

EXHIBIT 45

***Sarah D. Kowitt, PhD
319 Avalon Ct
Chapel Hill, NC 27514***

November 12, 2025

Chip Wagar III, Esq.
Wagar Hickman LLC
1401 W. Causeway Approach
Mandeville, LA 70471

Re: Kathleen Moller v. Martian Sales, Inc. et al.

Dear Mr. Wagar,

I am an Associate Professor in the School of Medicine at the University of North Carolina at Chapel Hill. I completed my MPH and PhD in public health at the University of North Carolina at Chapel Hill, Gillings School of Global Public Health. I completed a postdoctoral fellowship in the School of Medicine at the University of North Carolina at Chapel Hill. I have extensive experience researching warnings for a variety of products, including tobacco and cannabis products. Previously, I served as a Co-Investigator on two NIH-funded grants examining cigar warnings (R01CA260822, 4 years and R01CA240732, 6 years). Currently, I serve as a Principal Investigator on a 5-year NIH-funded grant examining regulations for cannabis warnings and product risk communication (R01DA058003). Overall, I have published 20 peer-reviewed papers on tobacco and cannabis warnings that have been cited over 180 times. My research on warnings has examined the potential and actual effectiveness of warnings across various outcomes, including knowledge, attitudes, intentions, and behaviors. I have used a variety of research methods, including experiments and randomized controlled trials to examine the impact of warnings, literature reviews and expert panels to categorize product risks and develop new warning statements, content analyses to describe legal regulations for warnings, survey data analyses to examine exposure to warnings, and qualitative methodologies to understand perceptions of warnings. Attached is a copy of my Curriculum Vitae. My experience and background have allowed me to gain extensive insight into warnings.

Assignment

I have been asked to provide expert opinions regarding the death of Ms. Harmony Moller. This report opines on Defendant Martian Sales, Inc.'s silver kratom products, including an evaluation of the Defendant's warnings. I have reviewed the following records pertaining to this case:

- Photos of the Kratom packages discovered near Ms. Moller.
- Deposition of Mr. Mark Reilly (corporate rep)
- Deposition of Mr. Mark Reilly (personal role)
- OPMS website disclaimers
- The FDA's webpage on "FDA and Kratom"
- Import Alert 54-15
- Moller Third Amended Complaint
- Autopsy report of Ms. Moller

Opinions

It is my opinion that the warnings on the kratom packages discovered near Ms. Moller were not adequate for the reasons outlined below.

a. The Defendant's warnings did not warn about risks associated with product use.

Warnings are messages that communicate risks associated with product use to consumers. Warnings are necessary when risks associated with product use cannot be eliminated through product design.¹ The purpose of warnings is to communicate important safety information, influence or modify people's behavior to improve safety, and reduce or prevent health problems or personal injury.¹ Warnings also enable potential consumers to make informed choices on whether to use the product.¹ Warnings for products related to substance use generally contain three elements: 1) a marker or signal word (e.g., "WARNING"), 2) a description of the health risks associated with product use (i.e., description of the hazard and/or consequence), and 3) instructions for how to reduce or eliminate the health risk.

Regarding the second element of warnings stated above, warnings should clearly communicate the health risks associated with product use and list *specific* health risks, rather than vague health concerns.² The Defendant's warnings stated that "ingesting Mitragnyna Speciosa can be dangerous." No specific health risks are mentioned, and the term "dangerous" is unclear (e.g., to whom is the product dangerous? Why is the product dangerous? What dangers may result from using the product? How serious are the potential dangers?) The Defendant's warnings also state, "By opening this package you accept full responsibility for the use of the product including but not limited to any adverse events or health complications." However, the warnings never state that adverse events or health complications could occur, nor do they specify what those might be. Rather, the warnings disclose that the manufacturer will not be responsible for any adverse events or health complications. This in itself is not a warning of health risks. The need to disclose health risks in the warnings was especially important given that the risks were serious and non-obvious.

Research studies published before February 2023 (when the Decedent's death occurred) show associations between kratom use and health risks that include but are not limited to substance use disorder, liver toxicity, seizures, cardiovascular effects, and death. For instance, Eggleston et al. conducted a retrospective review of kratom exposures reported to the National Poison Data System, published in 2019.³ Of 2,312 kratom exposures documented in their publication, 935 cases involved kratom as the only substance.³ Moreover, they note that "Kratom most commonly caused agitation (18.6%), tachycardia (16.9%), drowsiness (13.6%), vomiting (11.2%), and confusion (8.1%). Serious effects of seizure (6.1%), withdrawal (6.1%), hallucinations (4.8%), respiratory depression (2.8%), coma (2.3%), and cardiac or respiratory arrest (0.6%) were also reported."³ Further, they note that "Kratom was listed as a cause or contributing factor in the death of four decedents identified by the county medical examiner's office."³

In addition, Kerrigan & Basiliere reviewed the origins, pharmacology, uses, and effects of kratom, published in April 2021. They noted several adverse effects associated with kratom, including "agitation, altered mental status, central nervous system depression, coma, confusion, dizziness, drowsiness/sedation, hallucinations, hepatotoxicity, hypertension, irritability, nausea, respiratory arrest, restlessness, seizures, tachycardia, and vomiting."⁴ While data and research on kratom continue to evolve, research conducted after the Decedent's death in February 2023 continues to confirm that kratom is associated with adverse health risks. As of November 2025,

the FDA on its webpage on “the FDA and Kratom” notes, “FDA has warned consumers not to use kratom because of the risk of serious adverse events, including liver toxicity, seizures, and substance use disorder (SUD). In rare cases, deaths have been associated with kratom use, as confirmed by a medical examiner or toxicology reports.”⁵ These research findings support the conclusion that there were known health risks associated with kratom use that the Defendant should have included in their warnings.

Further, in his deposition as the corporate representative of Martian Sales, Mr. Mark Reilly stated he was aware in 2021/2022 that “kratom has been linked to, by the FDA, to adverse reports, including death and dependence” (page 54, lines 8-13). In addition, in his deposition (personal role), Mr. Mark Reilly agreed that warnings should “communicate to consumers any significant health risks associated with the use of the product” and should notify consumers “if there’s a risk of death for selling the product” (page 30, lines 8-23).

b. The Defendant’s warnings did not provide clear instructions on how to avoid risks associated with product use.

Regarding the third element of warnings stated above, warnings should provide clear instructions for ways to minimize risks associated with product use. The only instructions for use on the Defendant’s products were: 1) “consult your healthcare professional to determine if this product is right for you, and if so, how to use it safely” (disclosed under “directions”); 2) “Consult your physician about potential interactions, other possible complications, and precautionary measures before considering this product” (disclosed in the warning label); and 3) “Inform your physician of the alkaloid content, labeled on the package” (disclosed in the warning label). No information on the product package tells potential consumers how much of the product can be consumed and over what timeframe—both of which are basic requirements for product packaging and labeling. Moreover, the warnings do not provide information on how to avoid adverse effects, how to identify adverse effects (e.g., symptoms), or how to respond to adverse effects (e.g., contact information for a poison control center).

The only stated instructions for use are to inform healthcare professionals. However, it is unlikely that healthcare professionals can advise consumers on kratom use, given that “No formal guidelines are available for treatment of kratom dependence or misuse, and only a paucity of evidence is available regarding long-term outcomes and success of treatment in primary care.”⁶ Moreover, while few studies have assessed healthcare professionals’ knowledge of kratom use, and those that have are limited by small sample sizes and a lack of generalizability, research shows potentially limited awareness and knowledge of kratom use by healthcare professionals. For instance, in a study of 257 pharmacists in Alabama, published in December 2023 by Penzak et al., 49.8% had not heard of kratom.⁷ Of the 50.2% who had heard of kratom, only “14% considered themselves knowledgeable or very knowledgeable about the herb.”⁷ In another study involving interviews with 12 public health and healthcare professionals, published in 2016 by Stogner et al., none had heard of kratom.⁸ Given that there are a variety of kratom products, it is also likely that healthcare professionals would not have been familiar with the specific product in question. In addition, the instructions to consult a healthcare professional provided on the Defendant’s products are not adequate to avoid or minimize risks associated with kratom use because research from nationally representative surveys shows that, in general, a majority of US adults do not disclose dietary supplement use to healthcare providers,⁹ nor do they have discussions with healthcare providers about substance use.¹⁰

In addition to not providing clear information on how to avoid risks associated with product use, the Defendant’s warnings contained unclear language regarding whether humans could

actually consume the product. Specifically, the warnings had statements that the product is “only for use as a botanical specimen” and that “Mitragyna Speciosa is an unapproved dietary ingredient.” If the product could indeed not be consumed by humans, then the warnings should have clearly and explicitly stated that humans should not consume the product. However, in his deposition as the corporate representative of Martian Sales, Mr. Mark Reilly agreed that this product is meant to be “consumed by humans” (page 88, lines 15-17), despite the products being labeled as “only for use as a botanical specimen.” Moreover, the advice to “consult your physician about potential interactions, other possible complications, and precautionary measures before considering this product” conflicts with the statement that the product is “only for use as a botanical specimen” because the only reason to consult a physician is if the product is meant to be consumed.

Finally, including warning information in secondary locations, such as on a product website, is insufficient if the warning on the actual product package is inadequate.¹ In other words, to be adequate, a warning should be placed directly on the product package because the product package is what consumers are most likely to see. Therefore, while the Defendant’s products stated in the disclaimer, “Please see full disclaimer at www.OPMSKratom.com,” and included additional information on health risks and dosing on the product website, because this information was not included on the actual product package, the Defendant’s warnings were not adequate in communicating risks or instructions to mitigate risks.

c. The Defendant’s warnings did not use language that was clear or understandable.

Warning adequacy is also evaluated by how warning content is communicated. In general, warnings should “use short, familiar words,” “use as little text as necessary to clearly convey the message,” “use short statements, rather than long complicated ones,” “use explicit language—tell exactly what the hazard is, what the consequences are, what to do or not do,” “use concrete rather than abstract wording,” and “use active voice rather than passive voice.”¹ In addition, warnings should inform consumers about potential product risks using language that is at the lowest possible reading level and minimize the use of technical terminology.²

The Defendant’s warnings did not comply with these warning best practices in several ways. First, the Defendant’s warnings did not use short, familiar words; rather, the warnings used terms that included “botanical specimen,” “unapproved dietary ingredient,” “Mitragyna Speciosa,” and “alkaloid content.” These are technical, scientific, and/or regulatory terms that are not suitable for a general lay audience. Second, the Defendant’s warnings did not use as little text as necessary to convey the message clearly. Specifically, the Defendant’s warnings were 132 words long. Lengthy warnings introduce clutter, reduce readability, and make it difficult to discern risks associated with product use. Research shows that brief, concise, uncluttered warnings are more effective than those with clutter.¹¹ In addition, the format of the warnings (all information listed in paragraph form using dense text) makes them more difficult to read and less effective at capturing and holding attention.¹ Third, the average grade level of both warnings was 10.7 (measured using Flesh-Kincaid grade level). Ideally, warnings for the general population should be as low as feasible (ideally <8th grade level).¹ Fourth, as mentioned above, the Defendant’s warnings did not use explicit or concrete language to communicate the risks (i.e., hazards and/or consequences) and instructions for avoiding the risks. These factors, especially when combined, support the conclusion that the Defendant’s warnings did not use language that was clear or understandable.

d. The Defendant’s warnings’ format did not optimally capture or hold attention.

Finally, in order to effectively communicate product risks, warnings must first capture and hold attention.¹ If warnings do not capture or hold attention, then they will not be able to effectively communicate risks or instruct consumers on how to avoid or minimize risks. Research shows that warnings increase attention by 1) including images or symbols (e.g., alert triangle symbol) and 2) using a conspicuous design (e.g., through the use of color, location, contrasting background, or other factors).¹ To the first point, meta-analyses (which represent the strongest possible literature with the least bias) by Noar et al. and An et al. related to warnings for food products (sugar-sweetened beverages) and substance use products (tobacco) show that warnings that use images or symbols improve warning effectiveness on cognitive outcomes (e.g., thinking about product risks) and behavioral outcomes to avoid or minimize risks (e.g., increasing intentions to quit smoking, dissuading use of sugar-sweetened beverages).^{12,13} To the second point, in a meta-analysis of safety warnings, Hancock et al. found that conspicuous warnings defined as the “extent to which the warning stands out from its surroundings, either in terms of luminance, the use of bright colors, the use of contrasting background, or other factors which may make the warning more vivid and eye-catching” significantly improved warning recall.¹¹ Similarly, in a meta-analysis of nutrition warnings and labels, Song et al. found that color-coded labels improved behavioral outcomes to avoid or minimize risks (e.g., nudging consumers’ purchasing behavior towards more healthful products).¹⁴

The Defendant’s warnings failed to comply with warning best practices to capture and/or hold attention since the warnings 1) did not use symbols or icons to increase attention and 2) were not optimally conspicuous (defined by a lack of color, placement of the warnings on the back of the packages, and the use of long, dense text to communicate information). While attention is not sufficient for determining whether a warning is adequate in and of itself, it is necessary to consider when determining warning adequacy.

Conclusions

It is my opinion that the Defendant’s warnings were not adequate since they 1) did not warn about risks associated with product use, 2) did not provide clear instructions for minimizing risks, 3) did not use language that was clear or understandable, and 4) did not use a format to optimally capture or hold attention. This is also reflected in how the Defendant’s warnings were designed. Specifically, in Mr. Mark Reilly’s deposition (personal capacity), Mr. Reilly agreed that there were no “scientific or warnings experts...involved in writing this [product] warning” and that the warning was written by an attorney (Page 9, lines 6-13).

Based upon the materials reviewed, my education and experience, the manufacturers in this case knew or should have known that users could be exposed to a risk of significant injury or death under normal conditions of its use. The warnings provided *did not reasonably inform an ordinary user of the nature and extent of the risk* of death or serious health risks, such as those noted in the literature and discussed above, nor the means to avoid them.

In the exercise of reasonable care, a manufacturer in similar industries *should have included* a warning that expressly described the risks of human consumption of kratom and the consequences of exposure.

Meta-analyses show that well-designed warnings can educate people about product risks and change behavior to minimize risks. For instance, in a meta-analysis of tobacco warnings (the field for which we have the most evidence regarding the impact of substance use-related warnings), Noar et al. found that “pictorial warnings were more effective than text-only warnings for 12 of 17 effectiveness outcomes (all $p < 0.05$).”¹³ Specifically, when examining different

outcomes, they found, “Relative to text-only warnings, pictorial warnings (1) attracted and held attention better; (2) garnered stronger cognitive and emotional reactions; (3) elicited more negative pack attitudes and negative smoking attitudes and (4) more effectively increased intentions to not start smoking and to quit smoking.”¹³

An example of an adequate warning related to dietary supplements is the FDA’s required warning on iron-containing dietary supplements. This warning states, “WARNING: Accidental overdose of iron-containing products is a leading cause of fatal poisoning in children under 6. Keep this product out of reach of children. In case of accidental overdose, call a doctor or poison control center immediately.” This warning states the health risks associated with the product (“accidental overdose,” “fatal poisoning”), actions an individual can take to avoid risk (“keep this product out of reach of children,”), and actions an individual can take in case the risk occurs (“call a doctor or poison control center immediately”). In addition, the language used in the warning is clear, explicit, concise, and short. Finally, the warning is required to appear “prominently and conspicuously” and be placed on the actual product package (not a supplementary location).

Had an adequate warning been given, it is *more probable than not* that ordinary, reasonable consumers would have altered their behavior—by not purchasing the product, not consuming the product, or changing their behavior in a way to mitigate risk and thereby have *avoided injury or death*. The burden of adding such a warning would have been minimal compared to the magnitude and likelihood of the harm.

The conclusions reached in this report are based on my education, training, and experience. I have no conflict of interest that would result in bias. I am being reimbursed through Plaintiff’s counsel for the work that I am providing as an expert on an hourly basis. I am not employed by any company that dispenses or promotes the use of kratom. I have never met Ms. Kathleen Moller, nor do I know the Moller family. My hourly rate for review and testimony is \$500 per hour in this case, including, but not limited to: research, document review, report writing, testimony, preparation, telephone consultation, or any other work. During the previous four years, I have not testified as an expert at trial or by deposition. I have never been disqualified as an expert witness, nor had my opinions stricken. I reserve the right to rephrase or alter my opinions as additional information is received. I reserve the right to supplement this report when further data, documents, or information becomes available and/or to correct it if errors are discovered. Further, at trial, I may use visual aids or demonstrative exhibits, such as diagrams, images, slides, or charts that illustrate and/or explain my opinions.

Sincerely,

Sarah Kowitt

Sarah D. Kowitt, PhD, MPH

References

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2. Wogalter MS, Laughery KR. Warning! Sign and label effectiveness. *Curr Dir Psychol Sci*. 1996;5(2):33-37.
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4. Kerrigan S, Basiliere S. Kratom: A systematic review of toxicological issues. *Wiley Interdisciplinary Reviews: Forensic Science*. 2022;4(1):e1420.
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14. Song J, Brown MK, Tan M, et al. Impact of color-coded and warning nutrition labelling schemes: A systematic review and network meta-analysis. *PLoS Med*. 2021;18(10):e1003765.

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PERSONAL INFORMATION

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EDUCATION

2020	Postdoc Research Associate	Department of Family Medicine School of Medicine University of North Carolina at Chapel Hill
2018	PhD	Department of Health Behavior Gillings School of Global Public Health University of North Carolina at Chapel Hill
		<u>Dissertation Title:</u> Do neighborhood characteristics matter for older adults living in primarily rural neighborhoods, and if so, how and for whom? <u>Dissertation Committee:</u> Edwin B. Fisher (Chair), Allison Aiello, Leigh Callahan, Nisha Gottfredson, Kate Muessig
2013	MPH	Department of Health Behavior Gillings School of Global Public Health University of North Carolina at Chapel Hill
2011	BA	International Relations and Community Health Tufts University
		<u>Senior Honors Thesis:</u> Review of the effectiveness of calorie posting laws Summa cum laude and Phi Beta Kappa

ACADEMIC APPOINTMENTS

09/2025 – Present	Associate Professor (with tenure) Department of Family Medicine UNC School of Medicine Chapel Hill, NC
07/2020 – 09/2025	Assistant Professor Department of Family Medicine UNC School of Medicine Chapel Hill, NC
01/2016 – 05/2018	Pre-Doctoral Fellow Center for Regulatory Research on Tobacco Communication

Last revised: 11/10/2025

UNC Lineberger Comprehensive Cancer Center
Chapel Hill, NC

01/2013 – 05/2018	Graduate Research Assistant Peers for Progress UNC Gillings School of Global Public Health Chapel Hill, NC
08/2014 – 05/2016	Research Assistant UNC Graduate Certificate in Participatory Research Chapel Hill, NC
01/2012 – 05/2014	Research Assistant UNC Center for Health Promotion & Disease Prevention Chapel Hill, NC
08/2011 – 05/2013	Research Assistant RTI International Research Triangle Park, NC

OTHER RESEARCH APPOINTMENTS

06/2022 - Present	Research Fellow UNC Center for Health Promotion and Disease Prevention Chapel Hill, NC
04/2022 – Present	Member UNC Lineberger Comprehensive Cancer Center Chapel Hill, NC

HONORS

2025	Selected as a National Cancer Institute Rising Scholar and asked to give an invited talk
2023	High Impact Presentation Award** for the podium presentation (“Perceptions of tobacco prevention and cessation campaigns among youth who use multiple tobacco products”) at the Tobacco Regulatory Science Meeting, Bethesda, MD.
2022	Citation Award* for the podium presentation (“The impact of cannabis packaging characteristics on perceptions and use intentions”) at the Society of Behavioral Medicine, Baltimore, MD
2018	Impact Award: Outstanding graduate student research that directly contributes to the well-being of North Carolina citizens (\$500); UNC Graduate School, Chapel Hill, NC
2016	Transportation Award (\$500); UNC Graduate School, Chapel Hill, NC
2015	Gary Koch Travel Award (\$275); UNC Gillings School of Global Public Health, Chapel Hill, NC
2013	Theta Chapter of Delta Omega: Honorary Public Health Society

Last revised: 11/10/2025

- 2012 Internship Award (\$2000): UNC Center for Global Initiatives International, Chapel Hill, NC
- 2011 Phi Beta Kappa: Tufts University, Medford, MA
- 2011 Sigma Iota Rho: International Relations Honors Society
- 2011 Bellin Award: Outstanding Undergraduate Research; Tufts University, Medford, MA
- 2007-2011 IBM Thomas J. Watson Memorial Scholarship

*Judged by Program Committee to be original, significant, and high-caliber research

** Abstract received the best review scores for early career investigators

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP

Published Books and Chapters

4. **Kowitt SD**, Nan H, Speight J. 2018. Quality of life and person-centered outcomes: considerations for behavioral medicine. In: Fisher EB, Cameron LD, Christensen AJ, Ehler U, Guo Y, Oldenburg B, & Snoek FJ, editors. Principles and concepts of behavioral medicine. New York: Springer. p. 987-1020.
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2. Fisher EB, Zhong X, **Kowitt SD**, Nan H. 2015. The importance of contexts and the roles of community and peer support programs in bridging gaps among contexts, self-management interventions, and clinical care. In: Rodriguez-Saldana J, editor. Quality of health care: from evidence to implementation. Hauppauge: Nova Science Publishers. p. 31-64.
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Published Refereed Articles

Original Research

82. Patterson SL, Duguid I, Clark SA, Noar SM, Lazard AJ, Thrasher JF, Goldstein AO, **Kowitt SD**. Perceived risks, reasons for use, and barriers to cessation among youth who use multiple tobacco products. PLoS One. 2025;20(11):e0335019. doi: 10.1371/journal.pone.0335019. eCollection 2025. PubMed PMID: 41202027; PubMed Central PMCID: PMC12594371.
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Last revised: 11/10/2025

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Commentary

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8. **Kowitt SD***, Sokol R, Bhushan N, Tang P, Fisher EB. 2017. Integration of peer support and digital health: considerations for chronic disease management interventions. *Ann Behav Med.* 51(suppl_1):S2568. doi: org/10.1007/s12160-017-9903-3.
7. **Kowitt SD***, Fisher EB. 2016. Taking the “self” out of “self-management”: A systematic review of the effects of neighborhood factors on diabetes outcomes. *Ann Behav Med.* 50(suppl_1):S301. doi: org/10.1007/s12160-015-9766-4.
6. **Kowitt SD***, Ayala GX, Cherrington AL, Horton LA, Safford MM, Soto S, Tang T, Fisher EB. 2016. Differentiating the role of social support on diabetes outcomes among a cross-site sample of adults. *Ann Behav Med.* 50(suppl_1):S90. doi: org/10.1007/s12160-015-9766-4.
5. **Kowitt SD***, Emmerling D, Tanasugarn C, Fisher EB. 2015. Key social features of Thailand’s village health volunteer program. *Ann Behav Med.* 49(suppl_1):S42. doi: org/10.1007/s12160-015-9688-1.
4. **Kowitt SD***, Urlaub D, Guzman-Corrales L, Mayer M, Ballesteros J, Graffy J, Simmons D, Cummings DM, Fisher EB. 2015. **Emergence** of emotional support in peer support programs designed for diabetes management: a cross-cultural study. *Ann Behav Med.* 49(suppl_1):S149. doi: org/10.1007/s12160-015-9688-1.
3. Yu S, **Kowitt SD***, Fisher EB, Li G. 2015. **Mental** health in China: stigma, family obligations, and the potential of peer support. *Ann Behav Med.* 49(suppl_1):S161. doi: org/10.1007/s12160-015-9688-1.
2. Fisher E, Heisler M, Oldenburg B, Kowitt SD, Gonzalez J. **Peer** support designed for diabetes management also improves psychological distress and emotional well being. *Ann Behav Med.* 49(suppl_1):S148. doi: org/10.1007/s12160-015-9688-1.
1. Cherrington A, Baumann L, Coufal M, Kowitt SD, Safford MM. International and cultural adaptation of peer support in health promotion. *Ann Behav Med.* 49(suppl_1):S41. doi: org/10.1007/s12160-015-9688-1.

Refereed/Peer-Reviewed Other Products of Scholarship

Conference Presentations *indicates presenting author

103. Jarman KL, Glass M, Swetlick J, **Kowitt SD**, Lombardi B, Ranney LM. Performance of the North Carolina Quitline’s Behavioral Health Protocol. Aug 2025. Poster Presentation at: The National Conference on Tobacco or Health. Chicago, IL.
102. Ranney LM, Jebai R, Jetsupphasuk M, **Kowitt SD**, Jarman KL*, Clark SA, Goldstein AO, Thrasher JF, Cornacchione Ross J. Are blunt-specific messages effective? An experimental study among US youth who smoke or are susceptible to cigars. 2025 Aug; Poster presentation

Last revised: 11/10/2025

at: The National Conference on Tobacco or Health. Chicago, IL.

101. Ranney LM, Jebai R, Jetsupphasuk M, **Kowitt SD**, Jarman KL*, Clark SA, Goldstein AO, Thrasher JF, Cornacchione Ross J. Blunt-specific message: An experimental study among US youth who smoke or are susceptible to cigars. 2025 Jul; Poster Presentation at: The Research Society on Marijuana. Detroit, MI.
100. Ranney LM*, Clark SA, Meek C, Jarman KL, **Kowitt SD**. Perceptions of cannabis warnings and recommendations for improvement: A qualitative study with people who use cannabis from the United States. 2025 May; Podium Presentation at: The Society for Prevention Research. Seattle, WA.
99. Gottlieb B*, **Kowitt SD**, Noar SM. From field to screen: Analyzing anti-vaping advertisements aimed at teen athletes. 2025 Mar; Podium presentation at: The Association for Education in Journalism and Mass Communication Southeast Colloquium Regional Conference. Chapel Hill, NC.
98. Ranney LM, **Kowitt SD**, Jetsupphasuk M, Jarman KL, Clark SA, Thrasher JF, Goldstein AO, Jebai R, Cornacchione Ross J. 2025 Mar; Poster presentation at: The Society for Research on Nicotine and Tobacco. New Orleans, LA.
97. Duguid I, Goldstein AO, Lazard AJ, Noar SM, Thrasher JF, **Kowitt SD**. Impact of image type in ads to discourage multiple tobacco product use: An experiment with US youth. 2025 Mar; Poster presentation at: The Society for Research on Nicotine and Tobacco. New Orleans, LA.
96. Goldstein AO*, Jarman KL, Vielot N, **Kowitt SD**, Clark SA, Cornacchione Ross J, Enyioha C, Hodgson O, Sheeran P, Thrasher JF, Ranney LM. The effect of pictorial little cigar and cigarillo warnings on intention to quit: A randomized controlled trial. 2025 Mar; Podium presentation at: The Society for Research on Nicotine and Tobacco. New Orleans, LA.
95. Chen A*, Patterson S, Kong AY, Ranney LM, Goldstein AO, **Kowitt SD**. Exploring the relationship between racial microaggressions, substance use, and healthcare interactions in Asian Americans. 2024 Nov. Poster presented at: the North American Primary Care Research Group. Quebec, Canada.
94. Golden S*, Gougler-Reeves K, Gu B, **Kowitt SD**, Goldstein AO, Ribisl KM. Center-wide activities to address health equity in UNC TCORS. 2024 Oct; Podium presentation at: the TCORS Grantee Meeting. Bethesda, MD.
93. Gu B*, **Kowitt SD**, Jang Y, Li K, Ritchie C, Triana VE, Kim M, Gottfredson O'Shea N, & Noar SM. 2024 Oct; Characterizing the features of vaping prevention video ads: A content analysis. 2024 Oct; Poster presented at: the TCORS Grantee Meeting. Bethesda, MD.
92. **Kowitt SD***, Jetsupphasuk M, Clark SA, Jarman KL, Goldstein AO, Thrasher JF, Jebai R, Ranney LM, Cornacchione Ross J. Knowledge and beliefs about blunts among youth in the US. 2024 Jul; Poster presented at: The Research Society on Marijuana. Toronto, Canada.
91. Jebai R*, **Kowitt SD**, Ranney LM, Cornacchione Ross J. Social determinants of blunt use among youth in the US: Results from the 2021 and 2022 National Youth Tobacco Surveys. 2024 Jun; Poster presented at: The Society for Epidemiological Research. Austin, TX
90. Goldstein AO*, **Kowitt SD**, Bearman D, Klein J. Online candy look-alike tobacco products. 2024 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. Edinburgh,

Last revised: 11/10/2025

Scotland.

89. Jarman KL*, **Kowitt SD**, Clark SA, Ranney LM, Cornacchione Ross J, Enyioha C, Hodgson O, Sheeran P, Thrasher JF, Goldstein AO. Correlation of weekly and daily measures of little cigar and cigarillo use in a randomized controlled trial. 2024 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. Edinburgh, Scotland.
88. Ranney LM*, Lane RM, Jarman KL, Vielot N, **Kowitt SD**, Clark S, Cornacchione Ross J, Enyioha C, Hodgson O, Sheeran P, Thrasher JF, Goldstein AO. Successful retention of people who use LCCs in a 21-Day clinical trial. 2024 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. Edinburgh, Scotland.
87. **Kowitt SD***, Patterson S, Duguid I, Clark SA, Lazard AJ, Noar SM, Thrasher JF, Goldstein AO. Perceptions of tobacco prevention and cessation campaigns among youth and young adults who use multiple tobacco products. 2024 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. Edinburgh, Scotland.
86. **Kowitt SD***, Duguid B, Johnson M, Lazard AJ, Noar SM, Thrasher JF, Goldstein AO. Identifying promising ad themes for youth and young adults who use multiple tobacco products. 2024 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. Edinburgh, Scotland.
85. **Kowitt SD***, Clark SA, Glaser O, Ranney LM, Jarman KL, Goldstein AO, Thrasher JF, Cornacchione Ross, J. Cigar and cannabis co-marketing: Impact on product perceptions among youth. 2024 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. Edinburgh, Scotland.
84. Ranney LM*, **Kowitt SD**, Jarman KL, Clark SA, Thrasher JF, Goldstein AO, Cornacchione Ross J. Perceived effectiveness of pictorial vs. text cigar warnings among youth in the United States. 2024 Mar; Podium presentation as part of the symposium "Developing and Testing the Effectiveness of Non-Cigarette Tobacco Warnings Among Youth and Young Adults: Research and Policy Implications" at: The Society for Research on Nicotine and Tobacco. Edinburgh, Scotland.
83. Ranney LM*, Meek CJ, Clark SA, Jarman KL, **Kowitt SD**. Adult-use cannabis warning characteristics. 2023 Nov; Podium presentation at: The American Public Health Association Annual Meeting. Atlanta, GA.
82. **Kowitt SD***, Patterson S, Clark SA, Duguid B, Lazard AJ, Noar SM, Thrasher JF, Goldstein AO. Perceptions of tobacco prevention and cessation campaigns among youth who use multiple tobacco products. 2023 Oct; Poster presented at: The Tobacco Regulatory Science annual meeting. Bethesda, MD.
81. **Kowitt SD***, Patterson S, Clark SA, Duguid B, Lazard AJ, Noar SM, Thrasher JF, Goldstein AO. Perceptions of tobacco prevention and cessation campaigns among youth who use multiple tobacco products. 2023 Oct; Podium presentation at: The Tobacco Regulatory Science annual meeting. Bethesda, MD.
80. Clark SA*, **Kowitt SD**, Jarman KL, Lazard AJ, Queen TL, Ranney LM, Cornacchione Ross J, Sheeran P, Thrasher JF, Goldstein AO. The role of harm visibility for pictorial health warning labels on cigar labels. 2023 Oct; Podium presentation presented as part of the symposium "Developing, testing and evaluating evidenced-based cigar warnings" at: The Tobacco Regulatory Science annual meeting. Bethesda, MD.
79. Cornacchione Ross J*, Jarman KL, **Kowitt SD**, Clark SA, Goldstein AO, Thrasher JF, Ranney

Last revised: 11/10/2025

LM. Optimizing little cigar and cigarillo warnings for youth: The relative effectiveness of pictorial warning image characteristics. 2023 Oct; Podium presentation presented as part of the symposium “Developing, testing and evaluating evidenced-based cigar warnings” at: The Tobacco Regulatory Science annual meeting. Bethesda, MD.

78. Ranney LM*, **Kowitt SD**, Jarman KL, Clark SA, Goldstein AO, Thrasher JF, & Cornacchione Ross J. Cigar package characterizing flavor descriptors and warnings alter product perceptions among youth. 2023 Oct; Podium presentation presented as part of the symposium “Developing, testing and evaluating evidenced-based cigar warnings” at: The Tobacco Regulatory Science annual meeting. Bethesda, MD.
77. Goldstein AO*, Clark SA, Ranney LM, Enyioha C, Jarman KL, **Kowitt SD**, Sheeran P, Cornacchione Ross J, Queen TL, Jenson D, Thrasher J. An experiment to determine impact of warning size and warning images on warning effectiveness. 2023 Oct; Podium presentation presented as part of the symposium “Developing, testing and evaluating evidenced-based cigar warnings” at: The Tobacco Regulatory Science annual meeting. Bethesda, MD.
76. Ranney LM*, **Kowitt SD**, Jarman KL, Clark SA, Goldstein AO, Thrasher JF, Cornacchione Ross J. Cigar characterizing flavor descriptors and warnings alter product perceptions among youth. 2023 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. San Antonio, TX.
75. Ranney LM*, Jarman KL, **Kowitt SD**, Clark SA, Cornacchione Ross J, Sheeran P, Thrasher JF, Enyioha C, Goldstein AO. Little cigar pack warning experiment. 2023 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. San Antonio, TX.
74. **Kowitt SD***, Seidenberg AB, Gottfredson NC, Ritchie C, Galper E, Sutfin EL, Sheeran P, Noar SM. Awareness of synthetic nicotine and the impact of synthetic nicotine descriptors on youth: A national study. 2023 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. San Antonio, TX.
73. Cornacchione Ross J*, **Kowitt SD**, Jarman KL, Rubenstein D, Goldstein AO, Thrasher JF, Ranney LM. Prevalence and correlates of flavored oral nicotine product use among a national sample of youth. 2023 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. San Antonio, TX.
72. **Kowitt SD***, Goldstein AO, Cornacchione Ross J, Clark SA, Jarman KL, Sheeran P, Thrasher JF, Ranney LM. Can cigar warnings discourage blunt use? 2023 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. San Antonio, TX.
71. Rams A*, **Kowitt SD**, Ritchie C, Sutfin EL, Sheeran P, Noar SM. Awareness and perceived impact of FDAs JUUL marketing denial order among a nationally representative sample of adolescents. 2023 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. San Antonio, TX.
70. **Kowitt SD***, Clark SA, Jarman KL, Cornacchione Ross J, Ranney LM, Sheeran P, Thrasher JF, Enyioha C, Goldstein AO. Premium cigar warnings at the point of sale. 2023 Mar; Podium presentation at: The Society for Research on Nicotine and Tobacco. San Antonio, TX.
69. Clark SA*, Ranney LM, Gramann MW, Weant MH, Dawkins KH, Martin JD, Staples AH, Cuthbertson A, **Kowitt SD**. Evaluation of a statewide social media tobacco prevention campaign. 2023 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. San Antonio, TX.

Last revised: 11/10/2025

68. **Kowitt SD**, Yockey A, Lee JG, Jarman KL, Gourdet C, Ranney LM*. The impact of cannabis packaging characteristics on perceptions and use intentions. 2022 Apr; Podium presentation at: The Society of Behavioral Medicine. Baltimore.
67. Ranney LM*, **Kowitt SD**, Cox M, Kong AY, Jarman KL, Cornacchione Ross J, Sivashanmugam A, Goldstein AO. Optimizing effectiveness of messages about tobacco and alcohol co-use. 2022 Apr; Poster presented at: The Society of Behavioral Medicine. Baltimore.
66. Clark S*, **Kowitt SD**, Lazard AJ, Jarman KL, Sheeran P, Ranney LM, Cornacchione Ross J, Kistler CE, Thrasher JF, Goldstein AO. Identifying effective images for cigar warnings. 2022 Mar; Podium presentation at: The Society for Research on Nicotine and Tobacco. Baltimore.
65. **Kowitt SD***, Mendel Sheldon J, Vereen RN, Kurzman RT, Gottfredson NC, Hall MG, Brewer NT, Noar SM. The Impact of The Real Cost Vaping and Smoking Ads across Tobacco Products. 2022 Mar; Podium presentation at: The Society for Research on Nicotine and Tobacco. Baltimore.
64. Ranney LM*, **Kowitt SD**, Mottus KM, Mcdowell S, Beane A, Denslow S, Sturm K, Fagan B, Jaspers I, Rice N, Halladay JR. Improving provider counseling for young people who vape: a mixed methods approach. 2022 Mar; Poster presented at: The Society for Research on Nicotine and Tobacco. Baltimore.
63. Cox M*, Jarman KL, **Kowitt SD**, Kong A, Goldstein AO, Cornacchione Ross J, Ranney LM. Dual health messages increase awareness of cancer risk and influences behavioral intentions among dual tobacco and alcohol users. 2021 Oct; Poster presented at: The Tobacco Regulatory Science Meeting. Virtual.
62. Jarman KL*, Kistler CE, Thrasher JF, **Kowitt SD**, Ranney LM, Cornacchione Ross J, Sheeran P, Lazard A, Goldstein AO. Designing effective warning text for cigars: a discrete choice experiment among adult cigar smokers. 2021 Oct. Podium presentation at: The Tobacco Regulatory Science Meeting. Virtual.
61. Sivashanmugam A*, Jarman KL, **Kowitt SD**, Cornacchione Ross J, Ranney LM, Goldstein AO. Impact of tobacco use habits on effectiveness of cigar warning statements. 2021 Oct. Poster presentation at: The Tobacco Regulatory Science Meeting. Virtual.
60. **Kowitt SD***, Cornacchione Ross J, Jarman KL, Kistler CE, Ranney LM, Sheeran P, Thrasher JF, Goldstein AO. Tobacco quit intentions and behaviors among cigar smokers in the United States in response to covid-19. 2021 Feb; Poster presented at: The Society for Research on Nicotine and Tobacco. Baltimore.
59. Jarman KL*, **Kowitt SD**, Ranney LM, Cornacchione Ross J, Kistler CE, Sheeran P, Thrasher JF, Lazard A, Goldstein AO. Health effects that appear effective for cigar warnings: an experiment among adult cigar smokers. 2021 Feb; Poster presented at: The Society for Research on Nicotine and Tobacco. Baltimore.
58. Jarman KL*, **Kowitt SD**, Ranney LM, Cornacchione Ross J, Lazard A, Thrasher JF, Sheeran P, Kistler CE, Goldstein AO. Perceived message effectiveness of cigar warning themes. 2021 Feb; Poster presented at: The Society for Research on Nicotine and Tobacco. Baltimore.
57. Ranney LM*, Jarman KL, Clark S, **Kowitt SD**, Lazard A, Cornacchione Ross J, Baler G, Goldstein AO. Characteristics of text and pictorial tobacco warnings worldwide. 2021 Feb; Poster presented at: The Society for Research on Nicotine and Tobacco. Baltimore.

Last revised: 11/10/2025

56. **Kowitt SD***, Cornacchione Ross J, Goldstein AO, Jarman KL, Thrasher JF, Ranney LM. Self-reported exposure to warnings on tobacco products among youth. 2021 Feb; Poster presented at: The Society for Research on Nicotine and Tobacco. Baltimore.
55. Lipperman-Kreda S*, Finan LJ, **Kowitt SD**, Wharton K, Islam S. Youth tobacco and marijuana use and co-use: associations with daily exposure to tobacco retail marketing within activity spaces and by travel patterns. 2021 Feb; Podium presentation at: The Society for Research on Nicotine and Tobacco. Baltimore.
54. **Kowitt SD***, Finan LJ, Lipperman-Kreda S. Objective and perceived measures of tobacco marketing are uniquely associated with cigar use. 2021 Feb; Podium presentation at: The Society for Research on Nicotine and Tobacco. Baltimore.
53. **Kowitt SD***, Goldstein AO, Cykert S. A heart healthy intervention improved tobacco screening rates and cessation support in 28 small primary care practices. 2021 Feb; Poster presented at: The Society for Research on Nicotine and Tobacco. Baltimore.
52. Byron MJ*, Orlan E, Anshari D, **Kowitt SD**, Ranney LM, Goldstein AO. Impact of an e-cigarette tax on combusted cigarette use in a lower-middle income country. 2020 Mar; Podium presentation at: The Society for Research on Nicotine and Tobacco Conference. New Orleans.
51. Baker HM*, **Kowitt SD**, Meernik C, Heck C, Martin J, Goldstein AO, Ranney LM. Youth source of acquisition for e-cigarettes: results from the 2017 NC Youth Tobacco Survey. 2019 Aug; Poster presented at: The National Conference on Tobacco or Health. Minneapolis.
50. Ranney LM*, **Kowitt SD**, Queen TL, Jarman KL, Goldstein AO. Anti-smoking messages containing constituent information are persuasive among adult smokers: an eye tracking study. 2019 Aug; Poster presented at: The National Conference on Tobacco or Health. Minneapolis.
49. Jarman KL*, **Kowitt SD**, Ranney LM, Sheeran P, Lazard A, Noar SM, Goldstein AO. Development of a media campaign about harmful cigarette smoke constituents: methods and lessons learned. 2019 Aug; Poster presented at: The National Conference on Tobacco or Health. Minneapolis.
48. **Kowitt SD***, Queen TL, Noar SM, Goldstein AO. Recall of tobacco communication campaigns: examining cross-campaign cumulative exposure using a national sample of adolescents. 2019 Feb; Podium presentation at: The Society for Research on Nicotine and Tobacco Conference. San Francisco.
47. **Kowitt SD***, Osman A, Meernik C, Zarkin GA, Ranney LM, Martin J, Heck C, Goldstein AO. Prevalence of ever vaping cannabis and associations with tobacco use among adolescents. 2019 Feb; Poster presented at: The Society for Research on Nicotine and Tobacco Conference. San Francisco.
46. **Kowitt SD***, Goldstein AO, Sutfin EL, Osman A, Meernik C, Heck C, Ranney LM. Which tobacco products do adolescents use first? A changing and challenging landscape in a sea of multiple tobacco products used. 2019 Feb; Poster presented at: The Society for Research on Nicotine and Tobacco Conference. San Francisco.
45. **Kowitt SD***, Meernik C, Baker HM, Ranney LM, Goldstein AO. The impact of non-menthol flavors in tobacco products on perceptions and use among youth and adults: an updated systematic review. 2019 Feb; Poster presentation at: The Society for Research on Nicotine and Tobacco Conference. San Francisco.

Last revised: 11/10/2025

44. Osman A*, Meernik C, Creamer, Gibson M, Towner-Wright L, **Kowitt SD**, Goldstein AO. User Characteristics, Risk Factors, and Product Types: A Systematic Review of Multiple Tobacco Product Use in Youth in the United States. 2019 Feb; Poster presentation at: The Society for Research on Nicotine and Tobacco Conference. San Francisco.
43. Ranney LM*, Meernik C, **Kowitt SD**, Baker HM, Osman A, Heck C, Martin J, Goldstein AO. Statewide trends and variation in OTP use among middle school youth. 2019 Feb; Poster presentation at: The Society for Research on Nicotine and Tobacco Conference. San Francisco.
42. **Kowitt SD***, Lipperman-Kreda S. How is exposure to tobacco outlets within activity spaces associated with youth tobacco use? A mediation analysis. 2019 Feb; Poster presentation at: The Society for Research on Nicotine and Tobacco Conference. San Francisco.
41. **Kowitt SD***, Aiello AE, Callahan LF, Fisher EB, Jordan JM, Muessig KE, Gottfredson NC. Associations among neighborhood characteristic and depressed mood are mediated by individual-level characteristics, especially loneliness. 2019 Mar; Podium presentation at: The Society of Behavioral Medicine Conference. Washington D.C.
40. **Kowitt SD***, Aiello AE, Callahan LF, Fisher EB, Jordan JM, Muessig KE, Gottfredson NC. How are neighborhoods associated with key quality of life indicators among individuals with radiographic knee osteoarthritis? 2019 Mar; Poster presentation at: The Society of Behavioral Medicine Conference. Washington D.C.
39. **Kowitt SD**, Lazard A, Queen T, Goldstein AO*. Adolescents' recall of new national tobacco communication campaigns. 2018 Jun; Poster presentation at: The NIH Tobacco Regulatory Science Meeting. Bethesda.
38. **Kowitt SD**, Lazard A, Queen T, Goldstein AO*. Adolescents' recall of new national tobacco communication campaigns. 2018 Jun; Poster presentation at: The NIH Tobacco Regulatory Science Meeting. Bethesda.
37. Jarman KL*, **Kowitt SD**, Queen TL, Shook-Sa B, Donovan E, de Groot J, Ranney LM, Goldstein AO. An RCT to assess impact of source and quit information on a cigarette constituent campaign; design and pilot findings. 2018 Jun; Poster presentation at: The NIH Tobacco Regulatory Science Meeting. Bethesda.
36. Jarman KL*, **Kowitt SD**, Queen TL, Kim KS, Ranney LM, Goldstein AO. An eye tracking study on impact of source and engagement text for quitting in a smoking cessation communication campaign. 2018 Jun; Podium presentation at: The NIH Tobacco Regulatory Science Meeting. Bethesda.
35. Meernik C*, Baker HM, **Kowitt SD**, Ranney LM, Goldstein AO. The impact of non-menthol flavors in tobacco products in the United States: an updated systematic review of studies published 2016-2018. 2018 Jun; Poster presentation at: The NIH Tobacco Regulatory Science Meeting. Bethesda.
34. Osman A*, Meernik C, Creamer M, Gibson L, Towner-Wright S, **Kowitt SD**, Goldstein AO. User characteristics, risk factors, and product types: a systematic review of multiple tobacco product use in youth and young adults in the United States. 2018 Jun; Poster presentation at: The NIH Tobacco Regulatory Science Meeting. Bethesda.
33. Ellis KR*, **Kowitt SD**, Carlisle V, Bhushan N, Black K, Brodar K, Cranley N, Davis K, Eng E, Martin MY, McGuirt J, Sokol R, Tang P, Vines AI, Walker J, Fisher E. Opportunities for peer support across the cancer care continuum: a systematic scoping review of recent peer reviewed

Last revised: 11/10/2025

literature. 2018 Apr; Podium presentation at: The Society of Behavioral Medicine Conference. New Orleans.

32. **Kowitt SD***, Osman A, Ranney LM, Heck C, Goldstein AO. E-cigarette use among youth not susceptible to using cigarettes. 2017 Feb; Poster presentation at: The Society for Research on Nicotine and Tobacco. Baltimore.
31. Osman A*, **Kowitt SD**, Ranney LM, Heck C, Goldstein AO. Trends and disparities in mono, dual, and poly tobacco product use among youth. 2017 Feb; Poster presentation at: The Society for Research on Nicotine and Tobacco. Baltimore.
30. Osman A*, **Kowitt SD**, Ranney LM, Heck C, Goldstein AO. Risk factors of multiple tobacco produce use in comparison to mono product use and to non-tobacco product use among youth. 2017 Feb; Poster presentation at: The Society for Research on Nicotine and Tobacco. Baltimore.
29. Osman A*, **Kowitt SD**, Sheeran P, Jarman K, Ranney LM, Goldstein AO. How public knowledge of the FDA's tobacco regulatory mission may affect public perceptions and credibility of the FDA. 2017 Feb; Poster presentation at: The Society for Research on Nicotine and Tobacco. Baltimore.
28. Jarman K*, Ranney LM, Queen T, Kim K, **Kowitt SD**, Donovan E, Goldstein AO. An eye tracking study on source and engagement text for quitting in a smoking cessation communication campaign. 2017 Feb; Poster presentation at: The Society for Research on Nicotine and Tobacco. Baltimore.
27. **Kowitt SD***, Schmidt AM, Myers AE, Goldstein AO. Attitudes toward raising the legal age of tobacco: results from a national sample of adolescents. 2017 Mar; Poster presentation at: The National Conference on Tobacco or Health. Austin.
26. **Kowitt SD***, Noar SM, Ranney LM, Goldstein AO. Public attitudes toward larger cigarette warning labels: a national study. 2017 Mar; Poster presentation at: The National Conference on Tobacco or Health. Austin.
25. **Kowitt SD***, Schmidt AM, Hannan A, Goldstein AO. Awareness and trust of U.S. public health agencies: results from a nationally representative sample of adults and adolescents. 2017 Apr; Poster presentation at: The Society of Behavioral Medicine Conference. San Diego.
24. **Kowitt SD***, Sokol R, Bhushan N, Tang P, Fisher EB. Integration of peer support and digital health: considerations for chronic disease management interventions. 2017 Apr; Poster presentation at: The Society of Behavioral Medicine Conference. San Diego.
23. Francis DB*, Noar SM, **Kowitt SD**, Jarman K, Goldstein AO. Do source or message factors impact believability of new diseases linked to smoking? Implications for health communication campaigns. 2016 Apr; Poster presentation at: The Center for Regulatory Research on Tobacco Communication (CRRTC) Annual Retreat, Chapel Hill.
22. **Kowitt SD***, Donahue K, Fisher EB, Mitchell M, Young L. Neighborhood disadvantage associated with important diabetes outcomes. 2016 Apr; Poster presentation at: The American Diabetes Association Conference. New Orleans.
21. Tang P*, Peebles M, Duni J, MacLeod J, **Kowitt SD**, Fisher, E.B. eHealth assisted lay health coaching for diabetes self-management support. 2016 Apr; Poster presentation at: The American Diabetes Association Conference. New Orleans.
20. **Kowitt SD***, Sheeran P, Jarman K, Ranney LM, Schmidt AM, Noar SM, Huang L, Goldstein AO.

Last revised: 11/10/2025

The skull of smoke: how an image can enhance the impact of a tobacco communication message about constituents. 2016 May; Poster presentation at: The Tobacco Regulatory Science Conference. Bethesda.

19. **Kowitt SD***, Sheeran P, Jarman K, Ranney L, Schmidt AM, Huang L, Goldstein AO. Augmenting tobacco control communications with coping appraisals and protection motivation. 2016 May; Poster presentation at: The NIH Tobacco Regulatory Science Meeting. Bethesda.
18. **Kowitt SD***, Jarman K, Ranney LM, Goldstein AO. Believability of cigar warning labels among adolescents: a nationally representative sample. 2016 May; Poster presentation at: The NIH Tobacco Regulatory Science Meeting. Bethesda.
17. Lazard A*, Noar SM, **Kowitt SD**, Jarman K, Goldstein AO. Believability of cigarette warnings about addiction: a national experiment of adolescents. 2016 May; Poster presentation at: The NIH Tobacco Regulatory Science Meeting. Bethesda.
16. Huang L*, **Kowitt SD**, Ranney L, Goldstein AO. Believability of cigarette warnings on nicotine addiction: do message source and content matter? 2016 May; Poster presentation at: The NIH Tobacco Regulatory Science Meeting. Bethesda.
15. **Kowitt SD***, Fisher EB. Taking the "self" out of "self-management": A systematic review of the effects of neighborhood factors on diabetes outcomes. 2016 Apr; Poster presentation at: The Society of Behavioral Medicine Conference. Washington D.C.
14. **Kowitt SD***, Ayala GX, Cherrington AL, Horton LA, Safford MM, Soto S, Tang T, Fisher EB. Differentiating the role of social support on diabetes outcomes among a cross-site sample of adults. 2016 Apr; Podium presentation at: Fisher EB (Chair), Inside the Black Box: Deconstructing Social and Peer Support. Symposium at the Society of Behavioral Medicine Conference. Washington D.C.
13. **Kowitt SD***, Lomas J, Jaeger-Woods B, Taggart T, Thayer L, Sutton S, Lightfoot A. 2015. "Photovoice: A method to understand perceptions of cardiovascular health in the "stroke belt. 2015 Nov; Podium presentation at: The American Public Health Association Conference. Chicago.
12. Samuel C*, Jones N, Black K, Cothorn C, Cykert S, Eng E, Hardy C, Lightfoot A, Rasul O, Robterson L, Schaal J, Gold-Watts A, **Kowitt SD**, Dardick A, Turner K. 2015. Equity in managing pain and side effects from cancer treatment: findings from photovoice and focus group interviews with breast cancer survivors. 2015 Nov; Podium presentation at: The American Public Health Association Conference. Chicago.
11. **Kowitt SD***, Emmerling D, Tanasugarn C, Fisher EB. Key features of Thailand's village health volunteer program. Podium presentation in Cherrington AL (Chair), International and cultural adaptation of peer support in health promotion. 2015 Apr; Symposium at: The Society of Behavioral Medicine. San Antonio.
10. **Kowitt SD***, Urlaub D, Guzman-Corrales L, Mayer M, Ballesteros J, Graffy J, Simmons D, Cummings DM, Fisher EB. Emergence of emotional support in peer support programs designed for diabetes management: a cross-cultural study. 2015 Apr; Podium presentation in: Fisher E.B. (Chair), Peer support designed for diabetes management achieves emotional and quality of life benefits." Symposium at: the Society of Behavioral Medicine. San Antonio.
9. Yu S, **Kowitt SD***, Fisher EB, Li G. Mental health in China: stigma, family obligations, and the potential of peer support. 2015 Apr; Podium presentation at: the Society of Behavioral Medicine.

Last revised: 11/10/2025

San Antonio.

8. **Kowitt SD***, Patel T, Ranney LM, Huang L, Goldstein AO. E-cigarette use among high school students in North Carolina: an emerging tobacco product of interest. 2015 Feb; Poster presentation at: the Society for Research on Nicotine and Tobacco. Philadelphia.
7. **Kowitt SD***, Patel T, Ranney LM, Huang L, Goldstein AO. Dual tobacco use among high school students in North Carolina. 2015 Feb; Poster presentation at: the Society for Research on Nicotine and Tobacco. Philadelphia.
6. Huang L*, **Kowitt SD**, Patel T, Ranney LM, Goldstein AO. Hookah use among high school students in North Carolina: alternative tobacco product use on the rise among youth. 2015 Feb; Poster presentation at: the Society for Research on Nicotine and Tobacco. Philadelphia.
5. **Kowitt SD***, Urlaub D, Guzman-Corrales L, Mayer M, Ballesteros J, Simmons D, Fisher EB. Emergence of emotional support in peer support interventions: a cross-cultural study. 2014 Jun; Poster presentation at: the American Diabetes Association Conference. San Francisco.
4. **Kowitt SD***, Urlaub D, Ballesteros J, Guzman-Corrales L, Mayer M, Fisher EB. Promotores provide distinctive channel for implicit and explicit emotional support. 2014 Apr; Poster presentation at: the Society of Behavioral Medicine Conference. Philadelphia.
3. **Kowitt SD***, Urlaub D, Ballesteros J, Guzman-Corrales L, Mayer M, Simmons D, Fisher EB. Emotional support for diabetes management: similarities and differences across cultures. 2014 Apr; Poster presentation at: UNC Spotlight on Student Research. Chapel Hill.
2. **Kowitt SD***, DeTrizio D, Emmerling D, Mershon C, Linton K, Rubesin H, Agnew-Brune C, Eng G. Pilot testing an evaluation plan for a school-based art therapy intervention for refugee students from Burma. 2013 Oct; Poster presentation at: American Evaluation Association Conference. Washington D.C.
1. **Kowitt SD***, Emmerling D, Fisher E, Tanasugarn C. Community health workers as agents of health promotion: analyzing Thailand's Village Health Volunteer program. 2013 Mar; Poster presentation at: Consortium of Universities for Global Health Conference. Washington D.C.

Invited but not Peer-reviewed Products of Scholarship

Unrefereed Articles and Reports

4. **Kowitt SD**, Noar SM. 2025. The National Youth Tobacco Survey is a valuable and unique tool for tracking youth tobacco use. Comment to the CDC in response to Docket No. CDC-2024-0106. <https://www.federalregister.gov/documents/2025/06/16/2025-10861/proposed-data-collection-submitted-for-public-comment-and-recommendations>.
3. Jarman KL, **Kowitt SD**, Ranney LM, Boynton M, Huang L, Goldstein AO. 2016. Comprehensive evaluation of youth tobacco prevention campaigns is essential for FDA's function as a source of public information campaigns about tobacco use. Comment to the FDA in response to Docket No. FDA-2013-N-0717-0005. <https://www.regulations.gov/#/documentDetail;D=FDA-2013-N-0717-0005>.
2. Huang L, Sutfin E, **Kowitt SD**, Ranney LM, Goldstein AO. 2016. FDA should implement anti-hookah communication campaigns aimed at youth and conduct research to understand promotion and advertising of hookah commercial establishments which target youth. Comment to the FDA in

Last revised: 11/10/2025

response to docket No. FDA-2014-N-0189.

<https://www.regulations.gov/#!documentDetail;D=FDA-2016-N-0173-0001>

1. Goldstein AO, Meernik C, **Kowitt SD**. Flavors in tobacco products. 2018. Comment to the FDA in response to docket No. FDA-2017-N-6565.
<https://www.federalregister.gov/documents/2018/03/21/2018-05655/regulation-of-flavors-in-tobacco-products>

TEACHING ACTIVITIES

Instructor

2025	HB 772: Planning, Implementing, and Evaluating Health Behavior Interventions, n=39 MPH students Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC
2024	HB 772: Planning, Implementing, and Evaluating Health Behavior Interventions, n=46 MPH students Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC
2023	HB 772: Planning, Implementing, and Evaluating Health Behavior Interventions, n=32 MPH students Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC
2016	HB 812: Professional Development I, n=14 doctoral students Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC
2015	HB 812: Professional Development I, n=10 doctoral students Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC

Teaching Assistant

2020	HB 752: Health Behavior Survey Methods, n=41 MPH students Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC
2017	HB 860: Research Proposal Development, n=9 doctoral students Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC
2015	HB 811: Development and Evaluation of Health Promotion and Disease Prevention Interventions, n=17 doctoral students Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC
2013, 2015	HB 772: Planning Public Health Interventions, n=48 MPH students Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC

Master's Degree Committees

1. Imani Campbell-Dunn (Second Reader), 2025, "Chronic Kidney Disease Among Rural Black Men," UNC Gillings School of Global Public Health, Department of Health Behavior.

Invited Talks

Last revised: 11/10/2025

- 2025 (11/19) "Developing ads for youth who use multiple tobacco products." Invited presentation to the FDA Center for Tobacco Products Office of Science and the Office of Health Communication and Education.
- 2025 (5/1) "Synthetic nicotine descriptors: awareness and impact on perceptions of e-cigarettes among US youth." Invited presentation as part of the NCI Rising Scholars Cancer Research Seminar Series.
- 2024 (11/22) Invited panelist for UNC's TCORS trainees on funding and career development awards.
- 2024 (9/10) "Cigarette Warning Labels: The Battle between the FDA and the Tobacco Industry." HPM765/HBEH765: Cancer Prevention and Control, UNC-Chapel Hill, Chapel Hill, NC.
- 2024 (6/26) "How to write and publish a research paper." Summer Research Fellowship, Department of Family Medicine, UNC-Chapel Hill, Chapel Hill, NC.
- 2023 (12/13) Invited panelist for the Florida House of Representatives Regulatory Reform & Economic Development Subcommittee on vaping advertisements, their negative effects, and how such ads focus on and impact vulnerable populations, such as young people.
- 2023 (9/26) "Impact of cannabis packaging and warning characteristics." Invited presentation to the High Potency THC Think Tank in coordination with the California Department of Public Health and the Department of Cannabis Control.
- 2023 (4/12) Invited by officials from NIDA to participate in a discussion on how prevention intervention researchers can leverage data from the Population Assessment of Tobacco and Health (PATH) Study
- 2022 (10/13) "Communicating the risks of tobacco and alcohol co-use." Invited presentation as part of a webinar on "Exploring the Intersection of Tobacco and Alcohol in Cancer Control" organized by the Division of Cancer Control & Population Sciences, National Cancer Institute.
- 2022 (6/28) "How to write and publish a research paper." Summer Research Fellowship, Department of Family Medicine, UNC-Chapel Hill, Chapel Hill, NC.
- 2021 (10/21) "Automated Messaging about COVID-19 Risks to Tobacco Users." Tobacco Treatment and Weight Management Program, UNC-Chapel Hill, Chapel Hill, NC.
- 2021 (10/18) "Writing and publishing in public health." Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC.
- 2021 (10/8) "Cross-Level Interactions." HBEH 762: Multilevel Modeling with Applications to Health Behavior, Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC.
- 2019 (2/18) "Neighborhood characteristics and key indicators of quality of life." HBEH 756: Social and Peer Support in Health: An Ecological and Global Perspective, Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC.
- 2018 (2/26) "Characteristics of social support and considerations of culture." HBEH 756: Social and Peer Support in Health: An Ecological and Global Perspective, Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC.

Last revised: 11/10/2025

- 2017 (11/10) "Multilevel mediation using structural equation modeling." HBEH 892-007: Modeling Grouped, Nested, and Longitudinal Data. Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC.
- 2017 (1/13) "Social support and cultural implications for measurement, intervention, and research." HBEH 756: Social and Peer Support in Health: An Ecological and Global Perspective, Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC.
- 2016 (2/8) "What is universal? What is specific? Cross-cultural perspectives on social support." HBEH 756: Social and Peer Support in Health: An Ecological and Global Perspective, Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC.
- 2015 (2/9) "Differentiating types of peer support." HBEH 756: Social and Peer Support in Health: An Ecological and Global Perspective, Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC.
- 2014 (9/21) "Dual tobacco use among high school students in North Carolina." North Carolina Department of Health and Human Services, Raleigh, NC.
- 2013 (3/25) "The Village Health Volunteers: An in-depth discussion." HBEH 756: Social and Peer Support in Health: An Ecological and Global Perspective, Department of Health Behavior, UNC-Chapel Hill, Chapel Hill, NC.

Student Mentorship

Table 1. Student mentorship from 2020-Present

#	Year	Mentee	Degree	Affiliation	PI/MPI Project
18	Aug 2024 - Present	Ran Tao	Postdoc fellow	Lineberger Comprehensive Cancer Center	TCORS research project
17	Aug 2024 - Present	Rachel Ford	PhD student	Hussman School of Journalism and Media	TCORS research project
16	May 2024 - Present	Tyler West	MPH student	Gillings School of Global Public Health	Cannabis R01
15	Aug 2023 – Present	Youjin Jang	Postdoc fellow	Lineberger Comprehensive Cancer Center	TCORS research project
14	Aug 2023 – Present	Bonjoo Gu	PhD student	Hussman School of Journalism and Media	TCORS research project
13	Jan 2023 – Present	Sierra Patterson	PhD student	Gillings School of Global Public Health	K01
12	Jul 2022 – Jun 2025	Annie Chen	MD student	School of Medicine	DFM Summer Research Fellowship
11	Aug 2023 – May 2025	Isabelle Duguid	MPH student	Gillings School of Global Public Health	K01
10	May 2024 – Aug 2024	Phoebe Ruggles	PhD student	Gillings School of Global Public Health	TCORS research project
9	May 2024 – Aug 2024	Abby Arcuri	BA student	Gillings School of Global Public Health	TCORS research project
8	May 2024 – Aug 2024	Brooke Gottlieb	MA student	Hussman School of Journalism and Media	TCORS research project
7	May 2024 – Jul 2024	Sarah Sutter	MPH student	Gillings School of Global Public Health	Cannabis Boost Award
6	Aug 2023 – May 2024	Coco Li	MA student	Hussman School of Journalism and Media	TCORS research project
5	May 2023 – Aug 2023	Meg Johnson	MD student	School of Medicine	DFM Summer Research Fellowship

Last revised: 11/10/2025

4	May 2023 – Aug 2023	Olivia Glaser	MPH student	Gillings School of Global Public Health	K01
3	Aug 2022 – Aug 2023	Caroline Meek	MPH student	Gillings School of Global Public Health	Cannabis HPDP pilot award
2	Nov 2022 – Feb 2023	Alissa Rams	MPH student	Gillings School of Global Public Health	Other (mentored for a project I did not PI)
1	May 2020 – Apr 2021	Noah Rice	BS student	Western Carolina University	Other (mentored for a project I did not PI)

GRANTS

Active

06/2024 – 03/2029

R01DA058003

Developing and Strengthening Cannabis Warnings

NIDA (\$2,939,451)

Role: **MPI** (with Leah Ranney); 25-40% FTE

The goal of this project is to develop cannabis warnings that inform people about cannabis risks and that states can implement into their cannabis warning regulations.

09/2023 – 08/2028

U54DA060049

Understanding the Impact of Vaping Prevention Ads on Adolescents and Young Adults

NIDA / FDA (\$3,513,093)

Role: **MPI** (with Seth M. Noar; Center grant PI: Kurt M. Ribisl); 20-25% FTE

The primary goal of this research project, which is part of a center grant, is to characterize the features of vaping prevention video ads to determine which ad features best predict perceived message effectiveness and most reduce susceptibility to vaping.

09/2022 – 08/2027

K01CA265886

Communication Messages to Reduce Youth Multiple Tobacco Product Use

NCI / FDA (\$762,196)

Role: **PI**; 50-75% FTE

The primary goal of this project is to develop and evaluate messages for youth about the harms of multiple tobacco product use (i.e., concurrent use of two or more tobacco products).

09/2025 – 08/2026

No number

Establishing Leadership on Cannabis Use in North Carolina

UNC Department of Family Medicine (\$25,000)

Role: **PI**; 14% FTE

The overall objective of this proposal is to establish a leading North Carolina-focused cannabis research program.

Pending

07/2026 – 06/2031

R01DA064634

Last revised: 11/10/2025

Developing Evidence-Based Public Health Messages about Blunts for Young Adults

NIDA (\$4,027,810)

Role: **MPI** (with Jennifer Cornacchione Ross and Leah Ranney); 25% FTE*The primary goal of this study is to develop evidence-based public health messages that inform young adults ages 18-34 about blunt use harms and increase intentions to reduce blunt use.*

07/2026 – 06/2031

R01CA302731*Advancing the Science of Alcohol Warnings to Prevent Cancer*

NIAAA (\$3,394,732)

PI: Seth Noar

Role: **Co-I***The primary goal of the proposed project is to advance the science of alcohol cancer warnings.*

07/2026 – 06/2031

R01CA302731*Developing Valid Measures of Campaign Exposure for the Digital Media Environment*

NCI/FDA (\$3,897,790)

PI: Seth Noar

Role: **Co-I***The primary goal of the proposed project is to develop and validate self-report, digital campaign (advertising and brand) exposure measures for youth tobacco prevention campaigns.*

07/2026 – 06/2028

R21*Implementation and Process in Community and Peer Cardiovascular Risk Reduction*

NHLBI (\$233,250)

Role: **MPI** (with Edwin B. Fisher); 15% FTE*The primary goal of this study is to examine if and how three major community and peer support interventions influence cardiovascular risk by analyzing 1) intervention effects, 2) implementation functions, and 3) social support processes using structural equation modeling.*

07/2026 – 06/2028

No Number*Planning a bundled cancer prevention social media campaign for young adults*

Prevent Cancer Foundation (\$100,00)

PI: Nadja Vielot

Role: **Co-I***The goal of this project is to prepare for the development of a bundled cancer prevention campaign aimed at young adults that targets tobacco use, alcohol use, and catch-up HPV vaccination.*

12/2025 – 11/2026

No Number*Evaluating Narrative Vaping Prevention Video Ads for Adolescents and Young Adults*

UNC TCORS pilot grant (\$19,500)

Last revised: 11/10/2025

PI: Ran Tao
Role: **Mentor**

The goal of this project is to systematically examine whether the inclusion of acted-out plots enhances the persuasive impact of narrative ads.

12/2025 – 11/2026

No Number

Estimating the Effectiveness of Smoking and Vaping Prevention Videos: A Meta-Analysis
UNC TCORS pilot grant (\$7,950)
PI: Bonjoo Gu
Role: **Mentor**

The goal of this project is to estimate the overall effect size of smoking and vaping prevention videos and test moderators that influence their impact.

Completed

09/2024 – 08/2025

No Number

Impact of Objective Ad Features on Recognition of Vaping Prevention Ads
UNC TCORS pilot grant (\$15,000)
PI: Youjin Jang
Role: **Mentor**

The goal of this project is to better understand how objective ad features in the baseline survey influence adolescents' and young adults' recognition of ads two weeks later.

09/2024 – 08/2025

No Number

Understanding Vaping Among Young Adults with Major Depressive Disorder and their Perspective on Mental-Health-Focused Communication Campaign Messages
UNC TCORS pilot grant (\$14,731)
PI: Allie Worsdale
Role: **Co-I**

The goal of this project is to learn what is known and what we need to know about the potential of mental-health-specific communication campaign messages for young adults (18-29) who have clinical depression and vape.

09/2021 – 08/2025

R01CA260822

Strengthening Little Cigar and Cigarillo Warnings to Prevent Adolescent Use
NCI / FDA (\$1,245,104)
MPIs: Leah Ranney and Jennifer Cornacchione Ross
Role: **Co-I**

The goal of this project is to conduct research that advances the science on little cigar and cigarillo warnings that are effective for adolescents who are at risk for little cigar and cigarillo use.

09/2019 – 08/2025

R01CA240732

Little Cigar and Cigarillo Warnings to Reduce Tobacco-Related Cancers and Disease
NCI / FDA (\$2,712,331)

Last revised: 11/10/2025

PI: Adam Goldstein

Role: **Co-I**

This grant aims to develop effective little cigar and cigarillo warnings that reduce cancer and other health risks.

04/2025 – 06/2025

No Number

Understanding the Impact of Vaping Prevention Ads on Adolescents and Young Adults

UNC School of Medicine Sunset Fund (\$48,678)

Role: **PI**; 25% FTE

Award intended to provide temporary bridge support to laboratories affected by unexpected mid-cycle termination of federal grant funding, as part of the SOM's commitment to sustaining the research enterprise during this challenging funding environment.

10/2023 – 10/2024

No Number

Exploring the Relationships Between Racial Microaggressions, Ethnic Identity, Substance Use, and Healthcare Provider Interactions

UNC Family Medicine (\$3,000); UNC School of Medicine E&I grant (\$1,500)

Role: **MPI** (with Annie Chen); 0% FTE (effort provided in-kind)

The goals of this pilot project are to better understand the prevalence of substance use among different Asian ethnicities, identify associations between racial microaggressions, ethnic identity, and substance use, and explore Asian Americans' interactions with health care providers regarding substance use.

09/2023 – 09/2024

No Number

Improving tobacco cessation outcomes for people with behavioral health conditions

UNC Family Medicine (\$10,000)

MPIs: Kristen Jarman and Leah Ranney

Role: **Co-I**

The goal of this project is to examine what factors are influencing quit rates in the standard and behavioral health protocol among people with behavioral health conditions.

02/2024 – 06/2024

No Number

Developing and Strengthening Cannabis Warnings

UNC School of Medicine Boost Award (\$24,984)

Role: **MPI** (with Leah Ranney); 0% FTE (effort provided in-kind)

The goal of this project is to conduct a systematic review on cannabis warnings to provide preliminary data for an R01 proposal and increase the chances of successful R01 funding.

05/2022 – 05/2024

No Number

Creation of a Firearm Event Registry and Evaluation of Gun Shows' Impact on Gun Violence Rates

The Research Advisory Council (\$50,000)

Role: **MPI** (with Sanjay Batish, Joseph Pino, and Adam Goldstein); 0% FTE (effort provided in-kind)

Last revised: 11/10/2025

The goal of this study is to conduct an observational retrospective study to evaluate whether a relationship exists between gun shows and short-term rates of firearm violence in New Hanover, Pender, and Brunswick Counties.

07/2022 – 06/2023

No Number

Strengthening Cannabis Warnings

UNC Center for Health Promotion and Disease Prevention (\$5,000)

Role: **MPI** (with Leah Ranney); 0% FTE (effort provided in-kind)

The overall goal of the proposed project was to examine characteristics of existing cannabis warnings in the United States and develop evidence to improve warnings.

06/2022 – 05/2023

R25DA054015

Helping Everyone Achieve a LifeTime of Health Future Addiction Scientist Training (HEALTH FAST) Program

NIDA (\$1,011,631)

MPIs: Ezemenari Obasi and Lorraine Reitzel

Role: **Early-Stage Investigator**

The goal of this program was to recruit highly qualified postdoctoral fellows / early-stage investigators and launch them into research careers in addiction sciences that specifically focus on the disproportionate burden of substance use in ethnic and racially minoritized populations that subsequently confer disparities in chronic diseases.

08/2021 – 09/2022

No Number

10/2021 – 04/2022

North Carolinians for a Tobacco-Free Generation

12/2020 – 04/2021

North Carolina Department of Health and Human Services (\$80,000 in year 1, \$60,000 in Year 2, \$130,833 in Year 3)

Role: **MPI** (with Leah Ranney); 15% FTE in Year 1, 10% FTE in Year 2, 15% FTE in Year 3

The purpose of this contract was to develop content to increase knowledge of the hazards of tobacco use, disseminate content via current social media platforms, and evaluate/monitor communication engagement to generate support for evidence-based tobacco use prevention and control interventions.

12/2021 – 12/2022

No Number

10/2020 – 12/2020

Evaluation of the 2022 North Carolina Youth Tobacco Survey

North Carolina Department of Health and Human Services (\$2,500 in Year 1, \$17,719 in Year 2)

PI: Leah Ranney

Role: **Co-I**

The purpose of this contract was to pilot test, analyze, and disseminate findings from the 2022 North Carolina Youth Tobacco Survey.

09/2020 – 08/2021

R01CA240732-S1

Communicating Cancer Risk to Co-users of Alcohol and Little Cigar and Cigarillos

NCI (\$95,624)

PI: Adam Goldstein

Last revised: 11/10/2025

Role: **Co-I**

The goal of this project was to develop cancer communication messages about alcohol and tobacco co-use.

05/2020 – 04/2021

No Number

Perceptions and Consumer Responses to Marijuana Dispensary Packaging

UNC Family Medicine and UNC NC TRaCS Institute (\$5,750)

PI: Leah Ranney

Role: **Co-I**

The goal of this project was to experimentally identify the impact of design features of marijuana packaging on cognitive, affective, and behavioral responses to packaging.

05/2020 – 04/2021

No Number

Rural Primary Care Vaping Inquiry

Mountain Area Health Education Center (\$59,295)

PI: Jacquie Halladay

Role: **Co-I**

The goals of this project were to examine current approaches to assessing and counseling patients regarding e-cigarette use and to learn from adolescents themselves what they would want their provider and health care teams to know about vaping behaviors.

05/2015 – 12/2019

R18-HS023912

Facilitation, Spread and Translation of Patient-Centered Evidence in NC Practices

AHRQ (\$8,000,000)

PI: Samuel Cykert

Role: **Investigator**

This grant aimed to disseminate evidence-based cardiovascular prevention improvements into primary care practice.

06/2018 – 12/2018

No Number

Impact of an E-Cigarette Tax on Conventional Cigarette Use in Indonesia

Bloomberg Foundation / Johns Hopkins Institute for Global Tobacco Control (\$66,800)

PI: M. Justin Byron

Role: **Co-I**

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

06/2018 – 12/2018

No Number

Neighborhood Characteristics and Osteoarthritis

UNC Graduate School (\$18,000)

Role: **PI**; 100% FTE

The goal of this grant was to examine if and how social, economic, and physical neighborhood characteristics are associated with mental and physical health

Last revised: 11/10/2025

outcomes in a community-based sample of older adults with osteoarthritis in North Carolina.

05/2015 – 08/2015 **No Number**
The Influence of Neighborhood Characteristics on Diabetes-Related Outcomes
 UNC Graduate School (\$4,000)
 Role: **PI**; 0% FTE (effort provided in-kind)

The goal of this grant was to identify neighborhood-level determinants that influence mental (e.g., depression, diabetes distress) and physical outcomes (i.e., glycemic control) among individuals with diabetes and to examine mechanisms explaining associations.

05/2015 – 08/2015 **No Number**
Neighborhoods and Diabetes Management: Development of a Diabetes Advisory Committee
 UNC Graduate Certificate in Participatory Research (\$1,200)
 Role: **PI**; 0% FTE (effort provided in-kind)

The goal of this grant was to develop a community advisory board composed of individuals with experiential knowledge of diabetes who could help interpret findings from a quantitative research project, design a qualitative research study, and provide guidance for the dissemination of results (e.g., to whom should results be disseminated; through what avenues).

PROFESSIONAL SERVICE

Within UNC-Chapel Hill

2024	UNC Lineberger, Reviewer for the Marci K. Campbell and the Micheal S. O'Malley dissertation awards
2023	UNC Lineberger, Grant reviewer for the Lineberger Comprehensive Cancer Center Pilot Grant Program
2022-2023	UNC Gillings School of Public Health, Department of Health Behavior, Search Committee Member for a tenure-track cluster hire
2021-2022	UNC Gillings School of Public Health, Department of Health Behavior, MPH Admissions Committee
2019-2020	UNC Gillings School of Public Health, Department of Health Behavior, MPH Admissions Committee
2019	UNC Gillings School of Public Health, Department of Health Behavior, MPH Capstone Applications Review Committee
2015	UNC Gillings School of Public Health, Department of Health Behavior, Student Survey Committee

Last revised: 11/10/2025

External to UNC-Chapel Hill

2022- Present Co-Chair of the Membership Committee for the Adolescent Network in the Society for Research on Nicotine and Tobacco (SRNT)

2019-2020 One of 12 expert panel members for an evidence-based guidebook on vaping prevention and treatment created by the Substance Abuse and Mental Health Services Administration (SAMSHA)

Grant Review

2025 Ad-hoc reviewer for California's Tobacco Related Disease Research Program Social Behavioral Review Panel

2024 Ad-hoc reviewer for an NCI Special Emphasis Panel for applications to the Loan Repayment Program

2023 Ad-hoc reviewer for the NIH Community Influences on Health Behavior (CIHB) study section

2023 Ad-hoc reviewer for an NCI Special Emphasis Panel for applications to the Loan Repayment Program

2022 University of Houston: Reviewer for the HEALTH (Helping Everyone Achieve a LifeTime of Health) Center for Addictions Research and Cancer Prevention's Pilot Grant Program

Abstract Review

2023 Society for Research on Nicotine and Tobacco Annual Meeting

2022 Society for Research on Nicotine and Tobacco Annual Meeting

2021 Society for Research on Nicotine and Tobacco Annual Meeting

2021 Tobacco Regulatory Science Annual Meeting

Ad Hoc Journal Review

American Journal of Preventive Medicine

BMJ Global Health

BMJ Open

JAMA

JAMA Network Open

Nicotine & Tobacco Research

Plos One

Preventing Chronic Disease

Preventive Medicine

Preventive Medicine Reports

SSM-Population Health

Tobacco Control