

**DATE:** February 21, 2025  
**NAME:** Ollie Ganz, DrPH, MSPH  
**PRESENT TITLE:** Assistant Professor, Social and Behavioral Health Sciences

**EDUCATION:**

- A. Undergraduate Graduate and Professional  
University of Michigan, Ann Arbor  
Ann Arbor, MI  
BA (English)  
Date Awarded: 2009
  
- B. Graduate and Professional  
Johns Hopkins Bloomberg School of Public Health  
Baltimore, MD  
MSPH (Health Education and Health Communication)  
Date Awarded: 2012  
  
George Washington University Milken Institute School of Public Health  
Washington, DC  
DrPH (Health Behavior)  
Date Awarded: 2019

**POSTGRADUATE TRAINING:**

- A. Internship and Residencies: N/A
- B. Research Fellowships: N/A
- C. Postdoctoral Appointments: N/A

**ACADEMIC APPOINTMENTS:**

Department of Health Behavior, Society, and Policy  
Rutgers School of Public Health, Piscataway, NJ  
Assistant Professor of Social and Behavioral Health Sciences  
Dates: 07/2023-present

Department of Health Behavior, Society, and Policy  
Rutgers School of Public Health, Piscataway, NJ  
Instructor of Social and Behavioral Health Sciences  
Dates: 11/2019-06/2023

**HOSPITAL APPOINTMENTS:** N/A

**OTHER EMPLOYMENT OR MAJOR VISITING APPOINTMENTS:**

Office of Health Communication and Education  
Center for Tobacco Products, U.S. Food and Drug Administration  
Health Scientist  
11/2017-10/2019

Schroeder Institute  
Truth Initiative  
Research Manager  
1/2016-10/2017

Department of Research and Evaluation  
Truth Initiative  
Senior Research Associate  
7/2015-1/2016  
Research Associate  
4/2012-7/2015

Department of Psychiatry and Behavioral Sciences  
Memorial Sloan Kettering Cancer Center  
Research Assistant  
10/2008-8/2010

**PRIVATE PRACTICE:** N/A

**LICENSURE:** N/A

**DRUG LICENSURE:** N/A

**CERTIFICATION:** N/A

**MEMBERSHIPS, OFFICES AND COMMITTEE ASSIGNMENTS IN PROFESSIONAL SOCIETIES:**

Rutgers Institute for Nicotine and Tobacco Studies  
Core Member  
11/2019-present

Rutgers Cancer Institute of New Jersey  
Associate Member  
11/2019-present

Rutgers Center for Cancer Health Equity  
Member  
7/2020-present

Society for Research on Nicotine and Tobacco Research  
Member  
2015-present

American Academy of Health Behavior  
Member  
2022-present

American Public Health Association  
Member  
2016-2017

**HONORS AND AWARDS:**

NIH Extramural Loan Repayment Program for Health Disparities Research  
NIH/NIDA  
2020-2023

New Investigator Award  
Rutgers Cancer Institute of New Jersey  
2019-2022

Dissertation Award  
George Washington University  
2017

Mechanisms of Behavior Change Society on Alcoholism Satellite Session Travel Award  
Research Society on Alcoholism  
2016

Capital Connection Fund  
George Washington University  
2016

Tauber Scholarship  
George Washington University  
2015

**BOARDS OF DIRECTORS/TRUSTEES POSITIONS: N/A****SERVICE ON NATIONAL GRANT REVIEW PANELS, STUDY SECTIONS, COMMITTEES:**

External Peer Reviewer, Health Research Council of New Zealand, February 2025

Ad Hoc Reviewer, NIH, Community Influences on Health Behavior (CIHB) Study Section, February 2023, October 2024

Ad Hoc Reviewer, NIH, Special Emphasis Panel [ZRG1 CCHI-X (56)], July 2024

Reviewer, University of California Tobacco Research Diseases Research Program (TRDRP)  
Community Partnered Participatory Research (CPPRA) Peer Review Panel, February 2023

Consultant, National Academies of Sciences, Engineering, and Medicine Committee on Health Effects and Patterns of Use of Premium Cigars, 2021-2022

**SERVICE ON MAJOR COMMITTEES:**

- A. International: N/A
- B. National

Society for Research on Nicotine and Tobacco  
Abstract Reviewer, Annual Meeting  
2015-2021

Tobacco Centers for Regulatory Science  
Abstract Reviewer, Annual Meeting  
2022

- C. Medical School/University
- D. Hospital: N/A
- E. Department: N/A
- F. Editorial Boards (*Journal Name, Inclusive Dates*)

Behavioral Medicine  
Editorial Advisory Board  
2022-present

International Journal of Environmental Research and Public Health  
Assistant Guest Editor of special issue, “Addressing Tobacco and Nicotine Use among  
Adolescent and Young Adult Populations,” 2022

G. *AdHoc* Reviewer (*Journal Name, Inclusive Dates*)

Tobacco Control  
American Journal of Preventive Medicine  
Health Education and Research  
Preventive Medicine  
Public Health Reports  
Tobacco Prevention and Cessation  
Tobacco Induced Disease  
Tobacco Use Insights  
PLOS ONE  
Preventive Medicine Reports  
JAMA Network Open  
International Journal of Mental Health and Addiction  
Addictive Behaviors  
Journal of Health Communication  
Drug and Alcohol Dependence  
Journal of Homosexuality  
Behavioral Medicine  
Nicotine & Tobacco Research  
Journal of Adolescent Health  
BMC Public Health  
LGBT Health  
Population Medicine  
Journal of Medical Internet Research  
BMJ Public Health

**SERVICE ON GRADUATE SCHOOL COMMITTEES:**

Member of RBHS Ad Hoc Committee, Formal Review of Rutgers Institute for Nicotine and Tobacco Studies  
(2024-present)

Elected member, Rutgers School of Public Health Doctoral Studies Committee, 2023-present (Chair from  
2023-2024)

Elected member, Rutgers School of Public Health Equity, Diversity & Inclusion Committee, 2021-2022

Member of Rutgers Center for Tobacco Studies faculty search committee, 2021

**SERVICE ON HOSPITAL COMMITTEES: N/A**

**SERVICE TO THE COMMUNITY:**

Reviewer  
DC Trust’s Traditional Summer Programming Initiative  
2015

**SPONSORSHIP (Primary Mentorship) OF CANDIDATES FOR POSTGRADUATE DEGREE:**

*DrPH in Public Health, Rutgers School of Public Health*

Doctoral Dissertation Committee Member for Lindsey Toler. Dissertation Title: Factors  
Associated with the Quality of Physicians’ Recommendation of the Human Papillomavirus

Vaccine for 11 to 12 Year Old Adolescents, November 2021

Doctoral Dissertation Committee Chair, Yudilyn Jaramillo. Dissertation Title: Barriers and Facilitators Related to Substance Use Disorders and Mental Health Disorders in the Latinx Community and How to Improve Medical Outcome, July 2024

Doctoral Dissertation Committee Co-chair, Michelle Kennedy. Dissertation Title: TBD, in progress

Doctoral Dissertation Committee Member, Fabiola Catulle. Dissertation Title: TBD, in progress

**SPONSORSHIP (Primary Mentorship) OF POSTDOCTORAL FELLOWS:** N/A

**TEACHING RESPONSIBILITIES:** (Teaching effectiveness should be addressed in nominating letter)

1. Lectures or Course Directorships

Course Instructor, Intermediate Survey Research Methods, Rutgers School of Public Health, 2020 (co-Instructor), 2022, 2023, 2024 (Lead Instructor)

Lecturer, 5 Day Certified Tobacco Treatment Specialist Training, Tobacco Dependence Program, Rutgers Center for Tobacco Studies, 2022-present

Course Instructor, Introduction to Public Health Communication and Marketing, George Washington University Milken Institute School of Public Health, 2017-2019

B. Research Training (other than Primary Mentorship)

*PhD in Clinical Psychology, University of Vermont*

Doctoral Dissertation Committee Member for Julia West. Dissertation Title: Development of Tobacco Use Prevention Messages to Address Youth and Young Adult Beliefs about Polyto tobacco Use, defended on April 19, 2024

*MPH Faculty Advisor, Rutgers School of Public Health*

Ruth Salas, graduated Dec. 2022

*MPH Capstone Advisor*

Kathryn La Capria. Capstone title: Understanding tobacco marketing exposure, receptivity, and attitudes in the lesbian, gay, and transgender community: How lesbian, gay and bisexual tobacco behaviors are influenced by big tobacco targeting efforts, August 2022

Melanie LaVake. Capstone title: Unveiling trends in e-cigarette brand preferences on the national and regional levels, April 2024

**CLINICAL RESPONSIBILITIES:** N/A

**GRANT SUPPORT:** (Please list in either chronological order with newest or most current first OR in reverse chronological order, as desired)

A. Principal Investigator

Active

R01CA297784 (MPI: Ganz/Jensen)

2/01/25-01/31/30

NCI

Advancing the Science on the Impact of Cigar Package Quantity on Cigar Use Behaviors

Role: MPI

Completed

U54CA229973 Project 6931 (PI: Ganz/Giovenco) 9/14/21-08/31/23  
NIH/FDA  
Tobacco Industry Marketing Core (UPenn/Rutgers Tobacco Center of Regulatory Science)  
Role: MPI of Tobacco Industry Marketing Core

Pilot Project (PI: Ganz) 05/01/20-04/30/21  
UPenn/Rutgers Tobacco Center of Regulatory Science  
An Examination of Product Characteristics That Are Important to Young Adult Cigarillo  
Smokers: A Latent Class Analysis  
Role: PI

C. Co-Investigator

Active

U01CA278695 (PI: Delnevo) 6/01/23-5/31/28  
NIH/FDA  
Rutgers Center of Excellence in Rapid Surveillance of Tobacco.  
Role: Co-Investigator

R01MD018728 (MPI: Sterling/Villanti) 07/23-06/28  
NIMHD  
The Unvarnished Truth: Pursuing Health Equity by Correcting Disinformation  
Targeting African Americans about the FDA's Proposed Ban on Menthol Cigarettes  
and Flavored Cigars  
Role: Co-Investigator

AWD00012787 (PI: Schroth) 01/24-12/31/25  
NJ Rutgers Equity Alliance for Community Health  
IFAM - Intergenerational Fight Against Menthol  
Role: Co-Investigator

Tobacco Industry Monitoring Evaluation 3.0 (PI: Allem) 05/24-06/27  
California Department of Health  
Role: Co-Investigator

Completed

U54CA229973 (MPI: Strasser/Delnevo) 9/14/18-08/31/23  
NIH/FDA  
Examining the Effects of Advertising, Packaging and Labeling on Perceptions, Use and  
Exposure of Combustible Tobacco Products (UPenn/Rutgers Tobacco Center of Regulatory  
Science)  
Role: Co-Investigator

**7R01CA260831-02S1 (MPI: Heckman/Steinberg) 09/01/23**

NCI  
Evaluating Sexual Orientation and Gender Identity Measurement Methods to Improve Research  
on Cigarette Relighting (administrative supplement)  
Role: Co-Investigator; lead of admin supplement

**PUBLICATIONS:** *(Please list in either chronological order with newest or most current first OR in reverse chronological order, as desired; published or accepted for publication only; should be segregated into the following categories)*

A. Refereed Original Article in Journal

1. Pearson J, Gratale SK, **Ganz O**, Erinoso OA, Ohman-Strickland P, Wackowski OA. Longitudinal relationship between relative harm perceptions, beliefs about organic and

- additive-free tobacco, and cigarette brand switching among Natural American Spirit, Camel and Marlboro cigarette smokers. *Tobacco Control*. 2025; 34(1): 71-77.
2. **Ganz O**, Gonsalves N, Talbot EM, Donaldson SI, Jeong M, Allem JP. Social Media Use and Exposure to E-Cigarette Content: A Comparison of Lesbian or Gay, Bisexual, and Questioning and Heterosexual Male and Female Young Adults in California. *Nicotine & Tobacco Research*. 2025.
  3. Donaldson SI, La Capria K, DeJesus A, **Ganz O**, Delnevo CD, Allem JP. Describing ZYN-related content on TikTok: content analysis. *Nicotine & Tobacco Research*. 2025.
  4. Donaldson SI, La Capria K, DeJesus A, **Ganz O**, Allem JP. Content analysis of tobacco brands' "Tagged" section on Instagram. *Nicotine & Tobacco Research*. 2025.
  5. Robichaud MO, Talbot EM, **Ganz O**, Mercincavage M, Erythropel HC, Zimmerman JB, Jabba SV, Jordt SE, Delnevo CD. Marketing for Sensa: a 'zero nicotine vapor product' from a major tobacco company. *Tobacco Control*. 2025.
  6. Weiger CV, Gratale SK, **Ganz O**, LaVake M, Talbot EM, Wackowski OA. Decoding consumers' interpretations of 'additive-free' and 'tobacco & water' cigarette advertising claims. *Tobacco Control*. 2025.
  7. Schulz JA, **Ganz O**, Rubenstein D, West JC, Klemperer EM. Single and multiple tobacco product use among people with disabilities: Findings from the National Health Interview Survey, 2019-2022. *Addictive Behaviors*. 2025; 164, 108283.
  8. Bover Manderski MT, Young WJ, **Ganz O**, Delnevo CD. The Rutgers Omnibus Study: Protocol for Quarterly Web-Based Surveys to Promote Rapid Tobacco Research. *JMIR Research Protocols*, 2024; 13, e58203.
  9. Sharma A, Belton A, Ozga JE, Ling P, Hrywna M, Cornacchione Ross J, **Ganz O**, Bold KW, Stanton C. Marketing strategies in business-to-business advertisements for oral nicotine products. *Tobacco Control*. 2024.
  10. Jeong M, **Ganz O**, Talbot EM, LaVake M, Wackowski OA, Barnwell PV, Donaldson SI, Delnevo CD. Monitoring youth-appealing advertising on social media for the e-cigarette brand Lost Mary. *Tobacco Prevention & Cessation*. 2024; 10:1-4.
  11. **Ganz O**, Barnwell PV, Hrywna M, Donaldson SI, Allem JP, Delnevo CD. Marketing ZYN: examining branded and unbranded content. *Tobacco Control*. 2024.
  12. Garmon J, Sterling K, Wackowski OA, **Ganz O**, Allem JP, Villanti AC. Funding without transparency? Tobacco company support of Black-owned businesses in the USA. *Tobacco Control*. 2024.
  13. Jensen JK, **Ganz O**, Tomaino M, Glasser AM, Sterling K, Delnevo, CD, Bover Manderski MT. Patterns of blunt and cigar use in the United States, 2015-2019. *Nicotine & Tobacco Research*. 2024.
  14. **Ganz O**, Ross JC. A topical examination of Cigar Aficionado magazine content, 2023. *Tobacco Prevention & Cessation*. 2024; 10:1-4.
  15. Drake C, Starcevich K, Wackowski O, Gratale SK, **Ganz O**, Ohman-Strickland P, Pearson JL. Sociodemographic and Smoking Characteristics Associated With Low Perceived Harm of "Organic" and "Additive-Free" Tobacco Products Among US Adults. *Nicotine & Tobacco Research*. 2024.

16. Donaldson SI, Beard TA, Chen-Sankey JC, **Ganz O**, Wackowski OA, Allem JP. Recognition of Online E-cigarette Marketing and E-cigarette-Related Attitudes and Behaviors Among Young Adults. *Nicotine & Tobacco Research*. 2024; 27(1), 73-79.
17. Guillory J, Crankshaw E, Alam IZ, Curry L, Saunders MK, Malterud A, Budenz A, Hoffman L, **Ganz O**, Alexander A. Smoking behavior and social identity: Correlates of Phantom Smoking Among Lesbian, Gay, Bisexual, Transgender, and Other Sexual and Gender Diverse Young Adults. *Nicotine & Tobacco Research*. 2024.
18. Talbot EM, Delnevo CD, Bover Manderski MT, Schroth KRJ, **Ganz O**. Coupon Redemption in a National Sample of Individuals Who Use Tobacco and Nicotine Products. *JAMA Network Open*, 2024; 7(8), e2429132-e2429132.
19. Sterling KL, **Ganz O**, Wackowski OA, Glasser AM, Villanti AC. Widespread Misperceptions Among U.S. Adults About Tobacco Company Engagement in Black and African American Communities. *Nicotine & Tobacco Research*. 2024.
20. Patterson JG, McQuoid J, Heffner JL, Ye Q, Ennis AC, **Ganz O**, Tan ASL. Resonating with Pride: Considerations for Tailoring Tobacco Interventions for LGBTQ+ Communities. *Nicotine & Tobacco Research*. 2024.
21. Weiger C, Gratale SK, **Ganz O**, Wackowski OA. From "Additive-Free" to "Tobacco & Water": Assessing the Impact of Marketing Claim Changes on Natural American Spirit and L&M Cigarettes. *Nicotine & Tobacco Research*. 2024; 26(8), 1097-1102.
22. Gratale SK, Chen-Sankey J, **Ganz O**, Teotia A, Strasser AA, Schroth K, Delnevo CD, Wackowski OA. Does noticing cigar warnings associate with cigar harm perceptions and smoking behaviors? Analysis from Wave 5 of the population assessment of tobacco and health study. *Addictive Behaviors*. 2024;152:107958.
23. **Ganz O**, Schulz JA, Ehlike SJ, King Jensen JL, Villanti AC. Cigarette smoking behaviors and nicotine dependence at the intersection of sexual identity and sex in the United States: Findings from the National Survey on Drug Use and Health. *Preventive Medicine Reports*. 2024;38:102593.
24. **Ganz O**, LaVake M, Hrywna M, King Jensen JL, Delnevo CD. National Trends in Sales and Price for Commercial Tobacco and Nicotine Products, 2018-2022. *JAMA Network Open*. 2024;7(3):e241384-e241384.
25. **Ganz O**, Strasser AA, Giovenco DP, Audrain-McGovern J, Cappella JN, Safi Z, Tan ASL, Talbot EM, Delnevo CD. IQOS print magazine advertising characteristics and reach before and after FDA authorisation as a modified risk tobacco product. *Tobacco Control*. 2024; 33(5): 680-683.
26. **Ganz O**, Krueger EA, Tan ASL, Talbot E, Delnevo CD, Cantrell J. Differences in Tobacco Advertising Receptivity Among Young Adults by Sexual Identity and Sex: Findings From the Population Assessment of Tobacco and Health Study. *Annals of LGBTQ Public and Population Health*. 2024; 5(2): 155-175.
27. Mays D, Johnson AC, Jeong M, **Ganz O**, Audrain-McGovern J, Strasser AA, Delnevo CD. Tobacco minimum packaging policy to reduce cigarillo use among young people: results of an experimental study. *Tobacco Control*. 2024;33(2):164-170.
28. Giovenco DP, **Ganz O**, Chen-Sankey J, Delnevo CD. Camel Crush pack inserts cross-promote Vuse menthol e-cigarettes ahead of impending menthol cigarette ban. *Tobacco Control*. 2024; 33(5): 695-696.



29. Gratale SK, **Ganz O**, Talbot EM, Pearson JL, Delnevo CD, Wackowski OA. L&M's foray into marketing 'natural' cigarettes. *Tobacco Control*. 2024; 33(4): 553-555.
30. **Ganz O**, Wackowski OA, Strasser AA, Jeong M, Villanti AC, Miller Lo E, Talbot EM, Delnevo CD. Emergence and growth of 'natural' cigars in the USA. *Tobacco Control*. 2024;33(1):137-140.
31. Steinberg ML, Rosen RL, **Ganz O**, Wackowski OA, Jeong M, Delnevo CD. Communicating the benefits of quitting smoking on mental health increases motivation to quit in people with anxiety and/or depression. *Addictive Behaviors*. 2023;149:107903.
32. Giovenco DP, **Ganz O**, Spillane TE, Easter AG, Wackowski OA, Villanti AC, Strasser AA, Delnevo CD. Changes in Pack Features Among Top-Selling Cigarettes in the U.S., 2018 and 2021. *American Journal of Preventive Medicine*. 2023;65(6):1124-1128.
33. Delnevo CD, Villanti AC, **Ganz O**, Schroth KRJ, Stanton CA. Regulatory Research Advances on Premium Cigars. *Nicotine & Tobacco Research*. 2023;25(Supplement\_1):S1-S4.
34. **Ganz O**, Villanti AC, Young WJ, Mays D, Bover Manderski MT, Delnevo CD. Estimating Prevalence of Premium of Traditional Cigar Use and User Characteristics Based on Varying Definitions of Use. *Nicotine & Tobacco Research*. 2023;25(Suppl\_1):S33-s38.
35. Bover Manderski MT, **Ganz O**, Chen-Sankey J, Villanti AC, Delnevo CD. Evaluating Correlations Between Premium Cigar Smoking and Mental Health and Substance Use Dependence Conditions Among U.S. Adults, 2010–2019. *Nicotine & Tobacco Research*. 2023;25(Supplement\_1):S94-S101.
36. Chen-Sankey J, Bover Manderski MT, **Ganz O**, Schroth KRJ, Villanti AC, Delnevo CD. Cross-sectional Use Patterns and Characteristics of Premium Versus Non-Premium Cigar Smokers in the United States, 2010–2019. *Nicotine & Tobacco Research*. 2023;25(Supplement\_1):S24-S32.
37. Kong AY, **Ganz O**, Villanti AC. Exploring the Presence and Type of Premium Cigar Retailers With Neighborhood Sociodemographic Correlates in the United States, 2019-2021. *Nicotine & Tobacco Research*. 2023;25(Suppl\_1):S65-S68.
38. Pearson J, Giovenco DP, Lewis MJ, Moran M, **Ganz O**. Natural American Spirit launches 'Sky', the brand's first commercial organic cigarette with a charcoal filter. *Tobacco Control*. 2023;32(3):397-399. [Top read article in journal]
39. Delnevo CD, **Ganz O**. Association of Flavor Perception With Blue vs Purple Cigar Packaging Among US Adults. *JAMA Network Open*. 2023;6(2):e2254003.
40. Gratale SK, **Ganz O**, Wackowski OA, Lewis MJ. Naturally leading: a content analysis of terms, themes and word associations in Natural American Spirit advertising, 2000-2020. *Tobacco Control*. 2023;32(5):583-588.
41. Fong GT, Chung-Hall J, Meng G, Craig LV, Thompson ME, Quah ACK, Cummings KM, Hyland A, O'Connor RJ, Levy DT, Delnevo CD, **Ganz O**, Eissenberg T, Soule EK, Schwartz R, Cohen JE, Chaiton MO. Impact of Canada's menthol cigarette ban on quitting among menthol smokers: pooled analysis of pre-post evaluation from the ITC Project and the Ontario Menthol Ban Study and projections of impact in the USA. *Tobacco Control*. 2023;32(6):734-738.

42. Pearson J, **Ganz O**, Ohman-Strickland P, Wackowski OA. Shifts in preference for Natural American Spirit and associated belief that one's own cigarette brand might be less harmful than other brands: results from Waves 1-4 of the Population Assessment of Tobacco and Health (PATH) Study (2013-2018). *Tobacco Control*. 2023;32(5):567-574.
43. **Ganz O**, Wackowski OA, Gratale S, Chen-Sankey J, Safi Z, Delnevo CD. The Landscape of Cigar Marketing in Print Magazines from 2018-2021: Content, Expenditures, Volume, Placement and Reach *International Journal of Environmental Research and Public Health*. 2022; 19(23): 16172.
44. Goodwin RD, **Ganz O**, Weinberger AH, Smith PH, Delnevo CD. Menthol Cigarette Use Among Adults Who Smoke Cigarettes, 2008-2020: Rapid Growth and Widening Inequities in the United States. *Nicotine & Tobacco Research*. 2022; 25(4):692-698.
45. Young WJ, **Ganz O**, Jeong M, Wackowski OA, Delnevo CD. Perceptions of Game cigarillo packaging among young adult tobacco users: The effect of package color and the "natural leaf" descriptor. *Addictive Behaviors*. 2022;132:107334.
46. Safi Z, **Ganz O**, Giovenco DP, Delnevo C, Lewis MJ. White Owl launches sweepstakes to promote new dessert-flavoured cigar. *Tobacco Control*. 2022;31(5):683-684.
47. Miller Lo EJ, Young WJ, **Ganz O**, Talbot EM, O'Connor RJ, Delnevo CD. Trends in Overall and Menthol Market Shares of Leading Cigarette Brands in the USA: 2014-2019. *International Journal of Environmental Research and Public Health*. 2022;19(4):2270.
48. Guillory J, Curry L, Farrelly M, Henes A, Homsy G, Saunders M, MacMonegle A, Fiacco L, Alexander T, Delahanty J, Mekos D, Hoffman L, **Ganz O**. Reach, Receptivity, And Beliefs Associated With the Fresh Empire Campaign to Prevent and Reduce Cigarette Use Among Youth in the United States. *American Journal of Health Promotion*. 2022;36(5):789-800.
49. Gratale SK, Teotia A, Chen-Sankey J, **Ganz O**, Delnevo CD, Strasser AA, Wackowski OA. Cigar Warning Noticing and Demographic and Usage Correlates: Analysis from the United States Population Assessment of Tobacco and Health Study, Wave 5. *International Journal of Environmental Research and Public Health*. 2022;19(6):3221.
50. Giovenco DP, Spillane TE, Talbot E, Wackowski, OA, Audrain-McGovern, **Ganz O**, Delnevo CD. Packaging characteristics of top-selling cigars in the United States, 2018. *Nicotine & Tobacco Research*. 2022;24(10):1678-1683.
51. **Ganz O**, Jeong M, Schroth KRJ, Hrywna M. The importance of cigarillo product characteristics among young adult cigarillo users: Differences by demographics, cigarillo use and other tobacco/substance use behaviors. *PLOS ONE*. 2022;17(4):e0265470.
52. **Ganz O**, Hrywna M, Schroth KRJ, Delnevo CD. Innovative promotional strategies and diversification of flavoured mass merchandise cigar products: a case study of Swedish match. *Tobacco Control*. 2022;31(4):586-592.
53. **Ganz O**, Cohn AM, Goodwin RD, Giovenco DP, Wackowski OA, Talbot EM, Delnevo CD. Internalizing problems are associated with initiation and past 30-Day use of flavored tobacco products. *Addictive Behaviors*. 2022;125:107162.

54. Ehlke SJ, **Ganz O**, Kendzor DE, Cohn AM. Differences between adult sexual minority females and heterosexual females on menthol smoking and other smoking behaviors: Findings from Wave 4 (2016-2018) of the population assessment of tobacco and health study. *Addictive Behaviors*. 2022;129:107265.
55. Crankshaw E, Gaber J, Guillory J, Curry L, Farrelly, Saunders M, Hoffman L, **Ganz O**, Delahanty J, Mekos D, Alexander T. Final Evaluation Findings for This Free Life, a 3-Year, Multi-Market Tobacco Public Education Campaign for Gender and Sexual Minority Young Adults in the United States. *Nicotine & Tobacco Research*. 2022;24(1):109-117.
56. Young WJ, Bover Manderski MT, Ganz O, **Delnevo CD**, Hrywna M. Examining the Impact of Question Construction on Reporting of Sexual Identity: Survey Experiment Among Young Adults. *JMIR Public Health and Surveillance*. 2021;7(12):e32294.
57. Weinberger AH, Platt J, Zhu J, Levin J, **Ganz O**, Goodwin RD. Cigarette Use and Cannabis Use Disorder Onset, Persistence, and Relapse: Longitudinal Data From a Representative Sample of US Adults. *The Journal of Clinical Psychiatry*. 2021;82(4):0-0.
58. Navarro MA, O'Brien EK, **Ganz O**, Hoffman L. Influencer prevalence and role on cigar brand Instagram pages. *Tobacco Control*. 2021;30(e1):e33-e36.
59. Navarro MA, Hoffman L, **Ganz O**, Guillory J, Crankshaw EC. Those who believe they can, do: The relationship between smoking avoidance beliefs, perceived risks of smoking, and behavior in a sexual and gender minority young adult sample. *Addictive Behaviors*. 2021;113:106733.
60. Guillory J, Crankshaw E, Farrelly MC, Alam I, Fiacco L, Curry L, Hoffman L, **Ganz O**, Delahanty J. LGBT young adults' awareness of and receptivity to the This Free Life tobacco public education campaign. *Tobacco Control*. 2021;30(1):63-70.
61. **Ganz O**, King JL, Giovenco DP, Hrywna M, Strasser AA, Delnevo CD. Associations between Black and Mild Cigar Pack Size and Demographics and Tobacco Use Behaviors among US Adults. *International Journal of Environmental Research and Public Health*. 2021;18(12):6628.
62. **Ganz O**, Delnevo CD. Cigarette Smoking and the Role of Menthol in Tobacco Use Inequalities for Sexual Minorities. *Nicotine & Tobacco Research*. 2021;23(11):1942-1946.
63. Delnevo CD, Jeong M, **Ganz O**, Giovenco DP, Miller Lo E. The Effect of Cigarillo Packaging Characteristics on Young Adult Perceptions and Intentions: An Experimental Study. *International Journal of Environmental Research and Public Health*. 2021;18(8):4330.
64. Chen-Sankey J, **Ganz O**, Seidenberg A, Choi K. Effect of a 'tobacco-free nicotine' claim on intentions and perceptions of Puff Bar e-cigarette use among non-tobacco-using young adults. *Tobacco Control*. 2021:tobaccocontrol-2021-056957.
65. O'Brien EK, Hoffman L, Navarro MA, **Ganz O**. Social media use by leading US e-cigarette, cigarette, smokeless tobacco, cigar and hookah brands. *Tobacco Control*. 2020;29(e1):e87-e97 (Editor's Choice).
66. Guo M, **Ganz O**, Cruse B, Navarro M, Wagner D, Tate B, Delahanty J, Benozza M. Keeping It Fresh With Hip-Hop Teens: Promising Targeting Strategies for Delivering

- Public Health Messages to Hard-to-Reach Audiences. *Health Promotion Practice*. 2020;21(1\_suppl):61S-71S.
67. Guillory J, Henes A, Farrelly MC, Fiacco L, Alam I, Curry L, **Ganz O**, Hoffman L, Delahanty J. Awareness of and Receptivity to the Fresh Empire Tobacco Public Education Campaign Among Hip Hop Youth. *Journal of Adolescent Health*. 2020;66(3):301-307.
  68. **Ganz O**, Rimal RN, Cohn AM, Johnson AL, Delnevo CD, Horn K. Receptivity to Tobacco Advertising among Young Adults with Internalizing Problems: Findings from the Population Assessment of Tobacco and Health Study. *Substance Use & Misuse*. 2020;55(4):546-556.
  69. **Ganz O**, Delnevo CD, Lewis MJ. Following in the footsteps of Natural American Spirit: the emergence of Manitou cigarettes. *Tobacco Control*. 2020;29(e1):e165-e167.
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  76. Delahanty J, **Ganz O**, Hoffman L, Guillory J, Crankshaw E, Farrelly M. Tobacco use among lesbian, gay, bisexual and transgender young adults varies by sexual and gender identity. *Drug and Alcohol Dependence*. 2019;201:161-170.
  77. Rath JM, Greenberg M, **Ganz O**, Pitzer L, Hair EC, Xiao H, Cantrell J, Vallone D. A multidisciplinary approach to health campaign effectiveness. *Journal of Public Health Research*. 2018;7(2):1379.
  78. **Ganz O**, Rose SW, Cantrell J. Swisher Sweets 'Artist Project': using musical events to promote cigars. *Tobacco Control*. 2018;27(e1):e93-e95.

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80. **Ganz O**, Curry LE, Jones P, Mead KH, Turner MM. Barriers to Mental Health Treatment Utilization in Wards 7 and 8 in Washington, DC: A Qualitative Pilot Study. *Health Equity*. 2018;2(1):216-222.
81. Hair E, Rath JM, Pitzer L, Emelle B, **Ganz O**, Halenar MJ, Cantrell J, Vallone D. Trajectories of hookah use: harm perceptions from youth to young adulthood. *American Journal of Health Behavior*. 2017;41(3):240-247.
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84. Cha S, **Ganz O**, Cohn AM, Ehlke SJ, Graham AL. Feasibility of biochemical verification in a web-based smoking cessation study. *Addictive Behaviors*. 2017;73:204-208.
85. Cantrell J, **Ganz O**, Emelle B, Moore R, Rath J, Hair EC, Vallone D. Mobile marketing: an emerging strategy to promote electronic nicotine delivery systems. *Tobacco Control*. 2017;26(e2):e1-e3.
86. **Ganz O**, Teplitskaya L, Cantrell J, Hair EC, Vallone D. Direct-to-Consumer Marketing of Cigar Products in the United States. *Nicotine & Tobacco Research*. 2016;18(5):864-868.
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89. Richardson A, **Ganz O**, Pearson J, Celcis N, Vallone D, Villanti AC. How the industry is marketing menthol cigarettes: the audience, the message and the medium. *Tobacco Control*. 2015;24(6):594-600.
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97. Richardson A, **Ganz O**, Vallone D. The cigar ambassador: how Snoop Dogg uses Instagram to promote tobacco use. *Tobacco Control*. 2014;23(1):79-80.
98. Richardson A, **Ganz O**, Stalgaitis C, Abrams D, Vallone D. Noncombustible tobacco product advertising: how companies are selling the new face of tobacco. *Nicotine & Tobacco Research*. 2014;16(5):606-614.
99. Cantrell J, Kreslake J, **Ganz O**, Pearson JL, Vallone D, Anesetti-Rothermel A, Xiao H, Kirchner TR. Cantrell et al. respond. *American Journal of Public Health*. 2014;104(4):e1-2.
100. Richardson A, Rath J, **Ganz O**, Xiao H, Vallone D. Primary and dual users of little cigars/cigarillos and large cigars: demographic and tobacco use profiles. *Nicotine & Tobacco Research*. 2013;15(10):1729-1736.
101. Kirchner TR, Cantrell J, Anesetti-Rothermel A, **Ganz O**, Vallone DM, Abrams DB. Geospatial exposure to point-of-sale tobacco: real-time craving and smoking-cessation outcomes. *American Journal of Preventive Medicine*. 2013;45(4):379-385.
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103. Tomarken A, Roth A, Holland J, **Ganz O**, Schacter S, Kose G, Ramirez PM, Allen R, Nelson CJ. Examining the role of trauma, personality, and meaning in young prolonged grievers. *Psychooncology*. 2012;21(7):771-777.

B. Books, Monographs and Chapters

1. Bover Manderski M, **Ganz O**, Chen-Sankey J. Cross-sectional patterns of cigar use by type in the National Survey on Drug Use and Health survey. Paper Commissioned by the Committee on Patterns of Use and Health Effects of "Premium Cigars" and Priority Research (Appendix C). National Academies of Sciences, Engineering, and Medicine, 2022. Washington, DC: The National Academies Press.

C. Patents Held: N/A

D. Other Articles (Reviews, Editorials, etc.) In Journals; Chapters; Books; other Professional Communications

1. **Ganz O**, Delnevo CD. Young Adults as a Tobacco Control Priority Population in the US. *JAMA Network Open*. 2020;3(10):e2019365.
2. Delnevo CD, **Ganz O**, Goodwin RD. Banning Menthol Cigarettes: A Social Justice Issue Long Overdue. *Nicotine & Tobacco Research*. 2020;22(10):1673-1675.

E. Abstracts

1. Sterling KL, **Ganz O**, Wackowski OA, Glasser AM, Villanti AC (2024). Widespread Misperceptions About Tobacco Company Engagement in Black Communities. Presented at the American Academy of Health Behavior Annual Conference, Savannah GA.
2. **Ganz O**, Young W, Bover Manderski MT, Cantrell J, Talbot EM, Delnevo CD (2024). Differences in Receptivity to Menthol Cigarette Advertising Between Adults With and Without Anxiety and Depression. Presented at the American Academy of Health Behavior Annual Conference, Savannah GA.
3. Ganz O, Giovenco DP, Ross JC, Spillane TE, Talbot EM, Uriarte C, LaVake M, Wackowski OA, Delnevo CD (2024). Promotion of Cigar Products on Instagram ‘Stories.’ Presented at the American Academy of Health Behavior Annual Conference, Savannah GA.
4. Sharma A, Ozga JE, Ling PM, Hrywna M, Ross JC, **Ganz O**, Bold K, Stanton CA (2024). ‘Laughs at No Smoking Signs’ and More... Marketing Strategies in Business-to-Business Marketing for Oral Nicotine Products. Presented at the Society for Research on Nicotine and Tobacco 30th Annual Meeting, Edinburgh, Scotland.
5. Cantrell J, **Ganz O** (2024). HIV Status and Use of Menthol Cigarettes Among a Nationally Representative Sample of Adults Who Currently Smoke Cigarettes. Presented at the Society for Research on Nicotine and Tobacco 30th Annual Meeting, Edinburgh, Scotland.
6. West JC, **Ganz O**, Klemperer EM, Mays D, Mermelstein RJ, Villanti AC (2024). Who uses multiple tobacco products? Psychosocial characteristics unique to adolescent and young adult polytobacco users. Presented at the Society for Research on Nicotine and Tobacco 30th Annual Meeting, Edinburgh, Scotland.
7. Kong A, **Ganz O**, Villanti AC (2023). Exploring the presence and type of premium cigar retailers with neighborhood sociodemographic correlates in the United States, 2019-2021. Presented at Society for Research on Nicotine and Tobacco Europe Annual Meeting, London, English.
8. **Ganz O**, Schulz JA, Ehlke SJ, Villanti AC (2023). Cigarette smoking behaviors and nicotine dependence at the intersection of sexual identity and sex: findings from the National Survey on Drug Use and Health, 2015-2019. Presented at American Academy of Health Behavior Meeting, San Francisco, CA.
9. Ehlke SJ, Fitzer SA, **Ganz O**, Cohn AM (2023). Differences in desire to quit smoking based on menthol preference and race among bisexual women. Presented at the Collaborative Perspectives on Addiction (CPA) Meeting, Albuquerque, NM.
10. Cantrell J, **Ganz O** (2023). Reasons for cigarillo use among young adult established and experimental users: findings from the Population Assessment of Tobacco and Health Study. Presented at Society for Research on Nicotine and Tobacco Annual Conference, San Antonio, TX.

11. Steinberg ML, Rosen RL, **Ganz O**, Wackowski OA, Jeong M, Delnevo CD (2023). Health communication describing the mental health benefits of quitting smoking increases motivation to quit among those with anxiety and depression. Presented at Society for Research on Nicotine and Tobacco Annual Conference, San Antonio, TX.
12. West JC, Pomichter E, **Ganz O**, Klemperer, Mays D, Mermelstein R, Villanti AC (2023). Testing polytobacco public education messages adapted from effective tobacco prevention mass media campaigns: results from an online message testing trial. Presented at Society for Research on Nicotine and Tobacco Annual Conference, San Antonio, TX.
13. **Ganz O**, Wackowski OA, Gratale S, Chen-Sankey J, Safi Z, Delnevo CD (2023). The landscape of cigar marketing in print magazines from 2018-2021: content, expenditures, volume, placement, and reach. Presented at Society for Research on Nicotine and Tobacco Annual Conference, San Antonio, TX.
14. Pearson JL, Ohman-Strickland P, Gratale S, **Ganz O**, Wackowski OA (2023). Longitudinal relationship between belief that some cigarettes are less harmful, switching to Natural American Spirit, and belief that one's own brand is less harmful: results from waves 1-5 of The PATH Study. Presented at Society for Research on Nicotine and Tobacco Annual Conference, San Antonio, TX.
15. Giovenco DP, **Ganz O**, Spillane TE, Easter AG, Wackowski OA (2023). Longitudinal content analysis of top-selling cigarette packs in the United States in 2018 and 2021. Presented at Society for Research on Nicotine and Tobacco Annual Conference, San Antonio, TX.
16. **Ganz O**, Jeong M, Schroth KRJ, Hrywna M (2022). The importance of cigarillo product characteristics among young adult cigarillo users: Differences by demographics, cigarillo use and other tobacco/substance use behaviors. Presented at Society for Research on Nicotine and Tobacco Annual Conference, Baltimore, MD.
17. Drake C, Wackowski OA, Gratale SK, **Ganz O**, Ohman-Strickland P, Pearson J. (2022) Sociodemographic and smoking characteristics associated with belief that organic tobacco products are less harmful than conventional tobacco products among US adults and smokers- results from Wave 4 of the PATH Study. Presented at Society for Research on Nicotine and Tobacco Annual Conference, Baltimore, MD.
18. Giovenco DP, **Ganz O**, Spillane TE, Safi Z, Talbot E, Wackowski OA, Delnevo CD, Lewis MJ. (2022) Promotion of cigar products on Instagram "stories." Presented at Society for Research on Nicotine and Tobacco Annual Conference, Baltimore, MD.
19. Ehlke SJ, **Ganz O**, Kendzor DE, Cohn AM (2021). Menthol smoking and other smoking behaviors among sexual minority women and heterosexual women. Presented at the Collaborative Perspectives on Addiction (CPA) Meeting, Virtual Meeting.
20. Talbot E, **Ganz O**, Lewis MJ (2020) How the Tobacco Industry is Driving Consumers to the Mobile Platform: A Content Analysis of Direct Mail and Email Advertisements from 2018. Presented at Society for Research on Nicotine and Tobacco Annual Conference, New Orleans, LA (conference attendance cancelled due to COVID-19).
21. **Ganz O**, Talbot E, Delahanty J (2020) National Trends in E-Cigarette Advertising Awareness Among Youth by Race/Ethnicity, 2014-2018. Presented at Society for Research on Nicotine and Tobacco Annual Conference, New Orleans, LA (conference attendance cancelled due to COVID-19).
22. **Ganz O**, Rimal RN, Johnson AL, Cohn AM, Horn K, Delnevo CD, Villanti AC (2020). Tobacco use and the interplay of internalizing, externalizing and substance use problems:



A latent class analysis of data from the Population Assessment of Tobacco and Health Study. Presented at Society for Research on Nicotine and Tobacco Annual Conference, New Orleans, LA (conference attendance cancelled due to COVID-19).

23. Crankshaw E, Guillory J, Gaber J, Alam I, Curry L, Fiacco L, Farrelly M, Hoffman L, **Ganz O**, Delahanty J (2019). Demographic differences in lesbian, gay, bisexual and transgender young adult awareness of and receptivity to the This Free Life tobacco public education campaign. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, San Francisco, CA.
24. Guillory J, Crankshaw E, Farrelly M, Alam I, Fiacco L, Curry L, Hoffman L, **Ganz O**, Delahanty J (2019). LGBT young adult awareness of and receptivity to the This Free Life tobacco public education campaign. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, San Francisco, CA.
25. Navarro M, Hoffman L, **Ganz O**, Guillory J, Crankshaw E (2019). Those who believe they can, do: The relationship between self-efficacy, smoking outcome expectancies and behavior in an LGBT sample. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, San Francisco, CA.
26. **Ganz O**, Hoffman L, Navarro M, Guillory J, Crankshaw E, Delahanty J (2019). Intersection of sex, sexual identity and race/ethnicity among sexual minorities: Differences in tobacco use behavior. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, San Francisco, CA.
27. Crankshaw E, Farrelly M, Alam I, Hoffman L, **Ganz O**, Delahanty J (2019). Lesbian, gay, bisexual and transgender young adult media use and its association with cigarette smoking. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, San Francisco, CA.
28. D’Silva J, Rose SW, Mayo A, **Ganz O**, Perreras L, Cohn AM (2018). Discrimination is associated with menthol cigarette use among young adult smokers above and beyond race/ethnicity and demographic factors. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Baltimore, MD.
29. **Ganz O**, Rose SW, Cantrell J (2018). Swisher Sweets “Artist Project”: Using musical events to promote cigars. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Baltimore, MD.
30. Glasser A, Abudayyeh H, **Ganz O**, Pitzer L, Cantrell J, Niaura R, Hair EC, Vallone D (2018). Patterns of e-cigarette use among youth and young adults: Review of the impact of e-cigarettes on cigarette use. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Baltimore, MD.
31. Rose SW, **Ganz O**, Mayo A, Perreras L, Cohn AM (2018). Perceived discrimination, point-of-sale marketing and tobacco use norms in young adults. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Baltimore, MD.
32. Pearson JL, **Ganz O**, Perreras L, Harvey E, Moran M, Byron MJ, Cohn AM (2017). The effect of “organic” and “additive free” descriptors on Natural American Spirit cigarette packs: Results from an online experimental study. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Florence, Italy.
33. **Ganz O**, Glasser A, Cohn AM, Perreras L, Mays D, Villanti AC (2017). Recall of e-cigarette advertisement warning labels and claims: An experimental study of young adults. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Florence, Italy.

34. Rose SW, Mayo A, Perreras L, **Ganz O**, Cohn AM (2017). Racial/ethnic discrimination, marketing and substance use among young adults. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Florence, Italy.
35. Cha S, Ehlke S, **Ganz O**, Cohn AM, Graham AL (2017). To spit or not to spit? The utility of biochemical verification in a web-based smoking cessation trial. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Florence, Italy.
36. **Ganz O**, Johnson AL, Villanti AC, Pearson JL, Cohn AM (2017). Differences in patterns of and reasons for cigarette smoking between adults with and without mental health problems: Results from the Population Assessment of Tobacco and Health Study. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Florence, Italy.
37. Cohn AM, Ehlke S, Cha S, Murphy J, **Ganz O**, Graham A (2017). Menthol cigarette smoking and measurements of self-reported sensory and behavioral economic demand for cigarettes. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Florence, Italy.
38. Glasser A, Johnson AL, Delnevo C, Rose SW, **Ganz O**, Cantrell J, Villanti AC (2016). Correlates of self-reported cigar, flavored cigar and premium cigar use among US young adults: 2011-2014. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Chicago, IL.
39. Emelle B, **Ganz O**, Cantrell J, Hair EC, Vallone D (2016). Electronic cigarette advertising: Data on advertising expenditures over time. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Chicago, IL.
40. Rath JM, **Ganz O**, Hair EC, Xiao H, Cantrell J, Vallone D (2016). Testing anti-tobacco media messages: How predictive is pre-market data for in-market effectiveness? Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Chicago, IL.
41. **Ganz O**, Cantrell J, Williams V, Hair EC, Vallone D (2015). Factors associated with social cigar smoking among young adults in the U.S. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Philadelphia, PA.
42. Teplitskaya L, **Ganz O**, Glasser A, Cobb CO, Villanti AC (2014). Patterns of use and perceptions of electronic nicotine delivery systems: A systematic review. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Seattle, WA.
43. Pearson JL, Richardson A, **Ganz O**, Stalgaitis C, Zawistowski G, Abrams DB (2014). Going where cigarettes can't go: ENDS television and radio advertising. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Seattle, WA.
44. **Ganz O**, Richardson A, Xiao H, Vallone D (2013). The effect of polytobacco use on smoking cessation outcomes among participants in an online cessation intervention. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Boston, MA.
45. Cantrell J, Kreslake J, **Ganz O**, Pearson JL, Vallone D, Kirchner TR (2013). Real-time surveillance of the point-of-sale environment: Utilizing a multimodal data collection system to capture emerging trends in tobacco industry advertising. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Boston, MA.
46. Pearson JL, Cantrell J, **Ganz O**, Anesetti-Rothermel A, Kreslake J, Vallone D, Kirchner TR (2013). Lorillard brands' availability with neighborhood characteristics at the point of sale in Washington, DC. Presented at the Society for Research on Nicotine and Tobacco

Annual Conference, Boston, MA.

F. Reports: N/A

**PRESENTATIONS:** *(Please list in either chronological order with newest or most current first OR in reverse chronological order, as desired)*

A. Scientific (*Basic Science*):

1. Weiger C, Gratale S, **Ganz O**, Wackowski OA (2024). Beyond the Label: The Impact of “Additive Free” vs. “Tobacco & Water” Claims on Cigarette Packs. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Edinburgh, Scotland.
2. Sterling KL, **Ganz O**, Wackowski OA, Glasser AM, Villanti AC (2024). Widespread Misperceptions About Tobacco Company Engagement in Black Communities. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Edinburgh, Scotland.
3. **Ganz O**, Young W, Bover Manderski MT, Cantrell J, Talbot EM, Delnevo CD (2024). Differences in Receptivity to Menthol Cigarette Advertising Between Adults With and Without Anxiety and Depression. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Edinburgh, Scotland.
4. **Ganz O**. (2023). Sexual Minority Females: A Priority Population for Tobacco Control Research. Invited lecture at Rutgers Cancer Institute & Princeton Ludwig Branch Research Symposium, Princeton, NJ.
5. **Ganz O**. (2023). Sexual Minority Females: A Priority Population for Tobacco Control Research. Invited lecture at The Ohio State University Comprehensive Cancer Center, Center for Tobacco Research Mary Ellen Wewers Seminar Series, virtual.
6. **Ganz O**. (2023). Tobacco and E-Cigarette Advertising. Invited lecture at the New York University College and Career Lab Summer Program, New York, NY.
7. **Ganz O**, Ehlke SJ, Steinberg S, Curry L. (2022) Cigarette and cigar brand preferences among sexual minorities in the United States. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Baltimore, MD.
8. Fong GT, Chung-Hall J, Meng G, Craig LV, Thompson ME, Quah ACK, Schwartz R, Soule E., Cohen J, Cummings KM, Hyland A, O’Connor RJ, Bansal-Travers M, Levy DT, Delnevo CD, **Ganz O**, Chaiton, MO. (2022) The impact of Canada’s menthol cigarette ban on quitting among menthol smokers: Pooled analysis from the ITC Project and The Ontario Menthol Ban Study and Implications for a Menthol Ban in the United States. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Baltimore, MD.
9. **Ganz O**. (2022). The Role of Menthol in Cigarette Smoking Inequalities. Invited lecture at the Virginia Youth Tobacco Conference, virtual.
10. Lewis MJ, **Ganz O**, Nikitin D, Safi Z, Rashid M, Talbot E (2021). How did the Natural American Spirit Cigarette Marketing Strategy Change after the FDA Order? A Content Analysis of Magazine Advertisements from 2000-2020. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, virtual.
11. **Ganz O**, Delnevo CD, Hrywna M, Goodwin RD. (2021) Increasing prevalence of mental health problems among menthol cigarette smokers: Findings from the National Survey on Drug Use and Health 2008-2018. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, virtual.

12. **Ganz O**, Krueger EA, Cantrell J. (2021) Differences in receptivity to pro-tobacco marketing by sexual identity and sex: Findings from the Population Assessment of Tobacco and Health Study. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, virtual.
13. **Ganz O**, Delnevo CD, Hrywna M, Goodwin RD. (2021) Increasing prevalence of mental health problems among menthol cigarette smokers: Findings from the National Survey on Drug Use and Health 2008-2018. Presented at the Rutgers Cancer Institute of New Jersey Cancer Prevention and Control Annual Retreat, virtual.
14. **Ganz O**. (2020). The Role of Marketing in the Promotion and Prevention of Tobacco Use Among Vulnerable Populations. Invited talk at the Division of Epidemiology Thursday Seminar Series, Department of Environmental & Public Health Sciences, University of Cincinnati College of Medicine, virtual.
15. **Ganz O**. (2020). Flavored Tobacco Use Among Adults with Mental Health Problems and the Potential Impact of Flavor Bans. Invited talk at the Rutgers Cancer Institute of NJ Cancer Prevention and Control Monthly Meeting.
16. Curry L, Fiacco L, Lee Y, Henes A, Farrelly M, Hoffman L, **Ganz O**. The role of brand equity in evaluating the Fresh Empire campaign: Measure design, reliability and validity (2019). Presented at the Society for Research on Nicotine and Tobacco Annual Conference, San Francisco, CA.
17. Guillory J, Henes A, Farrelly M, Fiacco L, Alam I, Curry L, **Ganz O**, Hoffman L, Delahanty J (2019). Awareness of and receptivity to the Fresh Empire tobacco public education campaign among hip hop youth. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, San Francisco, CA.
18. Cohn AM, Murphy J, **Ganz O**, Dennhardt A, Ehlke S, Cha S, Perreras L, Peters E, Graham AL (2018). Marijuana use dampens the reinforcing value of cigarettes among treatment-seeking smokers. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Baltimore, MD.
19. Teplitskaya L, **Ganz O**, Rath JM, Cantrell J, Hair EC, Vallone D (2016). Direct mail and e-mail marketing of electronic cigarettes in the U.S. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Chicago, IL.
20. Hair EC, **Ganz O**, Pitzer L, Emelle B, Cantrell J, Rath JM, Vallone D (2016). Prevalence and harm perceptions of hookah use among young adults in the United States. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Chicago, IL.
21. Emelle B, **Ganz O**, Cantrell J, Hair EC, Vallone D (2015). Electronic cigarette advertising: Big Tobacco's impact on the industry. Presented at the National Conference on Health Communication, Marketing, and Media, Atlanta, GA.
22. **Ganz O**, Smith A, Emelle B, Ilakkuvan V, Cantrell J, Vallone D (2014). How are electronic cigarettes promoted? Surveillance of TV, radio, print and online advertisements. Presented at the National Conference on Health Communication, Marketing, and Media, Atlanta, GA.
23. Kirchner TR, Villanti AC, Cantrell J, Anesetti-Rothermel A, **Ganz O**, Conway KP, Vallone D, Abrams DB (2014). Tobacco retail outlet advertising practices and proximity to schools, parks and public housing affect Synar underage sales violations in Washington, DC. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Seattle, WA.
24. **Ganz O**, Cantrell J, Moon-Howard J, Aidala A, Kirchner TR, Vallone D (2014). The availability and price of little cigars and cigarillos at the point-of-sale in Central

Harlem, New York City. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Seattle, WA.

25. Cantrell J, **Ganz O**, Kreslake J, Pearson JL, Kirchner TR (2013). Posted cigarette prices in retail outlets and proximity of high schools and neighborhoods with youth. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Boston, MA.
26. Richardson A, Rath JM, **Ganz O**, Xiao H, Vallone D (2013). Primary and dual-users of little cigars/cigarillos and large cigars: Differential demographic and tobacco use profiles. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Boston, MA.
27. Kirchner TR, Cantrell J, Anesetti-Rothermel A, Pearson JL, **Ganz O**, Kreslake J, Vallone D, Abrams DB (2013). Real-time geo-spatial exposure to point-of-sale tobacco marketing predicts daily smoking status during cessation. Presented at the Society for Research on Nicotine and Tobacco Annual Conference, Boston, MA.
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B. Professional (*Clinical*): N/A