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My research applies behavioral science methods to design and evaluate population-level strategies to prevent three of the largest causes of preventable death worldwide: poor nutrition, tobacco use, and alcohol use, with the overall goal of preventing cancer and other chronic diseases. My nutrition research has a focus on Latino populations in the US.

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

- 2021 Junior Faculty Development Award, Office of the Executive Vice Chancellor and Provost, University of North Carolina
- 2017 Delta Omega Service 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

PAPERS IN PEER-REVIEWED JOURNALS

Underlining indicates trainee

* Co-first authors

88. Grummon AG, **Hall MG**. Updated health warnings for alcohol – informing consumers and reducing harm. *N Engl J Med*. 2022 Aug 27;772-774. doi: 10.1056/NEJMp2206494. [Epub ahead of print].
87. 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.
86. Mora-Plazas M,* Higgins ICA,* Gomez LF, **Hall MG**, Parra MF, Bercholz M, Murukutla N, Taillie LS. Impact of nutrient warning labels on choice of ultra-processed food and drinks high in sugar, sodium, and saturated fat in Colombia: A randomized controlled trial. *PLoS One*. 2022;17(2):e0263324. doi: 10.1371/journal.pone.0263324. eCollection 2022. PubMed PMID: 35143553; PubMed Central PMCID: PMC8830675.
85. 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.

84. 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.
83. 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.
82. 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.
81. 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.
80. 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 May 14;. doi: 10.1093/ntr/ntac127. [Epub ahead of print] PubMed PMID: 35567788.
79. 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.
78. 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.
77. 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.
76. 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 Mar 24;:e1-e4. doi: 10.2105/AJPH.2022.306766. [Epub ahead of print] PubMed PMID: 35324262.

75. 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 Mar 11;. doi: 10.1093/jn/nxac018. [Epub ahead of print] PubMed PMID: 35274701.
74. 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.
73. 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.
72. 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.
71. **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.
70. 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.
69. **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 Jan 18;. doi: 10.1093/ajcn/nqac008. [Epub ahead of print] PubMed PMID: 35040866.
68. 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.
67. 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.

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61. 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 Jan 21:1-9. doi: 10.1017/S1368980021000264. [Epub ahead of print] PubMed PMID: 33472718.
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55. **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.
54. 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.
53. 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.
52. 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.
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49. 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.

48. 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.
47. 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.
46. 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.
45. 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.* 2020 Apr 8;:1-9. doi: 10.1080/10410236.2020.1749353. [Epub ahead of print] PubMed PMID: 32268799.
44. 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.
43. **Hall MG**, Lazard AJ, Grummon AH, Mendel JR, Taillie LS. The impact of front-of-package claims, fruit images, and health warnings on consumers' perceptions of sugar-sweetened fruit drinks: Three randomized experiments. *Prev Med.* 2020 Mar;132:105998. doi: 10.1016/j.ypmed.2020.105998. Epub 2020 Jan 23. PubMed PMID: 31982477; PubMed Central PMCID: PMC7085890.
42. Taillie LS, **Hall MG**, Popkin BM, Ng SW, Murukutla N. Experimental studies of front-of-package nutrient warning labels on sugar-sweetened beverages and ultra-processed foods: A scoping review. *Nutrients.* 2020 Feb 22;12(2). doi: 10.3390/nu12020569. Review. PubMed PMID: 32098363; PubMed Central PMCID: PMC7071470.
41. **Hall MG**, Byron JM, Brewer NT, Noar SM, Ribisl KM. Interest in illicit purchase of cigarettes under a very low nicotine content product standard. *Nicotine Tob Res.* 2019 Dec 23;21(Suppl 1):S128-S132. doi: 10.1093/ntr/ntz159. PubMed PMID: 31867641; PubMed Central PMCID: PMC6939751.
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39. Grummon AH, Taillie LS, Golden SD, **Hall MG**, Ranney LM, Brewer NT. Sugar-sweetened beverage health warnings and purchases: A randomized controlled trial. *Am J Prev Med*. 2019 Nov;57(5):601-610. doi: 10.1016/j.amepre.2019.06.019. Epub 2019 Oct 2. PubMed PMID: 31586510; PubMed Central PMCID: PMC6803129.
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37. Brewer NT, Jeong M, **Hall MG**, Baig SA, Mendel JR, Lazard AJ, Noar SM, Kameny MR, Ribisl KM. Impact of e-cigarette health warnings on motivation to vape and smoke. *Tob Control*. 2019 Jul 10;. doi: 10.1136/tobaccocontrol-2018-054878. [Epub ahead of print] PubMed PMID: 31292169; PubMed Central PMCID: PMC6824616.
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35. Brewer NT, Parada H, **Hall MG**, Boynton MH, Noar SM, Ribisl KM. Understanding why pictorial cigarette pack warnings increase quit attempts. *Ann Behav Med*. 2019 Mar 1;53(3):232-243. doi: 10.1093/abm/kay032. PubMed PMID: 29850764; PubMed Central PMCID: PMC6265120.
34. **Hall MG**, Saffer AJ, Noar SM. A secondary audience's reactions to "The Real Cost" advertisements: Results from a study of US young adult smokers and susceptible nonsmokers. *Am J Prev Med*. 2019 Feb;56(2 Suppl 1):S57-S64. doi: 10.1016/j.amepre.2018.08.005. PubMed PMID: 30661527; PubMed Central PMCID: PMC6373760.
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21. Chen MS, **Hall MG**, Parada H, Peebles K, Brodar KE, Brewer NT. Symptoms during adolescents' first use of cigarettes and e-cigarettes: A pilot study. *Int J Environ Res Public Health*. 2017 Oct 20;14(10). doi: 10.3390/ijerph14101260. PubMed PMID: 29053574; PubMed Central PMCID: PMC5664761.

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12. Moracco KE, Morgan JC, Mendel J, Teal R, Noar SM, Ribisl KM, **Hall MG**, Brewer NT. "My first thought was croutons": Perceptions of cigarettes and cigarette smoke constituents among adult smokers and nonsmokers. *Nicotine Tob Res*. 2016 Jul;18(7):1566-74. doi: 10.1093/ntr/ntv281. Epub 2015 Dec 17. PubMed PMID: 26681775; PubMed Central PMCID: PMC4902881.

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10. Noar SM, **Hall MG**, Francis DB, Ribisl KM, Pepper JK, Brewer NT. Pictorial cigarette pack warnings: A meta-analysis of experimental studies. *Tob Control*. 2016 May;25(3):341-54. doi: 10.1136/tobaccocontrol-2014-051978. Epub 2015 May 6. Review. PubMed PMID: 25948713; PubMed Central PMCID: PMC4636492.
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3. **Hall MG**, Garrett JJ, Barrington C. La situación económica: Social determinants of contraceptive use in rural Honduras. *Glob Public Health*. 2014;9(4):455-68. doi: 10.1080/17441692.2014.890238. Epub 2014 Mar 5. PubMed PMID: 24593192; PubMed Central PMCID: PMC4310570.
2. **Hall MG**, Ribisl KM, Brewer NT. Smokers' and nonsmokers' beliefs about harmful tobacco constituents: Implications for FDA communication efforts. *Nicotine Tob Res*. 2014 Mar;16(3):343-50. doi: 10.1093/ntr/ntt158. Epub 2013 Oct 22. PubMed PMID: 24151139; PubMed Central PMCID: PMC3920339.

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.

PUBLISHED ABSTRACTS

5. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Brewer NT. (2016). Reactance to health warnings: the role of affect and cognition. *Annals of Behavioral Medicine*, 50, s56. Symposium conducted at the 37th Annual Meeting of the Society of Behavioral Medicine. Washington, DC.
4. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Bach LE, Brewer NT. (2015). Does reactance to graphic cigarette pack warnings weaken their impact? *Annals of Behavioral Medicine*, 49, s162. Paper presented at the 36th Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
3. **Hall MG**, Bach LE, Noar SM, Ribisl KM, Brewer NT. (2015). Social reactions to graphic cigarette pack warnings: a pilot study. *Annals of Behavioral Medicine*, 49, s162. Paper presented at the 36th Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
2. Noar SM., **Hall MG**, Francis DB, Ribisl KM, Pepper JK, Brewer NT. (2015). Graphic cigarette pack warnings: a meta-analysis of experimental studies. *Annals of Behavioral Medicine*, 49, s158. Symposium conducted at the 36th Annual Meeting of the Society of Behavioral Medicine. San Antonio, TX.
1. **Hall MG**, Ribisl KM, Brewer NT. (2014). Smokers' and non-smokers' beliefs about harmful tobacco constituents: implications for FDA communication efforts. *Annals of Behavioral Medicine*, 47, s46. Poster presented at the 35th Annual Meeting of the Society of Behavioral Medicine, Philadelphia, PA.

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 ON FEDERAL REGULATIONS

Underlining indicates a trainee

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 on docket no. FDA-2021-N-0336 for Federal Registrar 86 FR 24629.*
5. **Hall MG**. (2019). Petition to require accurate and non-misleading labeling on meat processed with non-synthetic nitrates and nitrites. *Comment submitted on Federal Register Docket No. FSIS-2019-0022.*
4. **Hall MG**, Noar SM, Brewer NT. (2019). Tobacco products; required warnings for cigarette packages and advertisements: response to FDA request for comments. **First comment submitted on Federal Register Docket No. FDA–2019–N–3065.**
3. **Hall MG**, Noar SM, Brewer NT. (2019). Tobacco products; required warnings for cigarette packages and advertisements: response to FDA request for comments. **Second comment submitted on Federal Register 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: response to FDA request for comments. *Comment submitted on Federal Register 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 on Federal Register Docket No. FDA-2017-D-3001.*

INVITED TALKS

National and international

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.

University of North Carolina at Chapel Hill

2. "Best practices for survey measurement and cognitive interviewing." Talk presented at Carolina Center for Public Service. Chapel Hill, NC. June 2020.
1. "Health warning labels: Applying behavioral science experiments to inform public policy." Talk presented at Carolina Population Center. Chapel Hill, NC. November 2019.

CONFERENCE PRESENTATIONS

Underlining indicates a trainee

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.

GRANTS

Ongoing

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.

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

Primary Mentor, “Examining marketing and parents’ perceptions of toddler milk.” National Institute of Child Health and Human Development, National Institutes of Health. Principal Investigator: Ana Paula Cardoso Richter. 4/1/2022-4/2/2025. Grant #F31HD108962. \$108,641 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, “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. 4/1/2021-3/30/2023. 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. 9/17/2019-8/31/2022. Grant #R01CA246600. \$1,364,669 total costs.

Co-Investigator, “Informing ENDS policies: studying the impact of e-cigarette warnings on behavior.” Principal Investigator: Noel Brewer. National Institute on Drug Abuse, National Institutes of Health, 7/1/2020-4/30/2025. Grant #R01DA048390. \$2,510,739 total costs.

Co-Investigator, “Understanding uncontrolled vaping among vulnerable populations.” Principal Investigator: Noel Brewer. National Cancer Institute, National Institutes of Health. 9/10/2020-8/31/2023. Grant # R01CA246606. \$1,377,835 total costs.

Completed

Principal Investigator, “Designing and evaluating the effectiveness of pictorial health warnings on sugar-sweetened beverages to overcome language and literacy barriers.” 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-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 Taillie. Healthy Eating Research: Special Solicitation on Beverage Consumption in Early Childhood 2018. Robert Wood Johnson Foundation. 3/1/2019-3/1/2021. Grant #76337. \$298,924 total costs.

Co-Principal Investigator, “Engaging Latinx community members in nutrition education and obesity prevention research.” Principal Investigator: Lindsey Smith Taillie. 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.

Co-Principal Investigator, “Feasibility of a new food store model to test the impact of obesity prevention policies among Latinx mothers.” Principal Investigator: Lindsey Taillie. 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. 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.

Principal Investigator, “Building tobacco control collaborations in Cuba.” Anne Cynthia Price Award, Gillings School of Global Public Health. 7/1/2016-7/1/2017. \$1,500 total costs.

Principal Investigator, “Increasing availability and consumption of single cigarettes: trends and implications for smoking cessation from the ITC Mexico Survey.” Mentor: James Thrasher. Latin America Summer Fellowship, Office of Global Health, University of North Carolina. 3/1/2013-3/1/2014. \$2,500 total costs.

Principal Investigator, “Respondent-driven sampling and time-location sampling: a comparison of implementation and operational challenges for HIV behavioral research in Guatemala.” Mentor: Clare Barrington. Pre-Dissertation Summer Field Research Grant, Institute for the Americas, University of North Carolina. 4/1/2012-8/1/2012. \$1,500 total costs.

TEACHING AND MENTORING ACTIVITIES

Courses

Instructor for HBEH 752: Health Behavior Survey Research Methods (MPH course)

UNC Gillings School of Global Public Health, Department of Health Behavior

Enrollment:

2022, $n=48$

2021, $n=33$

2020, $n=41$

Instructor for HBEH 813: Professional Development (doctoral course)

UNC Gillings School of Global Public Health, Department of Health Behavior

Enrollment:

2017, $n=8$

2016, $n=14$

Faculty Advisor for HBEH 746: MPH Capstone (MPH course)

UNC Gillings School of Global Public Health, Department of Health Behavior

2022-2023, $n=4$

2021-2022, $n=5$

Teaching Assistant for HBEH 760: Advanced Research Methods (doctoral course)

UNC Gillings School of Global Public Health, Department of Health Behavior

Enrollment:

2014, $n=19$

Co-Instructor for FMME 225: Exploring International Perspectives in Medicine and Public Health (graduate elective)

UNC Gillings School of Global Public Health, Department of Health Behavior

Enrollment:

2012, $n=9$

Student advising: Ongoing

*funded by my sponsored research

PhD

- Ana Paula Cardoso Richter,* Health Behavior at UNC-CH, advisor, August 2019-present
- Phoebe Ruggles,* Health Behavior at UNC-CH, advisor, August 2021-present
- Aline D'Angelo Campos,* Health Behavior at UNC-CH, advisor, August 2021-present
- Lex Hurley, Health Behavior at UNC-CH, dissertation committee member
- Rhyan Vereen, Media and Journalism at UNC-CH, dissertation committee member
- Emily Duffy, Nutrition at UNC-CH, dissertation committee member

MPH

- Emily Turkington, Health Behavior at UNC-CH, advisor, August 2021-present
- Gina Beer, Health Behavior at UNC-CH, advisor, August 2021-present
- Jiona Mills, Health Behavior at UNC-CH, advisor, August 2021-present

BA

- Sydni Wright, UNC-Charlotte, advisor through Fellowship for Exploring Research in Nutrition, May-August 2022

Student advising: Completed

*funded by my sponsored research

PhD

- Christine Walsh, Health Behavior at UNC-CH, PhD 2022, dissertation committee member. Dissertation title: "Assessing the cumulative toll of chronic stress: pathways and disparities in allostatic load across the life course."
- Natalie Smith, Health Policy and Management at UNC-CH, PhD 2021, dissertation committee member. Dissertation title: "Cost-effectiveness for public health policymaking: the case of sugar-sweetened beverages."
- Jasmin Bhawra, University of Waterloo, PhD 2020, dissertation committee member. Dissertation title: "A five-country evaluation of nutrition labelling policies: consumer use, understanding, and knowledge of processed foods."

MPH

- Deanie Anyangwe, Health Behavior at UNC-CH, advisor, 2019-2022
- Emmanuel Saint-Phard,* Health Behavior at UNC-CH, advisor, 2020-2022
- Katie Aquilina,* Health Behavior at UNC-CH, advisor, 2020-2022
- Chloe Mitchell, Health Behavior at UNC-CH, advisor, 2019-2021
- Alexandra Carl,* Health Behavior at UNC-CH, supervisor for research assistantship, 2019-2020
- Zamantha Granados,* Health Behavior at UNC-CH, supervisor for research assistantship, 2019-2020
- Marlyn Pulido,* Health Behavior at UNC-CH, supervisor for research assistantship and served as practicum preceptor, 2020-2021

BSPH

- 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."

SERVICE

Department

Chair, Health Behavior Equity Task Force. 2022

Member, Health Behavior Equity Task Force. 2020, 2021

Chair, Latino Health Working Group. 2021, 2022

Member, Health Behavior Student Funding Equity Action Team. 2021, 2022

Member, Health Behavior MPH Core Instructors Committee. 2019, 2020

National

Member, Robert Wood Johnson Foundation's Healthy Eating Research Annual Grantee Meeting Planning Committee. 2020, 2021, 2022

Member, Sugary Drink Warning Label Working Group. 2020, 2021

Co-Chair, Healthy Eating Research Food Labeling Work Group. 2022

Peer Reviewer

Addictive Behaviors
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 Communication
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)