

DATE: January 1, 2025

NAME: Olivia A. Wackowski, PhD, MPH

PRESENT TITLE: Associate Professor, Department of Health Behavior, Society and Policy,
Rutgers School of Public Health
Institute for Nicotine & Tobacco Studies (INTS), Rutgers Biomedical Health Sciences

E-MAIL ADDRESS: olivia.wackowski@rutgers.edu

EDUCATION:

Undergraduate
Rutgers College, Rutgers University
New Brunswick, NJ
B.A. (Biology), 2001 (GPA, 4.0)

Graduate and Professional
Rutgers-School of Public Health*
Piscataway, NJ
M.P.H. (Health Education and Behavioral Science, 2003) (GPA, 4.0)
PhD. (Public Health, Health Education and Behavioral Science, 2011) (GPA, 4.0)

EMPLOYMENT/WORK EXPERIENCE:

Department of Health Behavior, Society and Policy
Rutgers-School of Public Health*
Institute for Nicotine & Tobacco Studies**,
Rutgers Biomedical Health Sciences

Associate Professor
07/2019 – Present

Assistant Professor
12/2011 – 06/2019

Rutgers-School of Public Health*
Institute for Nicotine & Tobacco Studies**,
Research Teaching Specialist
7/2004 – 11/2011

Tobacco Dependence Program
Rutgers-School of Public Health*
Health Educator
1/2004 – 6/2004 (loss of program grant funding)

Tobacco Dependence Program
Research Assistant
9/2002 – 6/2003

*Prior to July 1, 2013, the Rutgers-School of Public Health was the University of Medicine & Dentistry of NJ- School of Public Health

** Prior to July 1, 2023, the Rutgers Institute for Nicotine & Tobacco Studies was the Rutgers Center for Tobacco Studies

Rutgers University Health Services, Rutgers University
Health Education Assistant,
12/2000 – 5/2001

HONORS AND AWARDS:

Dean's List
Rutgers College, Rutgers University
1997-2001

Edward J. Bloustein Scholarship
Rutgers College, Rutgers University
1997-2001

Rutgers College Merit Scholarship
Rutgers College, Rutgers University
1998-2001

Golden Key National Honors Society
Rutgers College, Rutgers University
2000

Dean's Award for Excellence
Rutgers College, Rutgers University
2001

Anna Skiff Award for Excellence in Health Education Practice
Rutgers School of Public Health*
2003

Bernard Goldstein Award for Academic Excellence
Rutgers School of Public Health*
2003

Delta Omega: Honorary Society in Public Health
Rutgers School of Public Health*
2003

Student Travel Award
Society for Research on Nicotine and Tobacco
2003

Emily and Leon Goldstein Travel Fellowship
2006, 2007

American Legacy Foundation Travel Scholarship
2009

Stanley S. Bergen Scholarship
Rutgers School of Public Health*
2006-2010

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** Prior to July 1, 2023, the Rutgers Institute for Nicotine & Tobacco Studies was the Rutgers Center for Tobacco Studies

Delta Omega: Honorary Society in Public Health
Rutgers School of Public Health*
2012

New Investigator Award
Rutgers Cancer Institute of New Jersey
2012

Early Career Public Health Research Award
Association of Schools and Programs of Public Health
2018

Excellence in Research Award
NJ Health Foundation
2022

Chancellor's Excellence in Clinical or Health Sciences Research Award
Rutgers Biomedical Health Sciences, Rutgers University
2023

SRNT Fellow, Class of 2025
Society for Research on Nicotine & Tobacco (SRNT)

MEMBERSHIPS, OFFICES AND COMMITTEE ASSIGNMENTS IN PROFESSIONAL SOCIETIES:

Board Member, Newsletter Committee Co-Chair, American Public Health Association
Student Assembly, 2006-2009

Member, Advisory Board, The Nation's Health, Newspaper of the American Public Health
Association, 2006-2007

Member, New Jersey Public Health Association, 2012-Present

Member, American Public Health Association, Sections: Public Health Education and Health Promotion
Section; Alcohol, Tobacco, and Other Drugs, 2006-2014

Member, Delta Omega: Honorary Society in Public Health, 2012-Present

Associate Member, Rutgers Cancer Institute of New Jersey, 2012-Present

Member, Society for Research on Nicotine & Tobacco, 2012-Present

**SERVICE ON NATIONAL EXPERT, GRANT REVIEW PANELS, STUDY SECTIONS,
COMMITTEES:**

Grant Reviewer, Florida Department of Health, Bureau of Tobacco Prevention, 2009, 2012

Grant Reviewer, James and Esther King Biomedical Research Program, 2010

Abstract Reviewer, Alcohol, Tobacco & Other Drugs Section, American Public Health Association Annual
Meeting, 2015

Abstract Reviewer, NIH Tobacco Regulatory Science Meeting, 2016, 2017, 2018, 2019

Grant Reviewer, Cancer Research UK, August 2016, August 2019

Grant Reviewer, Tobacco Center of Regulatory Science (TCORS) Pilot Grant Program, University of Southern
California, February 2019, February 2020

Grant Reviewer, NIH study sections for applications to PAR on Electronic Nicotine Delivery Systems,

- November 2018,
- March 2020,
- November 2020

Grant Reviewer, Tobacco Center of Regulatory Science (TCORS) Pilot Grant Program, University of Pennsylvania and Rutgers, April 2019, March 2020, Feb. 2021

Grant Reviewer, Tobacco Center of Regulatory Science (TCORS) Pilot Grant Program, University of Michigan, March 2021

Awards Committee Reviewer, Association of Schools and Programs of Public Health, Early Career Public Health Research Award, 2020, 2022

Abstract Reviewer, Society for Research on Nicotine & Tobacco Annual Meeting, 2016, 2017, 2021, 2022, 2023, 2024

Member Program Planning Committee for the Society for Research on Nicotine & Tobacco Annual Meeting, 2016, 2017, 2021, 2022, 2023, 2024

Special Government Employee (SGE) for Ad Hoc Advisory Committee Service Work, Food & Drug Administration, 2018 – Present (current term through 7/30/27)

Invited Consultant and Ad-hoc Participant, The Tobacco Products Scientific Advisory Committee (TPSAC) to the FDA Center for Tobacco Products,

- TPSAC Review Meeting for RAI Camel Snus MRTP Applications, September 2018
- TPSAC Review Meeting for Swedish Match’s General Snus MRTP Application, February 2019
- TPSAC Review Meeting for USSTC’s Copenhagen MRTP Application, February 2019
- TPSAC Review Meeting for Swedish Match’s General Snus MRTP Application Renewal, June 2024

Grant Reviewer, NIH study section for P01 applications, September 2024

SERVICE ON JOURNALS/PUBLICATIONS:

Editor	Associate Editor, Nicotine & Tobacco Research (2023-Present) Senior Associate Editor, Behavioral Medicine (2017-Present) Associate Editor, Tobacco Regulatory Science (2015-2020)
Guest Editor	International Journal of Environmental Research and Public Health (Special Issue on Perceptions of Tobacco and Nicotine Products, 2021)
Ad Hoc Reviewer	Addiction, Addictive Behaviors, Addictive Behavior Reports, Addiction Research and Theory, American Journal of Health Behavior, American Journal of Health Promotion, American Journal of Preventive Medicine, American Journal of Public Health, BMC Public Health Drug & Alcohol Dependence Harm Reduction Journal Health Communication Health Education and Behavior, Health Education and Research, International Journal of Environmental Research and Public Health Jama Pediatrics

Journal of Adolescent and Young Adult Oncology,
 Journal of Pediatric Psychology,
 Nicotine & Tobacco Research *,
 Pediatrics
 Preventing Chronic Disease,
 Preventive Medicine
 Psychology of Addictive Behaviors
 SSM – Population Health
 Use & Misuse
 Tobacco Control
 Tobacco Regulatory Science
 World Medical & Health Policy

* Acknowledged by journal as being in the top 2% of reviewers in 2014, 2016, 2017 for number of reviews handled, speed and quality of reviews.

SERVICE ON RUTGERS-SCHOOL OF PUBLIC HEALTH (SPH) or RBHS COMMITTEES:

2001-03	Officer, Rutgers School of Public Health Student Government Association
2007-08	Student Representative, Rutgers School of Public Health Doctoral Program Committee
2012	Department Representative, SPH Open House Planning Committee
2012-2013	Member, SPH Website Review Commit
2014	Member, RBHS Tobacco, Alcohol, and Other Drug (TAOD) Strategic Plan Working Group (April-May)
2006, 2015	Reviewer, Anna Skiff Health Education Award
2015	Abstract Reviewer, 2015 CINJ Annual Retreat on Cancer Research in NJ
2015	Member, Student Appeals Committee (August 2015)
2015-2016	Member, Center for Tobacco Study Faculty Search Committee
2015-2016	Member, Departmental Faculty Search Committee
2012-2017	Department Representative, SPH Open House
2013-2017	Co-Chair, Schoolwide Curriculum Committee
2017	Member, SPH Schoolwide Faculty Search Committee
2017	Member, CINJ Cancer Prevention & Control Faculty Search Committee
2017-2018	Member, SPH Ad Hoc Committee for CEPH Curriculum Changes
2017-2018	Member, CINJ Retreat Planning Committee
2017-2019	Chair, Schoolwide Curriculum Committee
2019	Member, RWJBH Initiatives Steering Committee
2019-2020	Member, Center for Tobacco Study Faculty Search Committee
2015- 2020	Grant Reviewer, CINJ Pilot Grant Program (2015)(2017 Spring Cycle)(2017 Fall Cycle)(2020 Spring Cycle)
2015-2020	Departmental Qualifying Exam Coordinator
2019-2022	Member, CINJ/Princeton Consortium Committee
2020- 2021	Chair, Appointments & Promotions Committee, School of Public Health
2021-2022	Chair, Faculty Search Committee, Institute for Nicotine & Tobacco Studies
2022-2024	Member, Faculty Search Committee, Institute for Nicotine & Tob. Studies
2020- 2024	Member, Appointments & Promotions Committee, School of Public Health
2022-Present	Member, Awards Committee, Institute for Nicotine & Tobacco Studies
2023- Present	Member, EOHSI Center Review Committee, RBHS
2024- Present	Member, Vice Dean Search Committee, School of Public Health

SERVICE TO THE COMMUNITY:

1998-2000	Volunteer, Robert Wood Johnson Hospital, New Brunswick, New Jersey
2000	Volunteer, Bridges to the Dominican Republic, Service trip

2012-2013 with Rutgers University
Member, Youth Educator Badge Advisory Curriculum
Committee, Cancer Institute of New Jersey

SPONSORSHIP OF CANDIDATES FOR POSTGRADUATE DEGREE:

PhD in Public Health

- Doctoral Dissertation Committee Member and F31 Mentoring Committee Member for Nimit Shah (EPI). Dissertation Title: Barrier and Predictors of Physical Fitness among Volunteer Firefighters. (May 2024)
- Doctoral Dissertation Committee Member for Binu Singh (SBHS). Dissertation Title: Communication of E-cigarettes among Pediatricians and their Adolescent Patients: A Mixed Methods Study (May 2022)
- Doctoral Dissertation Committee Member for Lindsey Toler (SBHS). Dissertation Title: Factors Associated with the Quality of Physicians' Recommendations of the HPV Vaccine for 11 to 12-Year-Old Adolescents (January 2022)
- Doctoral Dissertation Committee Member for Sara Elnakib (SBHS). Dissertation Title: *Evaluation of the Smarter Lunchroom Program in New Jersey Schools* (January 2021)
- Doctoral Dissertation Committee Member for Myrium Casseus (SBHS/HSAP). Dissertation Title: *Substance Use Behaviors among a Nationally Representative Sample of College Students with Disabilities* (October 2018)
- Doctoral Dissertation Committee Member for Yeongkwon Son (ENOH). Dissertation Title: *Estimating the Human Health Risk Associated with Exposures to Harmful Constituents Emitted from Electronic Cigarettes* (January 2018)

PhD/DrPH Qualifying Exam Committee

- Camilla Comer-Carruthers, October 2019
- Adrienne Viola, March 2018
- Lindsey Toler, October 2017
- Jennifer Turner, October 2016
- Sara Elnakib, October 2016

Masters in Public Health Degree Faculty Advisor

- Mariah Pierce, 05/2020
- Gregory Hancock, 05/2013
- Erin Brady, 12/2014
- Denise Pangilinan, 10/2014
- Veronicah Njoki Mwaniki

Masters in Public Health Thesis/Fieldwork, Applied Practicum or Capstone Project Supervisor

- Applied Practicum Experience Advisor for Caitlin Uriarte (December 2023). Site Organization: Saddle Baddies.
- Applied Practicum Experience Advisor for Olusola Mary Olatubosun (Spring 2023). Site Organization: New Jersey Healthy Kids Initiative

- Capstone Advisor for Olusola Mary Olatubosun (December 2023). Project Title: *Assessing Health Promotion Efforts through African American Faith-Based Organizations*
- Faculty Advisor for Zachary Kazarian (May 2019), Project Title: *A Process Evaluation of the Live Well-Vivir Bien Smartphone Application.*
- Faculty Advisor for Priya Sahgal (May 2018), Project Title: *Easing the Burden of Parkinson's Disease through Communication, Awareness & Outreach.*
- Faculty Advisor for Mikaela Matthews (May 2018), Project Title: *American Cancer Society Cancer Action Network Smoke/Tobacco-Free Community College Toolkit.*
- Faculty Advisor for Brett Nance (May 2017), Project Title: *Sexually Transmitted Disease Trends in Monmouth County, New Jersey and targeted dissemination of STD Resource Information.*
- Faculty Advisor for Lessley Chiriboga (May 2017), Project Title: *Project SOL Beyond New Brunswick.*
- Faculty Advisor for Ronke Babalola (December 2016), Project Title: *Non-pharmacological Management of Child and Adolescent Patients at Risk for Agitation.*
- Faculty Advisor for Danielle Mooney (May 2015), Project Title: *Chronic Pain Management for Veterans at the War Related Illness and Injury Study Center.*
- Faculty Advisor for Ethel Baumberg (May 2015), Project Title: *Hunterdon County Workplace Wellness Initiative*
- Faculty Advisor for Verteena Philips (December 2014), Project Title: *Awareness and the Womb' - A Knowledge-Based Needs Assessment Concerning Pregnant Women in New Jersey*
- Faculty Advisor for Kristin Innes (05/2013), Project Title: *Pilot testing of The Cancer Institute of New Jersey Cancer Awareness Youth Educator Badge Program*
- Co-Faculty Advisor for Carianne Ragozzino (01/2013), Project Title: *A Content Analysis of Tobacco Use Imagery in Rolling Stone Magazine from 1967-2007*
- Co-Faculty Advisor for Bianca Freda (05/2012), Project Title: *Perceptions about Cancer Clinical Trial Participation Among African Americans and Hispanics in New Jersey*
- Co-Faculty Advisor for Coiel Ricks (05/2012), Project Title: *An Analysis of the Tobacco Industry's Use of Couponing Tactics Among African Americans*
- Site Supervisor for Whitney Arons (05/2011), Project Title: *Content analysis of sexual health information in magazines popular among female adolescents.*
- Site Supervisor for Maggie Helmig (01/2010), Project Title: *Under the radar: how brand-sponsored websites are being used to market smokeless tobacco products.*
- Site Supervisor for Maria Pellerano (10/2009), Project Title: *A description and analysis of brand-specific cigarette websites: Camel, Doral, and Kool.*

- Site Supervisor for Jennifer Sokol (10/2006), Project Title: *A content analysis of direct-to-consumer advertising of prescription medication towards women.*
- Site Supervisor for Sarita Pillai (10/2006), Project Title: *A content analysis of cigarette brand loyalty catalogs.*

Undergraduate Public Health Thesis Advisor

- Faculty Advisor for Erin Petenko (May 2016), Thesis Title: *An analysis of media coverage of e- cigarettes.*

ADDITIONAL MENTORING ACTIVITIES

Postdoctoral Fellows (Primary Mentor)

- Destiny Diaz, PhD, October 2023 – Present, (F99/K00)
- Caitlin Weiger, PhD, September 2022 – Present (K99)
- Stefanie Gratale, PhD, October 2020 – November 2023
- Jennah Sontag, PhD, 2017-2019

Junior Faculty Mentees

- Stefanie Gratale, PhD, Primary Mentor on K01 Award, 01/2004 - Current
- Jon Patrick Allem, PhD, Mentoring Committee, 12/2023 - Present
- Michelle Jeong, PhD, Co-mentor on K01 Award, 2019-Current
- Ollie Ganz, PhD, Primary Mentor, Mentoring Committee, 2019-Current
- Julia Chen-Sankey, PhD, Mentoring Committee, 2019-Current
- Marin Kurti, PhD, Mentoring Committee, 2018-2019

TEACHING RESPONSIBILITIES:

- 2018- Program Planning and Evaluation, Dept of Health Behavior, Society & Policy, Rutgers School of Public Health (Instructor, Spring 2018, 2019, 2020, 2021)
- Developed and taught asynchronous online version of class in Spring 2022, 2023, 2024
- 2011- 5 Day Certified Tobacco Treatment Specialist Training, Tobacco Dependence Program, Rutgers-School of Public Health (Lecturer)
- Lecture Topics: Non-Combusted Tobacco Products; Harm Reduction, October 2020, January 2021, May 2021, October 2021, Feb. 2022, May 2022, October 2023, Jan 2023, March 2023, May 2023, September 2023, November 2023, Feb 2024, May 2024, October 2024
 - Lecture Topic: Introduction to Tobacco Control, June 2012, January 2014, March 2014, February 2016, February 2017, May 2017, October 2017, February 2018, May 2018, October 2018, February 2019, October 2019, January 2020, May 2020
 - Lecture Topic: Marketing, October 2010, June 2012, October 2021, Feb. 2022
 - Lecture Topic: Policy, October 2011, June 2012
- 2018 Doctoral Student Seminar, Rutgers School of Public Health (Course Instructor/Facilitator, Fall 2018)
- 2016-2017 Applied Research Methods, Dept. of Social and Behavioral Health Sciences, Rutgers School of Public Health (Course Instructor, Fall 2016, Fall 2017)
- 2011-2018 Social Marketing, Dept. of Social and Behavioral Health Sciences, Rutgers School of Public Health, (Guest Lecturer)

- Lecture Topic: Persuasion Theory and Fear Appeals (2012-2018)
 - Lecture Topic: Preparing Poster Presentations (Fall 2012-2018)
- 2017 Health & Risk Communication, Dept. of Social and Behavioral Health Sciences, Rutgers School of Public Health (Course Instructor, Spring 2017)
- 2017 Topics in Cancer Prevention and Control, Dept. of Social and Behavioral Health Sciences, Rutgers School of Public Health (Guest Lecture)
- Lecture Topic: An overview of Tobacco Control – Medical Consequences, Epidemiology, Harm Reduction and FDA Regulation
- 2016 Program Planning and Evaluation, Dept. of Social and Behavioral Health Sciences, Rutgers School of Public Health, (Guest Lecturer)
- Lecture Topic: Measurement
 - Lecture Topic: Planning with Logic Models
 - Lecture Topic: Design of Impact Evaluations
- 2016 Seminar in Tobacco Control and Public Health, Dept. of Social and Behavioral Health Sciences, Rutgers School of Public Health (Course Instructor)
- 2012-2015 Health Program Evaluation, Bloustein School of Planning and Public Policy, Rutgers University (Course Instructor, Spring Semesters)
- 2012-2014 Health Program Development, Bloustein School of Planning and Public Policy, Rutgers University (Course Instructor, Fall Semesters)
- 2015 Applied Research Methods, Dept. of Social and Behavioral Health Sciences, Rutgers School of Public Health (Guest Lecturer)
- Lecture Topic: Qualitative Research Methods (Fall, 2015)
- 2014 1 Day Tobacco Dependence Treatment Specialist Training – New Challenges and Opportunities for Tobacco Treatment in 2014, (May 2014) Tobacco Dependence Program, Rutgers-School of Public Health (Lecturer)
- Presentation title: *Smokers' E-cigarette Perceptions, Policy Attitudes and Use Intentions*
- 2012 Independent Study in Tobacco Control & Public Health, Dept. of Social and Behavioral Health Sciences, Rutgers-School of Public Health (Course Instructor)
- 2012 Health & Risk Communication, Dept. of Social and Behavioral Health Sciences, Rutgers-School Lecture Topic: Entertainment Media – Positive and Negative Effects, Spring 2012
- 2009 Introduction to Health Education & Behavioral Science, Dept. of Social and Behavioral Health Sciences, Rutgers-School of Public Health (Teaching Assistant)
- 2004-06, 2008 Health & Risk Communication, Dept. of Social and Behavioral Health Sciences, Rutgers School of Public Health (Teaching Assistant)
- 2005-07 Social Marketing, Dept. of Social and Behavioral Health Sciences, Rutgers-School of Public Health (Teaching Assistant)
- 2001-2002 Bridgewater Raritan High School (Substitute Teacher)
- 2000 Exploring Health and Medicine, Rutgers University (Peer Instructor)

GRANT SUPPORT:

A. Principal Investigator

R01CA292455 Wackowski (Contact PI)/Jeong (MPI) 01/1/2025 – 12/31/2029

NCI/FDA Center for Tobacco Products

Prevalence and Effects of “Natural” Descriptors on Cigar Packaging

The study aims to provide cigar-specific evidence on the prevalence and impact of “natural” descriptors and imagery on young adults’ attention, cigar perceptions, and use intentions, with the aim of informing potential regulatory actions and counter-strategies.

R61CA291878 Wackowski (Contact PI)/Giovenco/Mercincavage 09/1/2024 – 08/31/2027

NIH/NCI

Implementation, reach, and impact of court-ordered tobacco corrective statement postings at point-of-sale

This project will use mixed methods to examine the implementation, reach, and impact of court-ordered corrective statements about tobacco posted in retail stores across the country.

R21CA289541 O’Connor/Wackowski(MPI) 08/01/24-07/31/26

NIH/NCI

Assessment of consumer response to smokeless tobacco modified risk marketing orders

This study will use complementary and innovative research activities to explore consumers’ exposure and reactions to authorized smokeless tobacco modified risk claims, and whether these claims influence smokeless tobacco demand and sensory evaluations.

R37CA222002 Wackowski (PI) 04/01/18-03/31/25

NCI (MERIT Award converted from R01CA222002)

Perceptions and Impact of Modified Risk Tobacco Product Communication Messages

The goal of this project is to study the development, placement, perceptions of and impact of reduced risk communication messages about e-cigarettes and snus tobacco products.

Award: \$1,433,629 (Direct)/\$2,116,884 (Total)

U54CA229973 (Tobacco Centers for Regulatory Science) 09/01/18-08/31/25

NCI/FDA Center for Tobacco Products

Title: Examining the Effects of Advertising, Packaging and Labeling on Perceptions, Use and Exposure of Combustible Tobacco Products

Center MPIs: Delnevo, Rutgers / Strasser, U Penn)

Center Award: \$18,838,093 (Total)

- **Role: MPI for Project 3 (Delnevo/Wackowski):** *Influence of Cigarillo Packaging and Labeling on Young Adults.* Award: \$1,847,647 (Direct)/\$2,937,759 (Total)
- **Role: PI for Project 4** (as of 7/1/21; Co-I from 9/18-6/21): *Examining Product Descriptors in Natural American Spirit Cigarette Marketing.* Award: \$2,123,191 (Total)
- **Role: PI for Rapid Response Project UPR-21-02** (9/2021 – 8/2022): *E-Cigarette Marketing Authorizations and Risk Perceptions.* Award: \$100,000 (Direct)

R37CA222002 Wackowski (PI) 10/01/18-03/31/20

NIH/NCI (Admin. Supplement)

Perceptions and Impact of Modified Risk Tobacco Product Communication Messages

This supplement aims to analyze public comments about MRTP applications submitted to the FDA and survey data about the public’s exposure to MRTP claims and e-cigarette and smokeless tobacco warning labels.

Award: \$74,767 (Direct)/\$118,878 (Total)

K01CA189301 Wackowski (PI) 09/12/14-08/31/18

NIH/FDA Center for Tobacco Products

Developing and testing warning statements about e-cigarettes (K01)

The goal of this project is to provide training in tobacco regulatory science and to develop and test potential future warning labels for electronic cigarettes.

Award: \$443,789 (Direct)/\$477,952 (Total)

Bridge/Gap Funding Program

Wackowski (PI)

07/01/17-12/30/18

Cancer Institute of New Jersey

The goal of this study is to pilot data with a convenience sample of adults to compare visual attention to text only tobacco/e-cigarette warnings versus pictorial warnings.

Award: \$10,000 (Direct)/\$10,000 (Total)

R03 CA175901

Wackowski (PI)

09/03/13-08/31/16

NIH/FDA Center for Tobacco Products

Exploring smokers' perceptions of differing smokeless tobacco news messages

The goal of this project is to explore smokers' interpretations of and reactions to SLT information and different SLT risk comparison messages found in news stories.

Award: \$100,000 (Direct)/\$159,000 (Total)

Pilot Program Award

Wackowski (PI)

05/01/14-08/31/15

NIH/FDA CTP (P50DA036116-01) through University of Texas School of Public Health

Exploring young adults' menthol cigarette initiation, perceptions, experiences and future use intentions

Supported by the Texas Center of Tobacco Regulatory Science on Youth and Young Adults, the goal of this project is to conduct focus groups with young adult menthol smokers about their product history, beliefs, experiences, policy perceptions and future use intentions.

Award: \$19,988 (Direct)/\$19,998 (Total)

Annual Grants Program

Wackowski (PI)

04/01/13-03/31/15

New Jersey Health Foundation

Exploring smokers' e-cigarette awareness, perceptions, and use intentions

The goal of the project is to explore smokers' awareness, perceptions and interest in use of electronic cigarettes via a web-based survey of adult current smokers.

Award: \$25,000 (Direct)/\$25,000 (Total)

New Investigator Award

Wackowski (PI)

03/01/12-02/28/15

NIH/NCI P30CA072720 through Cancer Institute of New Jersey (CINJ)

Supported through the Cancer Institute of New Jersey's CCSG's P30, the goal of this award is to provide protected time and support to help new investigators publish their dissertation research, develop a research agenda, and ultimately submit a grant application to pursue research interests.

Award: \$50,000 (Direct)/\$50,000 (Total)

B. Co-Investigator

R01DA059573 (NIH)

Morean (Yale University)

7/15/24-06/30/2027

Using Novel Labeling to Improve Public Understanding of Nicotine in Electronic Nicotine Delivery Systems (ENDS)

Role: Co-Investigator

K01CA281062 (NIH)

Gratale (PI)

1/1/24-12/31/2029

A new generation of misleading tobacco marketing: Assessing the evolution of misleading combustible tobacco marketing features and detrimental implications for vulnerable youth and young adults

Role: Primary Mentor

K99 DA059626 (NIH)

Weiger (PI)

07/15/24-06/30/26

Misperceptions that prevent complete switching to e-cigarettes among adult smokers: A more nuanced communication strategy.

Role: Primary Mentor

K00CA274655 (NIH) Diaz (PI) 09/20/2023–08/31/2027

Use and impact of quantitative information in tobacco risk communications.

Role: Primary Mentor

K01DA058242 (NIH) Snell (VCU)(PI) 08/01/24-07/31/29

Development and Assessment of Nicotine Continuum of Risk Education on Tobacco Use Among Socioeconomically Disadvantaged Adults

Role: Co-mentor

R01MD018728 (NIH) Sterling/Villanti (MPI) 7/19/23-1/31/2028

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

R01CA260831 Steinberg, Heckman, Stepanov (MPI) 2/15/22-1/31/2026

NIH/NCI

Evaluating Cigarette Relighting Behavior: Prevalence, Correlates, Toxicant Exposure, and Implications for Cessation

Direct: 2,359,551.00; Total: 3,140,939.00

Role: Co-Investigator

K01CA242591 Jeong (PI) 9/1/19-8/31/2025

NIH/FDA

The Impact of E-cigarette Marketing Features on Youths' E-cigarette Perceptions and Use Intentions

Role: Co-Mentor

HHSN271201600001 CMaklan/Hyland (PI) 04/01/16-11/30/24

NIDA/Center for Tobacco Products, FDA (subcontract through Westat)

PATH - Population Assessment of Tobacco and Health, National Longitudinal Survey of Tobacco Use

PATH is a national, longitudinal cohort study of more than 45,000 users and non-users of tobacco products ages 12+. Results from this study will be used to evaluate the impact of FDA-CTP tobacco regulation.

Role: Co-Investigator

U54CA229973 09/01/22-08/31/23

TCORS Year 5 Rapid Response Project (Chen-Sankey, PI).

Examining the Interactive Effects of MRTP Claims and Other Advertising Features in E-cigarette Ads.

Award: \$145,000 (Direct)

Role: Co-Investigator

R01CA231139 Delnevo/Hudson (PI) 07/01/18-06/30/23

NCI

Adoption, diffusion, and implementation of Tobacco 21 policies to address health disparities

The goal of this project is to better understand the diffusion, implementation and impact of policies to raise the legal age of tobacco sales to 21, with a focus on racial/ethnic groups in the context of a diverse tobacco environment.

Award: \$1,985,647 (Direct)/\$3,157,125 (Total)

Role: Co-Investigator

NCI 1R01CA190444-01A1 Delnevo/Steinberg (PI) 06/01/15-05/31/21

Physicians' Perceptions, Attitudes, and Communication of E-Cigarettes (PACE)

Award: 1,844,181 (Direct)/\$2,932,248(Total)

Role: Co-Investigator

F31 HL160196 Shah (PI)
Barriers and predictors of physical fitness among volunteer firefighters.
 This 2 year predoctoral fellowship application examines predictors and barriers of physical fitness among volunteer firefighters to inform potential health promotion programs.
 Role: Co-mentor

NJ/NY Occupational Safety & Health Center Shah (PI) 07/01/20-06/30/21
Exploring the Challenges and Facilitators to Physical Health in Volunteer Firefighters Across their Tenure
 Award: \$12,000 (Total)
 Role: Co-Investigator

UPENN/Rutgers TCORS Pilot Riley (PI) 03/01/19-02/28/20
Gain and loss frame smoking communication for vulnerable populations.
 Role: Co-Investigator

USC TCORS Pilot Morean (PI) 03/01/19-02/28/20
Improving the Interpretability of Nicotine Concentrations on E-cigarette Packaging for Adolescents and Young Adults
 Role: Consultant/Collaborator

R03 CA212694 Villanti (PI) 09/01/17-08/31/19
 NCI/FDA Center for Tobacco Products
Perceptions of nicotine and relative harm of tobacco products in U.S. young adults.
 The goal of this project is to examine young adults' perceptions of nicotine and relative harm of tobacco products and to characterize young adults into relevant subgroups/classes.
 Role: Co-Investigator
 Award: \$150,000 (Direct to University of Vermont)

2R42DA039595-02A1 Hecht/Greene (PI) 05/01/17-04/30/19
 NIH/NIDA
Interactive technology for media literacy drug prevention in community groups,
 This project examines the efficacy of REAL media, an e-learning version of the evidence-based face-to-face Youth Message Development (YMD) Curriculum, via a randomized control trial with 4-H clubs in the U.S.
 Role: Expert Panel Member

P50CA180906 Perry (PI) 09/01/13-08/31/18
 NIH/FDA Center for Tobacco Products
Tobacco Center for Regulatory Science on Youth & Youth Adults
 Under a subcontract from The University of Texas Health Science Center at Houston, our role will be to lead surveillance of targeted tobacco industry marketing in Texas and assist the research team with survey development and data analysis.
 Award: \$741,617 (Direct)
 Role: Co-Investigator, Subaward

C. Pending Grants:

Principal Investigator

R01NR021660 (NIH) Carroll/Wackowski (MPI)
Evaluating Population-Based Strategies for Rural Smoking Cessation
 Status: Impact Score = 20

Co-Investigator

R01CA299890 (NIH) Carroll/Hatsukami (MPI)

Maximizing smoking cessation behaviors in the context of a nicotine reduction strategy for cigarettes
Status: Under Review
Role: Co-Investigator

R01, Project Number pending (NIH) Jeong (PI)
Preventing vaping escalation among youth with evidence-based messages
Status: Under Review, Submitted October 2024
Role: Co-Investigator

R01, Project Number pending (NIH) Bover Manderski (PI)
Understanding nicotine pouch adoption and longitudinal use patterns among U.S. adults
Status: Under Review, Submitted October 2024
Role: Co-Investigator

R21, Project Number pending (NIH) Mercincavage (PI)
The Impact of Marketing for Sensa on Attention, Product Perceptions, and Use Intentions
Status: Under Review, Submitted October 2024
Role: Co-Investigator

PUBLICATIONS:

A. Published Peer-Reviewed Original Articles in Journals

*Student, Trainee or Junior faculty mentee

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Original Articles Submitted/Under Review

1. Drake C*, Starcevich K, **Wackowski O**, Gratale SK*, Ganz O*, Ohman-Strickland P, Jennifer L. Pearson. Sociodemographic and smoking characteristics associated with low perceived harm of “organic” and “additive-free” tobacco products among US adults. *Nicotine & Tobacco Research*, revise and resubmit.
2. Ganz O*, Villanti AC, Altunbilek A, Johnson A, Garmon J, **Wackowski OA**, & Sterling KL. “Speak Your Voice:” Tobacco Company Efforts to Persuade Consumers to Fight the Proposed Federal Menthol Cigarette and Flavored Cigar Bans in the U.S. *American Journal of Public Health*, revise and resubmit.
3. **Wackowski OA**, Gratale SK*, Jeong M*, Schroth KRJ, Mercincavage M, Strasser AA, Delnevo CD. The impact of cigarillos text warning presence and size on young adults’ cigarillo risk beliefs, knowledge, appeal and use intentions. *Nicotine & Tobacco Research*, revise and resubmit.
4. Diaz D*, O’Connor RJ, Pearson JL, **Wackowski OA**. Exposure to “Less Harmful” Claims for E-cigarettes, Snus, and Smokeless Tobacco among Adults who Smoke. *Addictive Behaviors*, under review.
5. Carroll DM, Tan A, Differding M, Kim E, **Wackowski OA**, Rubenstein D, Hatsukami D, Noonan D, and McClernon FJ. Beliefs Regarding Nicotine Replacement Therapy Among Rural Residing People Who Smoke: A Step Towards Promoting Uptake. *Preventing Chronic Disease*, under review.
6. Heckman CJ, **Wackowski OA**, Gundersen D, Mitarotondo A, Tomaino M, Kennedy M, Strasser AA, Luo X, Stepanov I, Hatsukami DK, & Steinberg MB. Cigarette relighting disparities and potential health implications: Findings from a large US survey. *Addiction*, Submitted.

B. Research Reports and Other Publications

1. **Wackowski OA**. Coverage of smokeless tobacco in US newspapers and news wires – a content analysis.[dissertation]. School of Public Health: University of Medicine & Dentistry of NJ. 2011.

2. **Wackowski O**, Hrywna M & Delnevo CD. (2010). The 2008 New Jersey Smoke-Free Air Act Policy Survey: A Statewide Report. UMDNJ -School of Public Health, New Brunswick, NJ.
3. **Wackowski O**, Lewis MJ & Hrywna M. (2009). Tobacco Surveillance Data Brief: Print coverage of tobacco news and CTCP programs. Volume 3, Issue 1. UMDNJ-School of Public Health, New Brunswick, NJ.
4. **Wackowski O**, Lewis MJ & Hrywna M. (2008). Tobacco Surveillance Data Brief: Print coverage of the casino smoking ban debate. Volume 2, Issue 4. UMDNJ-School of Public Health, New Brunswick, NJ.
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6. **Wackowski O** & Lewis MJ. (2008). Camel Snus plays up Swedish heritage. *Tobacco Control*, 17(3): 148.
7. **Wackowski O** & Lewis MJ. (2007). Tobacco Surveillance Data Brief: Point-of-purchase tobacco marketing. Volume 1, Issue 5. UMDNJ-School of Public Health, New Brunswick, NJ.
8. Delnevo CD, **Wackowski O** & Berger HF. (2006). Tobacco Surveillance Data Brief: Cigars and smokeless tobacco. Volume 1, Issue 4. UMDNJ-School of Public Health, New Brunswick, NJ.
9. Lewis MJ & **Wackowski O**. (2006). USA: Salem’s new look website. *Tobacco Control*, 15(2):81-82.
10. Lewis MJ & **Wackowski O**. (2006). USA: Kool’s “Be True” funding. *Tobacco Control*, 15(6): 420-421.
11. **Wackowski O**, Hemminger L & Schlegel B. (2006). What’s in a picture? Lesson plan for students about tobacco marketing. *Environmental Health Perspectives*, Student Edition. Available at: <http://www.ehponline.org/science-ed/lessons2006.html>.
12. Delnevo CD, Hrywna M, **Wackowski O**, Lewis MJ & Hoffman BR. (2005). Independent evaluation of the New Jersey Comprehensive Tobacco Control Program: key outcome indicators. UMDNJ-School of Public Health, New Brunswick, NJ.
13. Foulds J, Repetto PD, Speelman N, **Wackowski O**, Zimmermann M, et al. (2004). QUIT 2 WIN/ Win Independence from Nicotine, New Jersey’s Youth Cessation Program. Tobacco Dependence Program at UMDNJ -School of Public Health, New Brunswick, NJ.
14. Goodhart FW, **Wackowski O**, Cancialosi L & Rojewski M. (2003). Practice Notes: NJPHA Legislative Scorecard. *Health Education & Behavior*, 30 (1): 5-9.

C. Presentations and Published Abstracts

1. Maynard OM, Attwood AS, East K, Garnett C, Khouja J, **Wackowski O**, Morean M. (November 2024). Development and validation of a reasons for not vaping scale (RNVS). Presented at the 2024 Society for the Study of Addiction (SSA) conference.
2. Weiger C*, Gratale S*, Ganz O*, **Wackowski OA**. (March 2024) Beyond the label: The impact of “additive-free” vs. “tobacco & water” claims on cigarette packs. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, Edinburgh, Scotland. **Selected by the SRNT 2024 Program Chairs as one of the five 2024 New Investigator Award Winners for Best Abstract.*

3. **Wackowski OA**, Weiger C*, Hrywna M, Chen-Sankey J*, Villanti A, O'Connor R. (March 2024) Impact of snus ads and fact sheets with modified risk information among adults who smoke. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, Edinburgh, Scotland.
4. **Wackowski OA**, Jeong M*, Gratale S*, Mercincavage M, Strasser A, Delnevo CD. (March 2024) Reactions and perceived effectiveness of pictorial warnings versus text-only warnings for cigars – an experimental study. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, Edinburgh, Scotland.
5. Diaz D, O'Connor R, Pearson J, **Wackowski O**. (March 2024) Exposure to “less harmful” Claims for E-cigarettes, Snus, and Smokeless Tobacco among Adults who Smoke. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, Edinburgh, Scotland.
6. Villanti A, Tomaino M, Uriarte C, Weiger C*, **Wackowski OA**, Delnevo CD, Bover Manderski MT, Peterson EB. (March 2024). Impact of survey item wording and response options on prevalence of beliefs about nicotine causing cancer: a randomized survey experiment. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, Edinburgh, Scotland.
7. Mercincavage M, Waugh LK, Gratale S*, **Wackowski O**, Pearson JL, House J, O'Connor R, Strasser AA. (March 2024) Acute effects of charcoal filtered cigarettes and their packaging on product perceptions and behaviors: Results from a pilot randomized trial. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, Edinburgh, Scotland.
8. Young WJ, Kennedy M, Wackowski O, Mitarotondo A, Araba Assan M, Scalia D, Steinberg M, Heckman C. (March 2024) Cigarette relighting: a prevalent yet understudied behavior. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, Edinburgh, Scotland.
9. Shi, R., Khayat, A., Lee, J., Garrison, K., Jebai, R., **Wackowski, O.**, Ozga, J., Stanton, C. (2024 March) Trends in e-cigarette advertisements following major policy changes in the U.S.: The warning label requirements, Tobacco 21, and the flavor enforcement policy. Abstract accepted for presentation at the March 2024 Society for Research on Nicotine & Tobacco Annual Meeting, Edinburgh, Scotland.
10. **Wackowski OA**, Gratale SK, Jeong, M, Strasser AA, Delnevo CD. (October 2023). The impact of cigarillo text warning presence and size on young adults' cigarillo risk beliefs, knowledge and use intentions. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
11. Weiger C, Villanti A, **Wackowski OA**. (October 2023). Why do people think e-cigarettes are as harmful as cigarettes? An analysis of underlying beliefs. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
12. Gratale S, Mercincavage M, **Wackowski OA**. (October 2023). Combating misperceptions about very low nicotine content (VLNC) cigarettes via inoculation strategies. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
13. Jeong M, Weiger C, **Wackowski OA**, Delnevo CD. (October 2023) The effect of specific e-cigarette advertisement features on youths' e-cigarette perceptions and interest. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
14. Villanti A, Tomaino M, Uriarte C, Weiger C, **Wackowski OA**, Delnevo CD, Bover Manderski MT. (October 2023). Impact of survey item wording and response options on prevalence of beliefs about nicotine causing cancer: a randomized survey experiment. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.

15. Weiger C*, Villanti A, **Wackowski OA**. (September 2023). Why do people think e-cigarettes are as harmful as cigarettes? An analysis of underlying beliefs. Presented at the Society for Research on Nicotine & Tobacco Europe Annual Meeting, London. *Travel Award received by Caitlin Weiger.
16. **Wackowski OA**, Diaz D, Weiger C, O'Connor R. (September 2023). Formative research on e-cigarette and snus modified risk message wording. Presented at the Society for Research on Nicotine & Tobacco Europe Annual Meeting, London. *Awarded the 2023 Mateusz Zatonski Conference Poster Prize.
17. **Wackowski OA**, Gratale S, Chen-Sankey JC, Jeong M, Weiger CV, O'Connor R. (March 2023). The impact of hypothetical e-cigarette modified risk ad claims on product perceptions, product interest and message beliefs. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, San Antonio, TX.
18. **Wackowski OA**, Bover Manderski M, Gratale S, Weiger CV, O'Connor R. (March 2023). Perceptions about exposure to chemicals from e-cigarettes relative to cigarettes, and associations with relative harm perceptions and e-cigarette use and interest. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, San Antonio, TX.
19. Pearson J, Ohman-Strickland P, Gratale S, Ganz O, **Wackowski OA**. (March 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 the Society for Research on Nicotine & Tobacco Annual Meeting, San Antonio, TX.
20. Ganz O, **Wackowski OA**, Gratale S, Chen-Sankey J, Safi Z, Delnevo CD. (March 2023). The Landscape of Cigar Marketing in Print Magazines From 2018-2021: Content, Expenditures, Volume, Placement and Reach. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, San Antonio, TX.
21. Steinberg ML, Rosen RL, Ganz O, **Wackowski OA**, Jeong M, Delnevo CD. (March 2023). Health Communication Describing the Mental Health Benefits of Quitting Smoking Increases Motivation to Quit Among Those with Anxiety and Depression. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, San Antonio, TX.
22. Giovenco DP, Ganz O, Spillane TE, Easter AG, **Wackowski OA**, Villanti AC, Strasser AA, Delnevo CD. (March 2023). Longitudinal Content Analysis of Top-Selling Cigarette Packs in the United States in 2018 and 2021. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, San Antonio, TX.
23. East K, Taylor EV, Simonavicius E, Nottage M, Reid J, Burkhalter R, Brose LS, **Wackowski OA**, Liber A, McNeill A, Hammond D. (March 2023). Noticing Education Campaigns or Public Health Messages about Vaping among Youth in England, Canada and the US From 2018 to 2021. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, San Antonio, TX.
24. Childers MG, **Wackowski OA**, Douglas AE, Milstred AR, Felicione NJ, Blank MD. (March 2023). Comparison of Electronic Cigarette-related Terminology and Use Behaviors Between Pod and Mod Users. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, San Antonio, TX.
25. Weiger C, **Wackowski OA**, Bover-Manderski M, Villanti AC, Chen-Sankey J. (March 2023). Absolute and Comparative Harm Perceptions of E-cigarettes and Cigarettes and Subsequent Tobacco Use Among U.S. Adults Who Smoke Cigarettes. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, San Antonio, TX.
26. La Capria K, **Wackowski OA**, Villanti AC, Jeong M, Choi K, Chen-Sankey J. (March 2023). Associations between Noticing E-Cigarette Advertising Features and E-Cigarette Product Appeal and

- Product Switching Among Young Adults. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, San Antonio, TX.
27. La Capria K, Weiger C, **Wackowski OA**, Chen-Sankey J. (March 2023). Perceiving E-Cigarettes as Less Harmful than Cigarettes Predicts Antecedents of Smoking Cessation and Product Switching Among Young Adult Dual Users. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, San Antonio, TX.
 28. Weiger C, **Wackowski OA**, Maxton O, La Capria K. Uriarte C, Menkevich M, Awadalla J, Chen-Sankey J. (March 2023). Beliefs and Attitudes towards a Hypothetical E-cigarette Modified Exposure Ad Claim Among Young Adults Who Smoke and Young Adults Who Do Not Use Tobacco. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, San Antonio, TX.
 29. **Wackowski OA**, Jeong M, Gratale S, Chen-Sankey, J, Weiger C, Strasser A, Delnevo C. (October 2022). The Impact of Exposure to FDA E-Cigarette Authorization Messages on Product Perceptions and Interest – an Experiment with Adult Smokers and Youth. Presented at the 2022 TCORS Grantee Meeting (Virtual).
 30. Gratale SK, Pearson JL, Mercincavage M, **Wackowski OA**. Consumer (Mis)Perceptions of the Safety and Composition of Natural American Spirit’s New “Sky” Cigarettes. (October 2022). Presented at the 2022 TCORS Grantee Meeting (Virtual).
 31. Mercincavage M, Waugh LW, **Wackowski OA**, Gratale S, Pearson JP, Strasser AA. (October 2022). Preliminary Findings from a Pilot Study of Charcoal Filtration and Package Color Effects on Cigarette Perceptions, Use Intentions, and Changes in Carbon Monoxide. Presented at the 2022 TCORS Grantee Meeting (Virtual).
 32. Pearson JL, Ohman Strickland, P, Gratale SK, Ganz, O, **Wackowski OA**. (October 2022). Longitudinal Relationship between Belief That Some Cigarettes Are Less Harmful, Switching to Natural American Spirit, and Belief That One’s Own Brand Might be Less Harmful: Results from Waves 1-5 of the PATH Study. Presented at the 2022 TCORS Grantee Meeting (Virtual).
 33. Ganz, O. **Wackowski OA**, Gratale SK, Chen-Sankey J, Safi Z, Delnevo CD. (October 2022). The Landscape of Cigar Marketing in Print Magazines from 2018-2021: Content, Expenditures, Volume, Placement and Reach. Presented at the 2022 TCORS Grantee Meeting (Virtual).
 34. **Wackowski OA**, Gratale S, O’Connor R. (March 2022). Perceived message effectiveness and source trust for e-cigarette and modified risk messages. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
 35. **Wackowski OA**, Gratale S, Jeong M, Delnevo C, Steinberg M, O’Connor R. (March 2022). Over one year later – EVALI awareness, knowledge and impact on e-cigarette use interest among smokers and young adult non-smokers. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
 36. Hrywna H, Gonsalves N, Delnevo D, **Wackowski OA**. (March 2022). Awareness, appeal, and ever use of nicotine pouch products. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
 37. Pearson K, Ohman-Strickland P, **Wackowski O**. Switching to Natural American Spirit cigarettes significantly increases the odds of believing one’s own brand might be less harmful than other brands: results from Waves 1-4 of the PATH study. (March, 2022). Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
 38. Drake C, **Wackowski O**, Gratale SK, Ganz O, Ohman-Strickland P, Pearson J. (March, 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 the Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
39. Chen-Sankey J, Cruz-Cano R, **Wackowski OA**. (March, 2022). E-cigarette price promotion receipt and subsequent e-cigarette and cigarette use status among US adult cigarette smokers. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
 40. Sidhu A, Johnson AC, Souproutchouk S, **Wackowski OA**, Strasser A, Mercincavage M. (March, 2022). Cognitive responses to pictorial warning labels and their association with quitting measures after continued exposure. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
 41. Giovenco DP, Ganz O, Spillane TE, Safi S, Talbot E, **Wackowski OA**, Delnevo CD, Lewis MJ. (March, 2022). Promotion of cigar products in Instagram stories. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
 42. **Wackowski OA**. (October 2021). Invited Panel Presenter – Nicotine Risk Perceptions among US Physicians. Presented at the 2021 Tobacco and Nicotine Products Regulation and Policy Conference, sponsored by the Food and Drug Law Institute (Virtual).
 43. **Wackowski OA**. (October 2021). Invited Discussant for Plenary Symposium - Effects of Modified Risk Claims for Heated Tobacco Products: Evidence from Experimental Studies. Presented at the NIH Tobacco Regulatory Science Conference, (Virtual).
 44. **Wackowski OA**, Gratale SK, Safi Z, Rashid M, Miller Lo E, Lewis ML. (October 2021). “Natural”, “Healthier”, “Eye-Catching”: A Thematic analysis of young adult focus groups exploring perceptions of Natural American Spirit marketing and pictorial warning labels. Presented at the NIH Tobacco Regulatory Science Conference, (Virtual).
 45. Gratale S, Ganz O, Delnevo C, **Wackowski O**. (October 2021). Associations of cigar warning label noticing and risk perceptions/harm cognitions: PATH Wave 4 cigar users. Presented at the NIH Tobacco Regulatory Science Conference, (Virtual).
 46. Jeong M, Rashid M, **Wackowski O**. (Oct., 2021). Youth attention and appeal in response to e-cigarette advertising features: a focus group study. Presented at the NIH Tobacco Regulatory Science Conference, (Virtual).
 47. Giovenco DP, Ganz O, Spillane TE, Safi Z, Talbot E, **Wackowski OA**, Delnevo CD, Lewis MJ. (October, 2021). Promotion of Cigar Products in Instagram “Stories”. Presented at the NIH Tobacco Regulatory Science Conference, (Virtual).
 48. Sidhu A, Johnson A, Souproutchouk V, **Wackowski O**, Strasser A, Mercincavage M. (October 2021). Cognitive Responses to Pictorial Warning Labels and Their Association with Quitting Measures after Continued Exposure. Presented at the NIH Tobacco Regulatory Science Conference, (Virtual).
 49. **Wackowski OA**, Jeong M, Schroth KJ, Delnevo CD. (Feb., 2021). Experts’ perceptions of and suggestions for cigar warning label messages and pictorials. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, (Virtual).
 50. **Wackowski OA**, Sontag JM, Shroth KJ. (Feb., 2021). A content analysis of public comments on modified risk tobacco product applications submitted to the FDA. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, (Virtual).

51. **Wackowski OA**. (Feb., 2021). Chair for Featured Policy Posters with Live Q&A. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, (Virtual).
52. Giovenco DP, Spillane E, Talbot E, Lewis MJ, **Wackowski OA**, Delnevo CD. (Feb., 2021). Pack characteristics of top-selling cigarillos in the United States: differences between blunt and non-blunt products. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, (Virtual).
53. **Morean, M, Wackowski OA**, Eissenberg T, Delnevo CD, KrishnanSarin S. (Feb., 2021). Novel nicotine concentration labels improve understanding of nicotine strength among adolescent and young adult e-cigarette users. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, (Virtual).
54. **Wackowski OA**, O'Connor RJ, Diaz D, Rashid M, Lewis MJ, Greene K. (Sept. 2020). Smokers' and Young Adults' Perceptions of Quantitative Modified Risk Claims for Snus and E-cigarettes. Presented at Society for Research on Nicotine & Tobacco - Europe Annual Meeting (Virtual).
55. **Wackowski OA** & Jeong M. (Feb., 2020). Comparison of general and specific measures of e-cigarette harm perceptions. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, New Orleans, LA.
56. Rashid M, Sontag JM, Ndukuba C, **Wackowski OA**. (Feb., 2020). Content analysis of publicly available fact sheets about e-cigarettes. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, New Orleans, LA.
57. **Wackowski OA**, Jeong M & Sontag JM. (Feb., 2020). The effectiveness of pictorial and text-only nicotine addiction warnings in e-cigarette advertisements. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, New Orleans, LA.
58. Morean ME, Lederman I, Mai L, **Wackowski OA**, Eissenberg T, Delnevo C, Krishnan-Sarin S. (Feb., 2020). The interpretability of nicotine concentrations presented as mg/ml and percent nicotine among e-cigarette researchers in the United States. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, New Orleans, LA.
59. Villanti AC, Naud S, West JC, Pearson JL, **Wackowski OA**, Hair E, Niaura R, Rath JM. (Feb., 2020). Prospective associations between nicotine beliefs and tobacco-related susceptibility, curiosity, and use in US adults. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, New Orleans, LA.
60. Delnevo CD, Jeong M, **Wackowski OA**, Schroth K, Delnevo CD. (Oct., 2019). Influence of Swisher Sweets Cigarillo Packaging Characteristics on Consumer Perceptions: Findings from Three Online Experiments. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
61. **Wackowski OA**, Jeong M, Schroth K, Delnevo CD. (Oct., 2019). Formative Research to Strengthen Cigar Warnings: Preliminary Findings. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
62. **Wackowski OA**. (Sept. 2019). Symposium Chair for Oral Session, "Tobacco Perceptions and Packaging". Presented at Society for Research on Nicotine & Tobacco - Europe Annual Meeting, Oslo, Norway.
63. **Wackowski OA**, Pearson JL, & O'Connor RJ. (2019, Sept). Smokers' perceived exposure to smokeless tobacco and e-cigarette modified risk claims in the United States. Presented at Society for Research on Nicotine & Tobacco - Europe Annual Meeting, Oslo, Norway.

64. Sontag, J.M., **Wackowski, O.A.**, & Delnevo, C.D. (2019, May). Improving effectiveness of secondhand smoke risk communication among adult smokers living with children. Poster presentation at the 2019 Annual Retreat on Cancer Research, New Brunswick, NJ.
65. Villanti AC, Johnson AL, Glasser AM, Rose SW, Ambrose BK, Conway KP, Cummings M, Stanton CA, Edwards K, Delnevo CD, **Wackowski OA**, et al. (February 2019). First flavored tobacco use products more frequent tobacco use among adults in Waves 1 and 2 of the PATH Study, 2013-2015. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, San Francisco, CA.
66. David Strong, Leas E, Elton-Marshall T., **Olivia Wackowski**, et al. (February 2019). Harm Perceptions and Tobacco Use Initiation Among Youth in WAVE 1 and 2 of the Population Assessment of Tobacco and Health (PATH) Study. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, San Francisco, CA.
67. Son Y., Bhattarai C, Samburova V, Meng Q, **Wackowski OA**, Delnevo CD, & Khlystov A. (February 2019). Estimating The Human Health Risks Induced by Harmful Chemical Exposures from Four Types of Electronic Cigarettes. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, San Francisco, CA.
68. Giovenco DA, Spillane T, Wong B, **Wackowski OA**. (February 2019). A Content Analysis of Storefront Tobacco Advertising in New York City. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, San Francisco, CA.
69. Schroth K, **Wackowski OA**, Jeong M, Delnevo CD. (February 2019). Why It Matters When Flavored Cigars Flout FDA Rules. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, San Francisco, CA.
70. Reid JL, Hammond D, **Wackowski OA**, O'Connor RJ. (February 2019). Use and Perceptions of JUUL Among Youth in the United States, Canada and England. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, San Francisco, CA.
71. **Wackowski OA**, Sontag J, Hammond D. (February 2019). Youth and young adult noticing of and exposure to e-cigarette product warnings in Canada, the United States, and England. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, San Francisco, CA.
72. **Wackowski OA**, Ray AE, Stapleton JE. (February 2019). Smokers' perceptions of risks and harm from snus relative to cigarettes: a latent profile analysis study. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, San Francisco, CA.
73. **Wackowski OA**, Sontag J, Hammond D. (February 2019). Young adults' perceived effectiveness of draft pictorial e-cigarette warnings. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, San Francisco, CA.
74. **Wackowski OA**. (December 2018). Exposure to and impact of e-cigarette warning labels among young people. Invited research seminar talk, Cancer Prevention and Control section, Cancer Institute of New Jersey, Rutgers University.
75. Mackie TI, **Wackowski O**, Davis S, Liang L, Halkitis P, & Graber J. (November, 2018). A Stakeholder-engaged and Multi-method Approach to Addressing the Council on Education for Public Health's Re-accreditation Requirements. Podium Presentation at the American Public Health Association Annual Meeting, San Diego, CA.
76. Andrea Villanti, PhD, MPH¹, Shelly Naud, PhD¹, Julia West, BA¹, Jennifer Pearson, PhD, MPH², **Olivia Wackowski**, PhD, MPH³, Elizabeth Hair, PhD⁴, Jessica Rath, PhD, MPH⁴ and Ray (Raymond) Niaura⁵. (June, 2018) Correlations between Perceived Susceptibility and Severity of

- Nicotine and Tobacco Products in U.S. Young Adults. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
77. Delnevo CD, **Wackowski OA**, Sontag J. (June, 2018). Impact of cigarillo packaging characteristics on consumer perceptions (June, 2018). Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
 78. **Wackowski OA**, Sontag J, Hammond D, O'Connor R, Strasser A, Villanti AC & Delnevo CD. (June, 2018). Impact of e-cigarette warnings on young adults' e-cigarette perceptions and use intentions. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
 79. **Wackowski OA**. (April 2018). Have you heard the news? An analysis of news coverage about smokeless tobacco and e-cigarettes in the United States. Invited talk for the Tobacco Center for Regulatory Science at the Annenberg School of Communication at the University of Pennsylvania.
 80. Elton-Marshall T, Driezen P, Fong GT, Cummings KM, Persoskie A, **Wackowski O**, Choi K, et al. (February 2018). Adult perceptions of the relative harmfulness of tobacco products and subsequent tobacco product use: longitudinal findings from Waves 1 and 2 of the PATH Study. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
 81. Rose SW, Johnson AL, Glasser AM, Villanti AC, Ambrose BK, Conway KP, Cummings KM, Stanton CA, Delnevo CD, **Wackowski OA**, et al. (February 2018). Flavor types used by youth and adult tobacco users in Wave 2 of the population assessment of Tobacco and Health (PATH) Study 2014-2015. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
 82. Villanti A, West J, Pearson J, **Wackowski OA**, Niaura R, Hair E, Rath J. (February 2018). Nicotine beliefs in US young adults, 2016. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
 83. Singh B, Ackerman C, **Wackowski O**, Lewis MJ, Steinberg M, Delnevo CD. (February 2018). Content analysis of electronic cigarette news stories in the U.S. 2015-2016. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
 84. **Wackowski OA**, Sontag J. (February 2018). Exposure to health warnings for cigarettes and non-cigarette products in the United States. Presented at Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
 85. **Wackowski OA**. (June, 2017). E-cigarettes and Vaping. Invited presentation for the 2017 Rutgers Student Health Conference, New Brunswick, NJ.
 86. **Wackowski OA**. (March, 2017). Consumer beliefs about the health risks of combusted and non-combusted tobacco products. Invited presentation for Sub-Plenary Session (The Evolving Nicotine Marketplace: Implications for Tobacco Control). Presented at the National Conference on Tobacco or Health, Austin, TX.
 87. **Wackowski OA**, Lewis, MJ & Delnevo CD. (March, 2017). The impact of smokeless tobacco risk information on smokers' risk perceptions and use intentions - a news media experiment. Presented at the National Conference on Tobacco or Health, Austin, TX.
 88. **Wackowski OA**. (March, 2017). An analysis of expert interviews about developing warnings for e-cigarettes. Presented at the National Conference on Tobacco or Health, Austin, TX.
 89. **Wackowski OA**. (February, 2017). E-cigarettes – what you need to know. Invited presentation for Hammariskjold Middle School, East Brunswick, NJ.

90. **Wackowski OA**, Hammond D, Strasser A & Delnevo CD. (May, 2016). Smokers' and e-cigarette users' perceptions of modified risk messages for e-cigarettes. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
91. **Wackowski OA**. (March, 2016). An Overview of E-cigarette Use, Product Perceptions, Communication & Policy Issues. Invited presentation for the NJ Public Health Seminar Series, Piscataway, NJ.
92. **Wackowski OA**, Hammond D, O'Connor R, Strasser A & Delnevo CD. (February, 2016). Smokers' and e-cigarette users' perceptions about potential e-cigarette warning statements. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Chicago, IL. Invited presentation at the 2016 NCI Grantee Meeting on Tobacco Product Warnings.
93. **Wackowski OA**, Evans K, Harrell M, Loukas A, Lewis MJ & Delnevo CD. (February, 2016). Young adults' menthol cigarette perceptions, experiences and use intentions. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Chicago, IL.
94. **Wackowski OA**. (March, 2015). Interviews with smokers about smokeless tobacco products, risk messages and news articles. Presented at the Cancer Institute of NJ, Cancer Prevention and Control Program Seminar Series, New Brunswick, NJ.
95. Hinds J, Chow S, Loukas A, Pasch K, Perry C, Delnevo C & **Wackowski O**. (February, 2015). Assessing tobacco use among college students: importance of specifying the content of non-cigarette alternative products. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Philadelphia, PA.
96. Chow S, Hinds J, Loukas A, Pasch K, Perry C, Delnevo C & **Wackowski O**. (February, 2015). Challenges of assessing ENDS use among college students: results from cognitive interviews. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Philadelphia, PA.
97. Giovenco D, Delnevo D, **Wackowski OA** & Lewis MJ. (February, 2015). SLT brand perceptions among current moist snuff and snus users. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Philadelphia, PA.
98. Lewis MJ & **Wackowski OA**. (February, 2015). Smokers' experience with and perceptions of tobacco industry direct mail: focus group research. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Philadelphia, PA.
99. Delnevo CD, Villanti A, **Wackowski OA** & Giovenco D. (February, 2015). The influence of menthol smoking on young adults' smoking trajectories. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Philadelphia, PA.
100. **Wackowski OA** & Lewis MJ. (February, 2015). Interviews with smokers about smokeless tobacco products, risk messages and news articles. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Philadelphia, PA.
101. **Wackowski OA** & Delnevo CD. (February, 2015). Smokers' e-cigarette information sources, risk perceptions, policy attitudes and use intentions. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Philadelphia, PA.
102. **Wackowski OA** & Bunger E. (December, 2014). Program Evaluation: Real World and Research. Invited speaker and presentation at the New Jersey Society for Public Health Education Annual Meeting, Bridgewater, NJ.

103. **Wackowski OA**, Manderski, M & Delnevo, CD. (November, 2014). Young adults risk perceptions of various tobacco products relative to cigarettes. Presented at the American Public Health Association Annual Meeting, New Orleans, LA.
104. **Wackowski OA**, Delnevo, CD & Lewis MJ. (November, 2014). Exploring smokers' e-cigarette awareness, perceptions and use intentions. Presented at the American Public Health Association Annual Meeting, New Orleans, LA.
105. **Wackowski OA**. (May, 2014). Smokers' perceptions about and intentions to use smokeless products. Presented at the Rutgers School of Public Health Research Seminar Series, Piscataway, NJ.
106. **Wackowski OA**. (May, 2014). Smokers' E-cigarette Perceptions, Policy Attitudes and Use Intentions. Invited presentation at the 2014 Annual Retreat on Cancer Research in New Jersey, Piscataway, NJ.
107. Perry C Stigler MH, Delk J, Klingenmith M, Peterson E, Lewis J, **Wackowski OA**, Delnevo CD, Passch K, & Loukas A. (April, 2014) Texas Tobacco Center of Regulatory Science on Youth and Young Adults. Project 1: Texas Adolescent Tobacco and Marketing Surveillance. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
108. Loukas A. Chow S., Hinds JT., Pasch KE, Poulos NS, Stigler MH, Delk J, Wilkinson AV, Lewis MJ, **Wackowski OA**, Delnevo CD & Perry C. (April 2014) Texas Tobacco Center of Regulatory Science on Youth and Young Adults, Project 2: Tobacco Marketing and Alternative Tobacco Use among college Students. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
109. **Wackowski OA**, Lewis MJ & Delnevo CD. (April, 2014) Smokers' perceptions of smokeless tobacco products, risk messages and news articles. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
110. **Wackowski OA**, Lewis MJ & Ragozzino C. (November, 2013). A content analysis of tobacco use imagery in 40 years of rolling stone magazine. Presented at the American Public Health Association Annual Meeting, Boston, MA.
111. **Wackowski OA**, Manderski M & Delnevo CD. (November, 2013). Young adults' behavioral intentions surrounding a potential menthol cigarette ban. Presented at the American Public Health Association Annual Meeting, Boston, MA.
112. **Wackowski OA**, Lewis MJ & Delnevo CD. (March, 2013) An exploration of smokeless tobacco risk-related messages in the news. Presented at the Annual Meeting of the Society for Research on Nicotine & Tobacco, Boston, MA.
113. **Wackowski OA**, Giovenco D & Delnevo CD. (March, 2013) Full of flavor - an analysis of flavored smokeless tobacco sales, 2005-2010. Presented at the Annual Meeting of the Society for Research on Nicotine & Tobacco, Boston, MA.
114. **Wackowski OA**, Giovenco D, Manderski M, Ling PM & Delnevo CD. (October, 2012) Exploring US and regional market trends in smokeless tobacco use, 2005-2012. Presented at the American Public Health Association Annual Meeting, San Francisco, CA.
115. **Wackowski OA** & Lewis MJ. (2012) Selling the "switch" - a review of marketing promoting switching to Camel Snus. Presented at the American Public Health Association Annual Meeting, San Francisco, CA.

116. **Wackowski OA**, Lewis MJ & Delnevo CD. (2012). Coverage of smokeless tobacco in US newspapers and news wires. Presented at the Annual Retreat on Cancer Research in New Jersey, New Brunswick, NJ.
117. **Wackowski OA** & Lewis MJ. (2011). Smokeless tobacco magazine advertising: a content analysis. Presented at the National Summit on Smokeless and Spit Tobacco, Austin, TX.
118. Lewis MJ & **Wackowski OA**. (2012) Brand e-mail: digital delivery of marketing messages to your inbox. Presented at the American Public Health Association Annual Meeting, San Francisco, CA.
119. Lewis MJ & **Wackowski OA**. (2011). Selling Camel Snus: a review of the dynamic marketing behind a new smokeless tobacco product. Presented at National Summit on Smokeless & Spit Tobacco, Austin, TX.
120. Lewis MJ & **Wackowski OA**. (2011). Trinkets & Trash – a tool for tracking tobacco marketing. Presented at the National Summit on Smokeless and Spit Tobacco, Austin, TX.
121. Delnevo CD, Bover-Manderski M, **Wackowski OA**, & Ling PM. (2011). Examining market trends in smokeless tobacco use, 2006-2009. Presentation at the National Summit on Smokeless and Spit Tobacco, Austin, TX.
122. **Wackowski O**, Delnevo, CD & Lewis MJ. (2009). Risk perceptions of menthol cigarettes compared to regular cigarettes among New Jersey adults. Presented at the Second Conference on Menthol Cigarettes, Washington, DC.
123. **Wackowski O**, Lewis MJ & Hrywna, M. (2009). Banning smoking in New Jersey casinos: an analysis of the debate in print media. Presented at the National Conference on Tobacco or Health, Phoenix, AZ.
124. **Wackowski O** & Lewis MJ. (2008). Moving online: tobacco brands' use of digital marketing. Presented at the APHA Annual Meeting, San Diego, CA.
125. **Wackowski O** & Lewis MJ. (2008). Tobacco deals delivered straight to smokers: a look at tobacco brand coupons. Presented at the APHA Annual Meeting, San Diego, CA.
126. Lewis MJ & **Wackowski O**. (2008). Smokeless tobacco advertising – an analysis of changing messages and strategies. Presented at the APHA Annual Meeting, San Diego, CA.
127. Lewis MJ & **Wackowski O**. (2008). Perceptions about cancer clinical trial participation among Latinos in New Jersey. Presented at the APHA Annual Meeting, San Diego, CA.
128. **Wackowski O** & Lewis MJ. (2007). Online smoker communities: a content analysis of tobacco brand website message boards. Presented at the APHA Annual Meeting, Washington, DC.
129. **Wackowski O** & Lewis MJ. (2007). Tobacco users' perceptions of Camel Snus: reactions from Camel's online community. Presented at the APHA Annual Meeting, Washington, DC.
130. Lewis MJ & **Wackowski O**. (2007). Big Tobacco's current marketing and PR efforts - Tobacco direct marketing. Presented at the National Conference on Tobacco or Health, Minneapolis, MN.
131. Lewis MJ & **Wackowski O**. (2007). Tobacco Industry brand e-mails: a content analysis. Presented at the National Conference on Tobacco or Health, Minneapolis, MN.
132. Lewis MJ & **Wackowski O**. (2007). Tobacco brand loyalty programs: past, present and future. Presented at the National Conference on Tobacco or Health, Minneapolis, MN.

133. **Wackowski O** & Lewis, MJ. (2006). Tobacco or spa? Tracing the evolution of Salem's new "Refresh your Spirit" campaign. Presented at the APHA Annual Meeting, Boston, MA.
134. Lewis MJ & **Wackowski O**. (2006). A content analysis of Camel direct mail, 1992-2006. Presented at the APHA Annual Meeting, Boston, MA.
135. **Wackowski O** & Lewis MJ. (2006). Evolving brand loyalty programs – a look at the Camel Casino program. Presented at the World Conference on Tobacco or Health, Washington, DC.
136. **Wackowski O**, Lewis MJ & Hrywna M. (2005). An analysis of smoking on MTV's show, "The Real World." Presented at the National Conference on Tobacco or Health, Chicago, IL.
137. Lewis MJ & **Wackowski O**. (2005). A surveillance tool for tracking tobacco industry product and marketing. Presented at the National Conference on Tobacco or Health, Chicago, IL.