

M. Justin Byron, PhD, MHS
Curriculum Vitae

PERSONAL INFORMATION

Department of Family Medicine
School of Medicine
University of North Carolina at Chapel Hill
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EDUCATION

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| 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: <i>Improving implementation of smoke-free laws in low- and middle-income countries: Findings from qualitative research in Bogor, Indonesia</i> |
| 2009 | MHS | Johns Hopkins Bloomberg School of Public Health
Department of Health, Behavior & Society
Behavioral Sciences and Health Education
Master's Thesis: <i>Using online social networking technology for smoking cessation</i> |
| 2000 | BA | Boston College
Majors: Psychology and Philosophy
<i>magna cum laude</i> |

PROFESSIONAL EXPERIENCE

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| 2019-Present | Member, Cancer Prevention and Control, UNC Lineberger Comprehensive Cancer Center, Chapel Hill, NC |
| 2019-Present | Research Fellow, Center for Health Promotion and Disease Prevention, University of North Carolina, Chapel Hill, NC |
| 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
- 2010-2010 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, Washington, DC
- 2008-2008 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, Department of Social & Behavioral Sciences Harvard School of Public Health, Boston, MA

HONORS

- 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; Alpha Chapter, Johns Hopkins Bloomberg School of Public Health
- 2000 Order of the Cross and Crown, Boston College

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP

Refereed Articles

Original Research

Enyioha C, Boynton MH, Ranney LM, **Byron MJ**, Goldstein AO, Kistler CE (In Press). Preferences for different features of ENDS products by tobacco product use: a latent class analysis. *Substance Abuse Treatment, Prevention, and Policy*.

Byron, M. J. & Hughes, J. H. (2021) Wikipedia and nicotine and tobacco: Meeting people where they are. *Nicotine & Tobacco Research*. 23(11): 1977-1979. PMID: 33955471

Robichaud, M. O., Seidenberg, A. B., & **Byron, M. J.** (2020). Tobacco companies introduce “tobacco-free” nicotine pouches. *Tobacco Control*. 29:e145–e146. PMID: 31753961. PMCID: PMC7239723

Budiarto, I., Anshari, D., Achadi, A., & **Byron, M. J.** (2020). Perceived risk of electronic cigarettes among Indonesian users. *Berkita Kedokteran Masyarakat (Journal of Community Health)*, 36. <https://doi.org/10.22146/bkm.50954>

Lazard, A., **Byron, M. J.**, Peters, E., & Brewer, N. T. (2020). Communicating about chemicals in cigarette smoke: Impact on knowledge and misunderstanding. *Tobacco Control*, 29:556–563. PMID: 31462579. PMCID: PMC8176391

Jeong, M., Noar, S. M., Zhang, D., Mendel, J. R., Agans, R. P., Boynton, M. H., **Byron, M. J.**, Baig, S. A., Ranney, L. M., Ribisl, K. M., & Brewer, N. T. (2020). Public understanding of cigarette smoke chemicals: Longitudinal study of US adults and adolescents. *Nicotine & Tobacco Research*, 22(5):747-755. PMID: 30852611. PMCID: PMC7171288

Byron, M. J., Hall, M. G., King, J. L., Ribisl, K. M., & Brewer, N. T. (2019). Reducing nicotine without misleading the public: Descriptions of cigarette nicotine level and accuracy of perceptions about nicotine content, addictiveness, and risk. *Nicotine & Tobacco Research*. 21 (Suppl 1): S101–S107. PMID: 31867657. PMCID: PMC6939779

Hall, M. G., **Byron, M. J.**, Brewer, N. T., Noar, S. M., & Ribisl, K. M. (2019). Interest in illicit purchase of cigarettes under a very low nicotine content product standard. *Nicotine & Tobacco Research*. 21 (Suppl 1): S128–S132. PMID: 31867641. PMCID: PMC6939751

Villanti, A., **Byron, M. J.**, Mercincavage, M., Pacek, L. R. (2019). Misperceptions of nicotine and nicotine reduction: The importance of public education to maximize the benefits of a nicotine reduction standard. *Nicotine & Tobacco Research*. 21 (Suppl 1): S88–S90. PMID: 31867645. PMCID: PMC6939783

Cruz, T. B., Rose, S. L., Lienemann, B. A., **Byron, M. J.**, Meissner, H. I., Baezconde-Garbananti, L., Huang, L. L., Carrol, D. M., Soto, C., & Unger, J. B. (2019) Pro and anti-tobacco marketing aimed at vulnerable populations: A systematic review. *Tobacco Induced Diseases*, 17(68). PMID: 31582956. PMCID: PMC6770621

Byron, M. J., Cohen, J. E., Frattaroli, S., Gittelsohn, J., Drope, J. M., Jernigan, D. H. (2019). Implementing smoke-free policies in low- and middle-income countries: A brief review and research agenda. *Tobacco Induced Diseases*, 17(60). PMID: 31582949. PMCID: PMC6770618

Baig, S. A.,* Byron, M. J.*, Pepper, J. K., & Brewer, N. T. (2019) Interest in “organic,” “natural,” and “additive-free” cigarettes after hearing about toxic chemicals in cigarette smoke. *PLOS One*, 14(3); e0212480. PMID: 30840639 PMCID: PMC6402619 (*joint first authors).

Lienemann, B. A., Rose, R.W., Unger, J., Meissner, H., **Byron, M. J.**, Baezconde-Garbonati, L., Huang, L., Cruz, T. (2019) Tobacco advertisement liking, vulnerability factors, and tobacco use among young adults. *Nicotine & Tobacco Research*. 21(3):300-308. PMID: 30329102. PMCID: PMC6611945

Byron, M. J., Strasser, A., & Delnevo, C. (2019) Little and filtered cigars meet the legal definition of cigarettes and should be included in nicotine reduction regulation. *Tobacco Control*. 28:350–351. PMID: 30021871

Baig, S. A., **Byron, M. J.**, Lazard, A. J., & Brewer, N. T. (2019) “Organic,” “natural,” and “additive-free” cigarettes: Comparing the effects of advertising claims and disclaimers on perceptions of harm. *Nicotine & Tobacco Research*. 21(7):933-939. PMID: 29529277 PMCID: PMC6588395

Brodar, K. E., **Byron, M. J.**, Peebles, K., Hall, M. G., Pepper, J. K., & Brewer, N. T. (2018). “That’s probably what my mama’s lungs look like”: How adolescent children react to pictorial warnings on their parents’ cigarette packs. *BMC Public Health*. 18, 1125. PMID: 30219038 PMCID: PMC6139175

El-Toukhy, S., Baig, S. A., Jeong, M., **Byron, M. J.**, Ribisl, K. M. & Brewer, N. T. (2018) Impact of modified risk tobacco product claims on beliefs of US adults and adolescents. *Tobacco Control*, 27: s62-s69. PMID: 30158212 PMCID: PMC6202195

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. (2018) Adolescent tobacco coupon receipt, vulnerability characteristics, and subsequent tobacco use: Analysis of the U.S. Wave 1 and 2 PATH Studies. *Tobacco Control*. 27:e50–e56. PMID: 29472444. PMCID: PMC6371970

Byron, M. J., Jeong, M., Abrams, D. B. & Brewer, N. T. (2018) Public misperception that very low nicotine cigarettes are less carcinogenic. *Tobacco Control*, 27: 712-714. PMID: 29363610 PMCID: PMC6056339

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

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. PMID: 30288395 PMCID: PMC6168087

[Began faculty position at UNC Family Medicine January 15, 2018]

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*, 34:3, 333-342. PMID: 29236552. PMCID: PMC6031476

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

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

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

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

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

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

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

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

Byron, M. J., Baig, S. A., Moracco, 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

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

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

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

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

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

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

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

Editorials or Letters

Morgan, J. C., **Byron, M. J.**, Baig, S. A., Stepanov, I., & Brewer N. T. (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.

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

Published Abstracts

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 at the 12th Annual Asia Pacific Conference on Tobacco or Health, Bali, Indonesia. *Tobacco Induced Disease*, 2018;16(Suppl 1):A711.

Baig, S. A., **Byron, M. J.**, Lazard, A. J., & Brewer, N. T. (2018) “Organic,” “natural,” and “additive-free” cigarettes: Do disclaimers offset advertising claims' effects on risk perception? *Annals of Behavioral Medicine*. 52 (Suppl 1):S379.

Lazard, A., Schmidt, A., Vu, H., **Byron, M. J.**, Peters, E., Boynton, M. H., & Brewer, N. T. (2017). Icons of Health Effects of Cigarette Smoke: A Test of Semiotic Type. *Annals of Behavioral Medicine*. 51 (Suppl 1): S858.

Byron, M. J., Baig, S. A., Moracco, K. E., & Brewer, N. T. (2016) Health perceptions and decisions about "natural" cigarettes and their disclaimers. *Annals of Behavioral Medicine*. 50 (Suppl 1): S330.

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*. 50 (Suppl 1): S77.

In Press or Under Review

Kowitt SD, Anshari D, Orlan EN, Kim KS, Ranney LM, Goldstein AO, & **Byron MJ**. (Under review) Impact of an e-cigarette tax on cigarette and e-cigarette use in a middle-income country: a study from Indonesia. *BMJ Open*.

Byron, M. J., Lazard, A. J., & Brewer, N. T. (Under review) Is a cigarette brand with fewer chemicals safer? Public perceptions in two national US experiments.

Ranney, L., Jarman, K. L., Clark, S. A., Baler, G., Gourlay, M., Brewer, N. T., Goldstein, A. O., & **Byron, M. J.** (Under review). Reducing misperceptions about very low nicotine content cigarettes: insights from interviews with adult smokers.

Reports and Federal Public Comments

Byron, M. J. (2020) Marketing concerns regarding Camel Snus MRTP application: Comment for Docket FDA-2017-N-4678. December 30.

Byron, M. J., Baig, S. A., Jeong, M., Ribisl, K. M., Hall, M. G., & Brewer, N. T. (2019) IQOS reduced exposure claims mislead consumers to believe the product is less harmful. Comment for FDA Docket FDA-2017-D-3001. February 15.

Delnevo, C., Strasser, A. A., **Byron, M. J.,** Hrywna, M., & Schroth, K. Comments on scope of very low nicotine content standard. (2018) Comment for FDA Docket FDA-2017-N-6189. July 16.

Byron, M. J., Mercincavage, M., Pacek, L., & Villanti, A. (2018) Comment on perceptions of very low nicotine content (VLNC) cigarettes. Comment for FDA Docket FDA-2017-N-6189. July 11.

Byron, M. J. (2010) Suggested regulation approach for dissolvable tobacco products. Comment for FDA Docket FDA-2010-N-0123. September 20.

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.

Letters to the Editor

Byron, M. J., Goldstein, A. O., Ranney, L. M. (2018, September 28). How to get kids off Juul? Treat it as the tobacco product that it is. *The News & Observer*. Available online at: <https://www.newsobserver.com/opinion/letters-to-the-editor/article219182460.html>

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

Byron, M. J., Ross Dew, K., Clark, S. A., Cappella, J. N., Brewer, N. T., Sheeran, P. & Goldstein A. O. (2022, March) *Stuck in the middle rather than switching: E-cigarette and cigarette dual users' beliefs about quitting and perspectives on mass media cessation ads*. Poster to be presented at the 28th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

Byron, M. J., Jarman, K. L., Ranney, L., Brewer, N., Agans, R. P., & Goldstein, A. (2022, March) *The truth sandwich and other techniques to correct nicotine reduction misperceptions: RCT with a national probability sample*. Poster to be presented at the 28th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

Byron, M. J., Ross Dew, K., Clark, S. A., Cappella, J. N., Brewer, N. T., Sheeran, P. & Goldstein A. O. (2022, April) *Dual use of e-cigarettes and cigarettes in North Carolina: Qualitative findings about quitting beliefs and perspectives on cessation campaign advertisements*. Oral presentation to be made at the 2022 North Carolina Public Health Association Education Conference, Asheville, NC.

Byron, M. J., Jarman, K. L., Ranney, L, Baler, G., Clark, S. A., Goldstein, A. O. (2022, March) *Promising themes for correcting public misperceptions about nicotine reduction*. Poster to be presented at the 28th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

Ranney, L, Baler, G., Clark, S. A., Jarman, K. L., Goldstein, A. O., & **Byron, M. J.** (2022, March) *Nicotine pouches: A strategy to hook a new cohort on nicotine while maintaining addicted smokers*. Poster to be presented at the 28th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

Ross Dew, K., Clark, S. A., Goldstein A. O., Cappella, J. N., Brewer, N. T., Sheeran, P. & **Byron, M. J.** (2021, October) *Cigarette and e-cigarette dual users' beliefs about quitting and their perspectives on cessation campaign ads*. Poster presented at the 2021 NIH Tobacco Regulatory Science Meeting, virtual.

Byron, M. J., Jarman, K. L., Ranney, L., Brewer, N., & Goldstein, A. (2021, October) *Using MaxDiff and a national RCT to determine the most promising campaign themes for correcting public misperceptions about nicotine reduction*. Oral presentation at the 2021 NIH Tobacco Regulatory Science Meeting, virtual.

Baler, G., Clark, S., Jarman, K. L., **Byron, M. J.**, & Ranney, L. (2021, October) *Nicotine pouches: A new "socially acceptable" smokeless tobacco?* Poster presented at the 2021 NIH Tobacco Regulatory Science Meeting, virtual.

Ross Dew, K., Goldstein A. O., Cappella, J. N., Brewer, N. T., Sheeran, P. & **Byron, M. J.** (2021, October) *Investigating beliefs about and barriers to quitting among dual users of cigarettes and e-cigarettes*. Poster presented at the American Public Health Association annual meeting, Denver, CO.

Clark, S. A., Baler, G., Ranney, L. M., Jarman, K. L., Goldstein, A. O., Brewer, N. T., **Byron, M. J.** (2021, March) *Smokers' perceptions of very low nicotine content cigarette health risk messages*. Poster presentation at the 27th Annual Meeting of the Society for Research on Nicotine and Tobacco, virtual.

Byron, M. J., Orlan, E., Anshari, D., Kowitt, S. D., Ranney, L., & Goldstein, A. O. (2020, March). *Impact of an e-cigarette tax on combusted cigarette use in a lower-middle income country*. Oral presentation at the 26nd Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA.

Ribisl, K. M., Hall, M. G., **Byron, M. J.**, Noar, S. M., & Brewer, N. T. (2019, October). *Interest in illegally buying cigarettes under a very low nicotine content product standard*. Oral presentation at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

Byron, M. J., Ranney, L., Brewer, N., & Goldstein, A. (2019, October) *Developing messages to correct misperceptions about very low nicotine content cigarettes*. Poster presentation at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

Carroll, D. M., Rose, S. W., Unger, J. B., Soto, C., Lienemann, B. A., **Byron, M. J.**, Meissner, H. I., Huang L. L., Baezconde-Garbanati, L., & Cruz, T. B. (2019, August). *Pro- and anti-tobacco marketing*

aimed at vulnerable populations: A systematic review. Poster presentation at the National Conference on Tobacco or Health, Minneapolis, MN.

Byron, M. J. (2019, March) *Preparing the public for nicotine reduction.* State of the Science: Research in Tobacco Cessation, Products & Policy. Winston-Salem, NC.

Byron, M. J., Lazard, A. J., Vu, H. & Brewer, N. T. (2019, February). *How chemical quantities are conveyed affects perceived risk of cigarette brands and interest in switching brands.* Poster presentation at the 25nd Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

Byron, M. J., Vu, H., Ribisl, K. M., Noar, S. M., Abrams, D. B., & Brewer, N. T. (2019, February). *US smokers' qualitative perceptions and questions about very low nicotine cigarettes.* Poster presentation at the 25nd Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

Byron, M. J. & Hall, M. G. (2019, February). *How to introduce nicotine reduction to the public without causing misperceptions: Effects of nicotine content descriptions on perceived nicotine quantity, addictiveness, and risk.* Oral presentation at the 25nd Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

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

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 at the 2018 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

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 presented at the 2018 NIH Tobacco Regulatory Science Meeting, Bethesda, MD

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 presented at the 2018 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

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.

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.

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.

Lienemann, B. A., Cruz, T. B., Rose, S. W., Unger, J. B., Meissner, H. I., Baezconde-Garbanati, L., & **Byron, M. J.** (2018, February) *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 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

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 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

[Began faculty position at UNC Family Medicine January 15, 2018]

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.

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.

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.

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.

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.

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.

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.

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.

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.

Byron, M. J., Baezconde-Garbanati, L., Cruz, T. B., et al. (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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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

TEACHING ACTIVITIES

Course Lectures

“Emerging tobacco products.” UNC-Duke Tobacco Treatment Specialist Training. UNC School of Medicine. June 8, 2020; October 19, 2020; November 30, 2020; March 8, 2021; June 7, 2021. October 25, 2021.

"Global tobacco policy interventions." HPM/HBEH 765, Cancer Prevention and Control Seminar. UNC Gillings School of Global Public Health, September 1, 2020; September 9, 2021.

"Case-control studies and odds ratios." UNC Faculty Development Fellowship Program. UNC School of Medicine, June 3, 2019; September 28, 2020; June 9, 2021.

"Principles of critical appraisal: Cross-sectional studies." UNC Faculty Development Fellowship Program. UNC School of Medicine, March 5, 2018; March 4, 2019; March 2, 2020; September 30, 2021.

"Tobacco policy interventions." HPM/HBEH 765, Cancer Prevention and Control Seminar. UNC Gillings School of Global Public Health, September 5, 2019.

Panelist on experiences as a faculty and postdoctoral fellow. 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, October 31, 2014; October 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

Invited Talks and Presentations

“Assessing and addressing lingering nicotine misperceptions.” Food and Drug Law Institute’s Tobacco and Nicotine Products Regulation and Policy Conference. October 28, 2021.

“E-cigarette vaping: How do we reduce it and how do we help addicted students quit?” Northwood High School.” October 27, 2021.

“Writing for journals: Experiences and tips.” UNC Time for Teaching. UNC Family Medicine. July 23, 2021.

“What to know about emerging tobacco products.” UNC Tobacco Treatment Programs. UNC School of Medicine. February 18, 2021.

“Using Facebook and Instagram recruiting to study the effect of prices on e-cigarette and cigarette use in Indonesia.” Office of Global Health Education Global Health Forum. University of North Carolina Institute for Global Health and Infectious Diseases. February 20, 2020, Chapel Hill, NC.

"Public beliefs and misperceptions about cigarettes with reduced nicotine content." Presentation as Subject Matter Expert to the FDA Tobacco Products Scientific Advisory Committee. February 14, 2020, Bethesda, MD.

"Guidance on development of an FDA communication campaign regarding very low nicotine content cigarettes." Meeting at the RTI International. January 6, 2020, Research Triangle Park, NC.

"Do high e-cigarette taxes drive vapers to cigarettes? A study of Indonesia's 2018 e-cigarette tax using Facebook and Instagram recruiting." Innovations in Tobacco Control Seminar Series. Johns Hopkins Bloomberg School of Public Health. November 21, 2019, Baltimore MD.

Mentorship

Summer research mentorship:

Evan Hatch

4th Year medical student, UNC School of Medicine
2020-2021

Informally mentored as part of the Bloomberg Indonesia grant:

Elizabeth Orlan, MPH

PhD Student, Health Behavior, UNC Gillings School of Global Public Health
2018-2019

Sarah Kowitt, PhD

Postdoctoral Fellow, Family Medicine, UNC School of Medicine
2018-2019

GRANTS

Active

(M. Justin Byron, PI) 7/20/20-6/30/25 \$892,455

Designing and evaluating communication for dual users of e-cigarettes and combustible cigarettes
NIH NCI/FDA: K01 CA253234

This research and training proposal develops and tests campaign messages for dual users of e-cigarettes and cigarettes to inform them of their continued health risks and encourage them to quit.

Role: Principal Investigator, 75-80% FTE

(Erin P. Fraher, PI) 1/1/20-4/30/22 \$255,000

Producing the evidence needed for hospitals to successfully navigate the shift to value

The Duke Endowment

This grant documents and evaluates the experience of the UNC Family Medicine Center's transition from a fee-for-service model to a per member per month model of value-based care. The project includes quantitative and qualitative data collection of this transition.

Role: Co-Investigator, 3-6% FTE

(M. Justin Byron, PI) 7/1/19-6/30/22 \$427,625

Correcting public misperceptions about very low nicotine content cigarettes

NIH NCI/FDA: R21 CA234968

This project develops and tests messages to reduce the common misperception that very low nicotine content cigarettes are less likely to cause cancer than current cigarettes. This research will inform communications to help maximize the benefits of a nicotine reduction policy.

Role: Principal Investigator, 20-30% FTE

(M. Justin Byron, PI) 8/1/21-7/30/23 loan repayment of \$45,011

Designing and evaluating communication for sexual and gender minority users of e-cigarettes and cigarettes

NIH NIDA Loan Repayment Program - Health Disparities Research

This project develops health communication campaign messages for sexual and gender minority dual users of cigarette and e-cigarettes encouraging and supporting them in quitting tobacco products.

Role: Principal Investigator, 0% FTE

Submitted

(Rachel Cassidy, PI) 9/1/21-8/31/24 \$1,431,000

Testing nicotine reduction policy scenarios on youth behavior

NIH/FDA: TBD

The proposed project will use an ecologically valid laboratory model of smoking behavior, the Experimental Tobacco Marketplace to model the effects of counterfactual policies on youth tobacco product choices in a facsimile of the current, complex tobacco landscaper while minimizing tobacco product exposure in this vulnerable population.

Submitted Feb. 2021. Scored Jul. 2021. Preparing for resubmission.

Role: Co-Investigator, 15% FTE

Completed

(Matthew Hall, PI) 11/6/18-11/5/19 \$2,500

Pregnancy related e-cigarette use and maternal and neonatal outcomes (PREMO)- A pilot study

UNC Family Medicine Innovations Award

This pilot project assesses the feasibility of using a retrospective hospital-based cohort study, combining billing code and an online survey, to identify women who used e-cigarettes during pregnancy. This will prepare for an R01 proposal on health effects of e-cigarettes in pregnancy.

Role: Co-Investigator, 0% FTE

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

Effective communication on tobacco product risk and FDA authority

NIH NCI/FDA: P50CA180907

The UNC Center for Regulatory Research on Tobacco Communication is an 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, 18% FTE

(M. Justin Byron, PI) 6/24/18-12/31/18 \$66,800

Impact of an e-cigarette tax on conventional cigarette use in Indonesia

Bloomberg Foundation / Johns Hopkins Institute for Global Tobacco Control

This project uses a pre-/post- survey design to evaluate the effects of a new national e-cigarette tax on self-reported tobacco product use, to determine whether the tax increases use of toxic conventional cigarettes.

Role: Principal Investigator, 20% FTE

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

Effective communication on tobacco product risk and FDA authority

NIH NCI/FDA: P50CA180907

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, 100% FTE

(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 NIH NCI/FDA P50CA180907

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, 75% FTE

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

Optimizing public display of information on tobacco product constituents

NIH NCI/FDA: P50CA180907-03S1

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, 100% FTE

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

Understanding implementation of smoke-free laws in Bogor, Indonesia

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

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)

6/1/10-8/1/10

\$9,201

Preliminary field discussions and groundwork in Bogor, Indonesia

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

The goal of this project 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

PROFESSIONAL SERVICE

To Discipline

National Leadership Positions

2021-Present Co-Chair, Communications Subcommittee, Health Disparities Network
Society for Research on Nicotine and Tobacco

2013-Present Co-founder, Wikipedia Update Project
Society for Research on Nicotine and Tobacco

2021-2022 Planning Committee Member, 2022 Annual Meeting of the Society for Research on
Nicotine and Tobacco, Baltimore MD

Organization Memberships

2018-Present North Carolina Alliance for Health - Member, Health Equity Committee

2014-Present Society for Behavioral Medicine, Member

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

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

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

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

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

Conference Abstract Reviewer

Annual Meeting of the Society for Research on Nicotine and Tobacco, 2017-2022
Asia Pacific Conference on Tobacco or Health, 2018
American Public Health Association- Alcohol, Tobacco and Other Drugs section, 2010-2013

Ad Hoc Journal Reviewer (2014-Present)

Addiction
Addictive Behaviors
American Journal of Preventive Medicine
American Journal of Public Health
Asia Pacific Journal of Public Health
BMJ Open
Drug and Alcohol Review
Health Education Research
International Journal of Drug Policy
International Journal of Environmental Research and Public Health
Journal of Adolescent Health
Journal of Health Communication
Journal of Public Health Research
Nicotine & Tobacco Research
Preventive Medicine
Pan American Journal of Public Health
Tobacco Control
Tobacco Induced Diseases
Tobacco Prevention & Cessation
Tobacco Regulatory Science

Within UNC-Chapel Hill

2020-Present Health Equity Advisory Group, Professional Development Subgroup
 UNC School of Medicine, Department of Family Medicine

2018 Strategic Planning Group, Research Subcommittee
 UNC School of Medicine, Department of Family Medicine

Other: NIH Study Sections

2021, Mar Grant Reviewer, NIH Center for Scientific Review, National Institute on Drug Abuse
 (NIDA), Special Emphasis Panel, RFA-DA-21-009 Interventions to Prevent Electronic
 Nicotine Delivery Systems (ENDS) Use Among Adolescents, ZDA1 YXF-U