-Phard, José Sandoval. 2021-2022. Community partner: Juntos NC

MPH practicum preceptor

- Chisom Ojuwku, preceptor for University of North Carolina, 2022
- Marlyn Pulido, preceptor for Honduran Health Alliance Curriculum Development, 2021

MPH mentoring

- Antonio Gibson, Kelly McHugh, Sephara Pierre, Asher Zhang, 2023-2024
- Gina Beer, Jiona Mills, Emily Turkington, 2021-2023
- Deanie Anyangwe, Katie Aquilina, Emmanuel Saint-Phard, 2020-2022
- Alexandra Carl, Chloe Mitchell, 2019-2021

BSPH and BA mentoring

- Amienata Saidy Fatajo, UNC-CH, advisor for Fellowship for Exploring Research in Nutrition, May-August 2024
- Aaliyah Saunders, NC State, advisor for Fellowship for Exploring Research in Nutrition, May-August 2023
- Sydney Wright, UNC-Charlotte, advisor for Fellowship for Exploring Research in Nutrition, May-August 2022
- Hannah Rayala, UNC-CH, BSPH 2021, honors thesis second reader. Thesis title: "Evaluating perceived message effectiveness of health and environment-focused messages of the Meatless Monday campaign: an experiment with US adults."

GRANTS AND CONTRACTS

Ongoing

Multiple Principal Investigator, “Evaluating the impact of sugar warnings on beverage purchases in Hispanic populations.” Principal Investigators: Marissa G. Hall (contact), Lindsey Smith Taillie. National Institute of Diabetes and Digestive and Kidney Diseases. National Institutes of Health. 4/4/2024-1/31/2029. Grant #1R01DK135743. \$3,333,389 total costs.

Project Co-Lead, “Amplifying the menthol cigarette ban’s impact in priority populations with a quit smoking campaign.” Project Leads: Marissa G. Hall (contact), Noel T. Brewer. National Institutes of Health / US Food and Drug Administration. 9/30/2023-8/31/2028. Grant #1U54DA060049. \$3,481,260 total costs. (Project in “Advancing tobacco regulatory science to reduce health disparities,” Kurt Ribisl, PI. Grant #1-U54-DA060049. \$18,642,346 total costs.)

Multiple Principal Investigator, “Informing alcohol policy: The impact of evidence-based alcohol warnings on consumption.” Principal Investigators: Marissa G. Hall (contact), Anna H. Grummon. National Institute on Alcohol Abuse and Alcoholism, National Institutes of Health. 7/20/2023-6/30/2028. Grant #R01AA030548. \$2,939,335 total costs.

Principal Investigator, “Designing and evaluating high-impact pictorial health warnings for food products.” K01 Mentored Research Scientist Development Award, National Heart, Lung, and Blood Institute, National Institutes of Health. 7/15/2019-6/30/2024. Grant #K01HL147713. \$738,012 total costs.

Principal Investigator, “Centering equity in FDA regulation: Front-of-package food label effects in Latino and limited English proficiency populations.” Healthy Eating Research, program of Robert Wood Johnson Foundation. 3/1/2024-8/30/2024. Commissioned study. \$74,550 total costs.

Co-Investigator, “The impact of cannabidiol (CBD) health claims at point-of-sale on consumer perceptions and behavior.” National Institute on Drug Abuse, National Institutes of Health. Principal Investigator: Kimberly Wagoner. 7/15/2021-5/31/2026. Grant #R01DA051542. \$2,757,764 total costs.

Co-Investigator, “Informing ENDS policies: studying the impact of e-cigarette warnings on behavior.” Principal Investigator: Noel T. Brewer. National Institute on Drug Abuse, National Institutes of Health, 7/1/2020-4/30/2026. Grant #R01DA048390. \$2,510,739 total costs.

Co-Investigator, “Understanding uncontrolled vaping among vulnerable populations.” Principal Investigator: Noel T. Brewer. National Cancer Institute, National Institutes of Health. 9/10/2020-8/31/2024. Grant #R01CA246606. \$1,377,835 total costs.

Co-Investigator, “Mapping chronic disease risk of the NC retail Environment.” Principal Investigator: Shelley Golden. Gillings Research Unit, Place and Health Pilot Funding Opportunity. 7/1/2023-6/30/2024. \$30,000 total costs.

Primary mentor, “Examining marketing and parents’ perceptions of toddler milk.” Principal Investigator: Ana Paula Cardoso Richter. National Institute of Child Health and Human Development, National Institutes of Health. 4/1/2022-3/31/25. Grant #F31HD108962. \$108,641 total costs.

Completed

Multiple Principal Investigator, “Enhancing the health impact of sugar-sweetened beverage taxes: two pilot studies with parents.” Principal Investigators: Marissa G. Hall, Lindsey Smith Taillie. Carolina Population Center Population Dynamics Centers Research Infrastructure Program seed grant. 8/1/2021-8/1/2022. \$34,981 total costs.

Principal Investigator, “Designing and evaluating the effectiveness of pictorial health warnings on sugar-sweetened beverages to overcome language and literacy barriers.” Principle Investigator: Marissa G. Hall, Co-Principal Investigator: Lindsey Smith Taillie. Healthy Eating Research: Building Evidence to Promote Health and Well-Being Among Children, Round 11. Robert Wood Johnson Foundation. 2/1/2019-7/30/2021. Grant #76290. \$199,000 total costs.

Co-Investigator, “Using online food retail ‘nudges’ to promote healthier beverage intake among children whose parents participate in SNAP.” Principal Investigator: Pasquale Rummo, Co-Principal Investigator: Lindsey Smith Taillie. Healthy Eating Research: Robert Wood Johnson Foundation. 4/1/2021-7/31/2023. Grant #77755. \$224,890 total costs.

Co-Investigator, “Advancing perceived message effectiveness: a new measure for youth prevention media campaigns.” Principal Investigator: Seth Noar. National Cancer Institute, National Institutes of Health. 9/17/2019-8/31/2023. Grant #R01CA246600. \$1,364,669 total costs.

Co-Principal Investigator, “Reducing racial-ethnic disparities in sugary beverage intake: the impact of nutrition claims on fruit drink purchases among parents of young children.” Principal Investigator: Lindsey Smith Taillie, Co-Principal Investigator: Marissa G. Hall. Healthy Eating Research: Special Solicitation on Beverage Consumption in Early Childhood 2018. Robert Wood Johnson Foundation. 3/1/2019-6/30/2023. Grant #76337. \$298,924 total costs.

Multiple Principal Investigator, “Engaging Latinx community members in nutrition education and obesity prevention research.” Principal Investigators: Lindsey Smith Taillie, Marissa G. Hall. NC TraCS \$2K Stakeholder Engagement Voucher. 12/1/2019-11/30/2020. Grant #SE1910. \$2,000 total costs.

Co-Investigator, “Face covering messaging in response to the COVID-19 state of emergency.” Principal Investigator: Allison Lazard. North Carolina Department of Health and Human Services. 6/22/2020-7/31/2020. \$22,827 total costs.

Multiple Principal Investigator, “Feasibility of a new food store model to test the impact of obesity prevention policies among Latinx mothers.” Principal Investigators: Lindsey Smith Taillie, Marissa G. Hall. NC TraCS \$5K - \$50K Translational Research Matched Pilot Grant Program. 4/1/2019-4/1/2020. Grant #550KR201820. \$50,000 total costs.

Co-Investigator, “Developing a measure of perceived message effectiveness for youth e-cigarette prevention.” Principal Investigator: Jacob Rohde. NC TraCS \$2K Pilot Grant Program. 6/1/2019-6/1/2020. Grant #2KR1151907. \$2,000 total costs.

Co-Principal Investigator, “The impact of sugar-sweetened beverage warnings: a meta-analysis of experimental studies.” Principal Investigator: Anna Grummon, Co-Principal Investigator: Marissa G. Hall. Robert Wood Johnson Foundation Healthy Eating Research. 7/1/2019-6/30/2020. \$8,000 total costs.

Co-Investigator, “Social network analysis of *The Real Cost* campaign: an ego-network perspective.” Principal Investigator: Adam Saffer. Pilot Development Award, Center for Regulatory Research on Tobacco Communication, 9/1/2016-8/31/2017. \$35,243 total costs.

Principal Investigator, “Understanding how graphic warnings on cigarette packs increase quit intentions.” Mentor: Noel Brewer. Ruth L. Kirschstein National Research Service Award (NRSA) Individual Predoctoral Fellowship, National Cancer Institute, National Institutes of Health, 4/1/2016-5/14/2017. Grant #F31CA196037. \$69,474 total costs.

SERVICE

Department

Chair, Health Behavior Equity Task Force. 2022 to present
 Member, Health Behavior Equity Task Force. 2020, 2021
 Member, Health Behavior MPH Advisory Committee. 2019, 2020

School

Member, Gillings Inclusive Excellence Strategic Planning Task Force, 2024
 Member, Gillings Student Mentoring Implementation Workgroup. 2023-2024
 Member, Gillings Mentoring Committee. 2022-2023

National

Co-Chair, Healthy Eating Research Food Labeling Work Group. 2022, 2023, 2024
 Member, National Alliance for Nutrition and Activity Food Labeling Subcommittee. 2022, 2023, 2024
 Member, Nutrition Consumer and Public Health Coalition. 2023, 2024
 Member, Robert Wood Johnson Foundation’s Healthy Eating Research Annual Grantee Meeting Planning Committee. 2020, 2021, 2022, 2023
 Member, National Sugary Drink Warning Label Working Group. 2020, 2021

Peer Reviewer

Addictive Behaviors
Alcohol: Clinical and Experimental Research
Annals of Behavioral Medicine
Appetite
Behavioral Medicine
Communication Methods and Measures
European Journal of Public Health

Health Education & Behavior
Health Education Research
Health Psychology Review
International Journal of Environmental Research and Public Health
Journal of the Academy of Nutrition and Dietetics
Journal of Communication
Journal of Studies on Alcohol and Drugs
Nicotine & Tobacco Research
Obesity
Preventive Medicine Reports
PLoS ONE
PLoS Medicine
Public Health Nutrition
Social Science & Medicine
Tobacco Control

Abstract Reviewer

Society for Research on Nicotine & Tobacco 26th Annual Meeting (2022)
Society for Research on Nicotine & Tobacco 26th Annual Meeting (2020)
Society for Research on Nicotine & Tobacco 24th Annual Meeting (2018)
39th Annual Meeting & Scientific Sessions of the Society for Behavioral Medicine (2018)
38th Annual Meeting & Scientific Sessions of the Society for Behavioral Medicine (2017)

Grant Reviewer

Commissioned proposal reviewer, Healthy Eating Research (2024)