

Marissa G. Hall, PhD

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My research focuses on health communication strategies and policy solutions that encourage people to make healthier choices and ultimately reduce the global burden of cancer and other chronic diseases. My research program includes 1) designing and evaluating policies to reduce tobacco use, 2) designing and evaluating policies to prevent obesity, and 3) examining the impact of health policies on Latinx health disparities.

EDUCATION

2019	Postdoctoral Fellowship , Cancer Prevention and Control	Lineberger Comprehensive Cancer Center, University of North Carolina
2017	PhD , Health Behavior	Gillings School of Global Public Health, University of North Carolina
2012	MSPH , Health Behavior	Gillings School of Global Public Health, University of North Carolina
2008	BA , International Studies	University of North Carolina

PROFESSIONAL EXPERIENCE

2019-present	Assistant Professor , Department of Health Behavior, Gillings School of Global Public Health, University of North Carolina, Chapel Hill, NC	
2019-present	Member , Lineberger Comprehensive Cancer Center, University of North Carolina, Chapel Hill, NC	
2019-present	Research Fellow , UNC Center for Health Promotion and Disease Prevention, Chapel Hill, NC	
2014-2017	Predoctoral Fellow , Center for Regulatory Research on Tobacco Communication, University of North Carolina, Chapel Hill, NC	
2011-2017	Graduate Research Assistant , Department of Health Behavior, Gillings School of Global Public Health, University of North Carolina, Chapel Hill, NC	

2012-2013	Predoctoral Fellow , Carolina Population Center, University of North Carolina, Chapel Hill, NC
2011-2012	Public Health Leader , Honduran Health Alliance, University of North Carolina, Chapel Hill, NC and Choluteca, Honduras
2010-2011	Research Associate , SciMetrika, LLC, Research Triangle Park, NC
2009	Research Assistant , Cecil G. Sheps Center for Health Services Research, University of North Carolina, Chapel Hill, NC
2008-2009	Volunteer Coordinator and Fundraiser , Asociación Nuevos Horizontes, Quetzaltenango, Guatemala

HONORS

2017	Delta Omega Service Award
2016	First place poster prize, UNC Lineberger Comprehensive Cancer Center Scientific Retreat
2015	Marci Kramish Campbell Dissertation Award Supporting Research Excellence in Cancer and the Population Sciences (\$5,000 award), Lineberger Comprehensive Cancer Center, University of North Carolina
2015	Public Policy Network Award, Society for Research on Nicotine & Tobacco
2015	Meritorious Student Abstract, Society for Behavioral Medicine
2014	Meritorious Student Abstract, Society for Behavioral Medicine
2012	Harry A. Guess Scholarship (\$5,000 award), Gillings School of Global Public Health, University of North Carolina
2011	Gillings Merit Award (\$10,000 award), Department of Health Behavior, University of North Carolina
2008	Phi Beta Kappa Honors Society

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

2014-present	Society for Behavioral Medicine
2014-present	Society for Research on Nicotine & Tobacco

PUBLICATIONS

* Indicates a trainee

1. Grummon AG, **Hall MG**, Block JP, Bleich SN, Rimm ER, Taillie LS. (In Press). Ethical considerations for food and beverage warnings. *Physiology & Behavior*.
2. Contreras A, Jáuregui J, Nieto C, **Hall MG**, Vargas-Meza J, Thrasher JF, Illescas-Zárate D, Barquera S, Hammond D. (In Press). The impact of cartoon characters on adults' perceptions of children's breakfast cereals: a randomized experiment. *Nutrition Journal*.
3. Noar SM, Rohde JA*, Prentice-Dunn H, Kresovich A, **Hall MG**, Brewer NT. (In Press). Evaluating the actual and perceived effectiveness of e-cigarette prevention advertisements among adolescents. *Addictive Behaviors*.
4. **Hall MG**, Grummon AH, Lazard AJ, Maynard OM, Taillie LS. (In Press). Reactions to graphic and text health warnings for cigarettes, sugar-sweetened beverages, and alcohol: An online randomized experiment of US adults. *Preventive Medicine*.
5. Grummon AH, **Hall MG**. (In Press). Effectiveness of sugary drink warnings: A meta-analysis of experimental studies. *PLoS Med*.
6. Taillie LS, **Hall MG**, Popkin BM, Ng SW, Murukutla N. (In Press). Experimental studies of front-of-package nutrient warning labels on sugar-sweetened beverages and ultra-processed foods: A scoping review. *Nutrients*.
7. **Hall MG**, Lazard AJ, Grummon AH, Mendel JR, Taillie LS. (In Press). The impact of front-of-package claims, fruit images, and health warnings on consumers' perceptions of sugar-sweetened fruit drinks: Three randomized experiments. *Preventive Medicine*.
8. Rohde JA*, Noar SM, Prentice-Dunn H, Kresovich A*, **Hall MG**. (In Press). Comparison of message and effects perceptions for *The Real Cost* e-cigarette prevention ads. *Health Communication*.
9. Rohde JA*, Noar SM, Mendel JR, **Hall MG**, Baig SA, Ribisl KM, Brewer NT. (In Press). E-cigarette health harm awareness and discouragement: Implications for health communication. *Nicotine & Tobacco Research*.
10. Noar SM, Rohde JA*, Barker JO*, **Hall MG**, Brewer NT. (In Press). Pictorial cigarette pack warnings increase some risk appraisals but not perceived risk: A meta-analysis. *Human Communication Research*.
11. Brewer NT, Jeong M, **Hall MG**, Baig SA, Mendel JR, Lazard AJ, Noar SM, Kameny M, Ribisl KM. (In Press). The impact of e-cigarette health warnings on motivation to vape and smoke. *Tobacco Control*.
12. Grummon AG, Taillie LS, Golden SD, **Hall MG**, Ranney LM, Brewer NT. (2019). Sugar-sweetened beverage health warnings and purchases: A randomized controlled trial. *American Journal of Preventive Medicine*, 57(5): 601-610.

13. **Hall MG**, Grummon AH, Maynard OM, Kameny MR, Jenson D, Popkin BM. (2019). Causal language in health warning labels and US adults' perception: A randomized experiment. *American Journal of Public Health*, 109(10): 1429-1433.
14. **Hall MG**, Byron MJ, Brewer NT, Noar SM, Ribisl KM. (2019). Interest in illicit purchase of cigarettes under a very low nicotine content product standard. *Nicotine & Tobacco Research*, 21(Suppl 1): S128-S132.
15. Byron MJ, **Hall MG**, King JL, Ribisl KM, Brewer NT. (2019). Reducing nicotine without misleading: Descriptions of cigarette nicotine level and accuracy of perceptions about nicotine content, addictiveness, and risk. *Nicotine & Tobacco Research*, 21(Suppl 1): S101-S107.
16. Brewer NT, Parada H, **Hall MG**, Boynton MH, Noar SM, Ribisl KM. (2019). Understanding why pictorial cigarette pack warnings increase quit attempts. *Annals of Behavioral Medicine*, 53(3): 232-243.
17. Grummon AG, **Hall MG**, Taillie LS, Brewer NT. (2019). How should sugar-sweetened beverage health warnings be designed? A randomized experiment. *Preventive Medicine*, 121: 158-166.
18. **Hall MG**, Saffer AJ, Noar SM. (2019). A secondary audience's reactions to "The Real Cost" advertisements: Results from a study of US young adult smokers and susceptible non-smokers. *American Journal of Preventive Medicine*, 56(2S1): S57-64.
19. Brewer NT, Jeong M, Mendel JR, **Hall MG**, Zhang D, Parada H, Boynton MH, Noar SN, Baig SA, Morgan JC, Ribisl KM. (2019). Cigarette pack messages about toxic chemicals: A randomized clinical trial. *Tobacco Control*, 28(1): 74-80.
20. Brodar KE, Byron MJ, Peebles K, **Hall MG**, Pepper JK, Brewer NT. (2018). "What my mama's lungs look like": Teens react to warnings on parents' cigarette packs. *BMC Public Health*, 18(1): 1125.
21. **Hall MG**, Sheeran P, Noar SM, Boynton MH, Ribisl, KM, Parada H, Johnson TO, Brewer NT. (2018). Negative affect, message reactance, and perceived risk: How do pictorial cigarette pack warnings change quit intentions? *Tobacco Control*, 27(e2): e136-e142.
22. Morgan JC, Golden SD, Noar SM, Ribisl KM, Southwell BG, Jeong M, **Hall MG**, Brewer NT. (2018). Conversations about pictorial cigarette pack warnings: Theoretical mechanisms of influence. *Social Science & Medicine*, 218: 45-51.
23. **Hall MG**, Mendel JR, Noar SM, Brewer NT. (2018). Why smokers avoid cigarette pack risk messages: Two randomized clinical trials in the United States. *Social Science & Medicine*, 213: 165-172.
24. Mendel JR, **Hall MG**, Baig SA, Jeong M, Brewer NT. (2018). Placing health warnings on e-cigarettes: A standardized protocol. *International Journal of Environmental Research and Public Health*, 15(8). Pii: E1578.

25. Brewer NT, **Hall MG**, Noar SM. (2018). Pictorial cigarette pack warnings increase quitting: A comment on Kok et al. *Health Psychology Review*, 12(2): 129-132. [Letter].
26. **Hall MG**, Marteau TM, Sunstein CR, Ribisl KM, Noar SM, Orlan EN, Brewer NT. (2018). Public support for pictorial warnings on cigarette packs: An experimental study of US smokers. *Journal of Behavioral Medicine*, 41(3): 398-405.
27. Mendel, JR, Baig SA, **Hall MG**, Jeong M, Byron MJ, Morgan JC, Noar SM, Ribisl KM, Brewer NT. (2018). Brand switching and toxic chemicals in cigarette smoke: A national study. *PloS One*, 13(1): e0189928
28. Noar SM, Kelley DE, Boynton MH, Morgan JC, **Hall MG**, Mendel JR, Ribisl KM, Brewer NT. (2018). Identifying principles for effective messages about chemicals in cigarette smoke. *Preventive Medicine*, 106: 31-37.
29. Parada H, **Hall MG**, Boynton MH, Brewer NT. (2018). Trajectories of responses to pictorial cigarette pack warnings. *Nicotine & Tobacco Research*, 20(7): 876-881.
30. Kiviniemi MT, Ellis EM, **Hall MG**, Moss JL, Lillie SE, Brewer NT, Klein WMP. (2018). Mediation, moderation, and context: Understanding complex relations among cognition, affect, and health behavior. *Health Psychology*, 33(1): 98-116.
31. Chen MS, **Hall MG**, Parada H, Peebles K, Brodar K, Brewer NT. (2017). Symptoms during adolescents' first use of cigarettes and e-cigarettes: A pilot study. *International Journal of Environmental Research and Public Health*, 14(10): pii: E1260.
32. Kowitt S, Goldstein AO, Schmidt AM, **Hall MG**, Brewer NT. (2017). Attitudes toward FDA regulation of newly deemed tobacco products. *Tobacco Regulatory Science*, 3(4): 504-515.
33. Francis DB, **Hall MG**, Noar SM, Ribisl KM, Brewer NT. (2017). Systematic review of measures used in pictorial cigarette pack warning experiments. *Nicotine & Tobacco Research*, 19(10): 1127-1137.
34. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Boynton MH, Brewer NT. (2017). A brief measure of reactance to health warnings. *Journal of Behavioral Medicine*, 40(3): 520-529.
35. Brodar KE, **Hall MG**, Butler EN, Parada H, Stein-Seroussi A, Hanley S, Brewer NT. (2016). Recruiting diverse smokers: Enrollment yields and cost. *International Journal of Environmental Research and Public Health*, 13(12). PMID: 27999280.
36. **Hall MG**, Pepper JK, Morgan JM, Brewer NT. (2016). Social interactions as a source of information about e-cigarettes: A study of US adult smokers. *International Journal of Environmental Research and Public Health*, 13(8). PMID: 27527199.
37. Peebles K, **Hall MG**, Pepper JK, Byron MJ, Noar SM, Brewer NT. (2016). Adolescents' responses to pictorial warnings on their parents' cigarette packs. *Journal of Adolescent Health*, 59(6):635-641. PMID: 27646499.

38. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Bach LE, Brewer NT. (2016). Reactance to health warnings scale: Development and validation. *Annals of Behavioral Medicine*, 50(5):736-750. PMID: 27333895.
39. Brewer NT, **Hall MG**, Noar SM, Parada H, Stein-Seroussi A, Bach LE, Hanley S, Ribisl KM. (2016). Effect of pictorial cigarette pack warnings on changes in smoking behavior: A randomized clinical trial. *JAMA Internal Medicine*, 176(7):905-912. PMID: 27273839.
40. Moracco KE, Morgan JC, Mendel J, Teal R, Noar SM, Ribisl KM, **Hall MG**, Brewer NT. (2016). "My first thought was croutons:" Perceptions of cigarettes and cigarette smoke constituents among adult smokers and nonsmokers. *Nicotine & Tobacco Research*, 18(7):1566-1574. PMID: 26681775.
41. **Hall MG**, Williams RS, Gammon DG, Ribisl KM. (2016). Internet cigarette vendors make tax-free claims and sell cigarettes cheaper than retail outlets. *Tobacco Control*, 25(6):616-618. PMID: 26490844.
42. Noar SM, **Hall MG**, Francis DB, Ribisl KM, Pepper JK, Brewer NT. (2016). Pictorial cigarette pack warnings: A meta-analysis of experimental studies. *Tobacco Control*, 25(3):341-354. PMID: 25948713.
43. Brewer NT, **Hall MG**, Lee JG, Peebles K, Noar SM, Ribisl KM. (2016). Testing warning messages on smokers' cigarette packages: A 6standardized protocol. *Tobacco Control*, 25(2):153-9. PMID: 25564282.
44. **Hall MG**, Kollath-Cattano C, Reynales-Shigematsu LM, Thrasher JF. (2015). Inter-rater reliability of measures to characterize the tobacco retail environment in Mexico. *Salud Pública de México*, 57(6):514-8. PMID: 26679314.
45. **Hall MG**, Peebles K, Bach LE, Noar SM, Ribisl KM, Brewer NT. (2015). Social interactions sparked by pictorial warnings on cigarette packs. *International Journal of Environmental Research and Public Health*, 12(10):13195-13208. PMID: 26506363.
46. Myers AE, **Hall MG**, Isgett LF, Ribisl KM. (2015). A comparison of three policy approaches for tobacco retailer reduction. *Preventive Medicine*, 74:67-73. PMID: 25689540.
47. Noar SM, **Hall MG**, Brewer NT. (2015). Pictorial cigarette pack warnings have important effects. *American Journal of Public Health*, 105(3):e1. PMID: 25602876. [Letter].
48. **Hall MG**, Fleischer NL, Reynales-Shigematsu LM, Arillo-Santillán E, Thrasher JF. (2015). Increasing availability and consumption of single cigarettes: Trends and implications for smoking cessation from the ITC Mexico Survey. *Tobacco Control*, 24 Suppl 3:iii64-iii70. PMID: 25192772.
49. **Hall MG**, Garrett JJ, Barrington C. (2014). La situación económica: Social determinants of contraceptive use in rural Honduras. *Global Public Health*, 9(4):455-68. PMID: 24593192.

50. **Hall MG**, Ribisl KM, Brewer NT. Smokers' and nonsmokers' beliefs about harmful tobacco constituents: Implications for FDA communication efforts. (2014). *Nicotine & Tobacco Research*, 16(3):343-50. PMID: 24151139.
51. Wells R, La EH, Morrissey J, **Hall M**, Lich KH, Blouin R. (2013). How a stressed local public system copes with people in psychiatric crisis. *Psychiatric Quarterly*, 84(2):255-70. PMID: 23065371.

PAPERS UNDER PEER REVIEW

* Indicates a trainee

1. Jáuregui J, Vargas J, Nieto C, Contreras C, Alejandro NZ, Tolentino-Mayo L, **Hall MG**, Barquera S. (Revise and Resubmit). Impact of front-of-pack nutrition labels on consumer purchasing intentions: A randomized experiment in low- and middle-income Mexican adults. *BMC Public Health*.
2. Reynolds JP, Vasiljevic M, Pilling M, **Hall MG**, Ribisl KM, Marteau TM. (Under Review). Causal beliefs about obesity and support for obesity policies in British and US populations: two pre-registered population-based survey experiments. *Journal of Experimental Social Psychology*.
3. Duffy EW*, **Hall MG**, Dillman Carpentier FR, Musicus AA, Meyer ML, Rimm EB, Taillie LS. (Revise and Resubmit). Nutrition-related claims are nearly universal on fruit drinks and are unreliable indicators of product nutritional profile. *Journal of the Academy of Nutrition and Dietetics*.
4. Bhawra J*, Kirkpatrick SI, **Hall MG**, Vanderlee L, Hammond D. (Under Review). Development and evaluation of the Food Processing Knowledge score: a functional test of consumer nutrition knowledge based on level of processing. *Journal of the Academy of Nutrition and Dietetics*.
5. **Hall MG**, Lazard AJ, Grummon AH, Higgins I, Bercholz MG, Richter APC*, Taillie LS. (Under Review). Designing impactful warnings for sugary drinks: A randomized clinical trial with Latino and non-Latino parents. *JAMA Pediatrics*.
6. Carl AE*, Taillie LS, Grummon AH, Lazard AJ, Higgins I, Mendel JR, **Hall MG**. (Under Review). Awareness of and reactions to the health harms of sugary drinks: An online study of U.S. parents. *American Journal of Preventive Medicine*.
7. Grummon AH, **Hall MG**, Mitchell CG*, Pulido M*, Mendel JR, Noar SM, Ribisl KM, Brewer NT. (Under Review). Impact of messages about smoking, vaping, and COVID-19: Two national experiments. *Tobacco Control*.

PUBLISHED ABSTRACTS

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

PUBLIC COMMENTS ON FEDERAL REGULATIONS

1. **Hall MG**. (2019). Petition to require accurate and non-misleading labeling on meat processed with non-synthetic nitrates and nitrites. *Comment submitted on Federal Register Docket No. FSIS-2019-0022*.
2. **Hall MG**, Noar SM, Brewer NT. (2019). Tobacco products; required warnings for cigarette packages and advertisements: Response to FDA request for comments. **First comment submitted on Federal Register Docket No. FDA-2019-N-3065**.
3. **Hall MG**, Noar SM, Brewer NT. (2019). Tobacco products; required warnings for cigarette packages and advertisements: Response to FDA request for comments. **Second comment submitted on Federal Register Docket No. FDA-2019-N-3065**.
4. **Hall MG**, Ribisl KM, Noar SM, Brewer NT. (2017). Experimental study on warning statements for cigarette graphic health warnings: Response to FDA request for comments. *Comment submitted on Federal Register Docket No. FDA-2017-N-0932*.
5. Byron MJ, Baig SA, Jeong M, Ribisl KM, **Hall MG**, Brewer NT. (2018) IQOS reduced exposure claims mislead consumers to believe the product is less harmful. *Comment submitted on Federal Register Docket No. FDA-2017-D-3001*.

CONFERENCE PRESENTATIONS

1. **Hall MG**, Lazard AJ, Grummon AH, Higgins I, Bercholz MG, Cardoso Richter AP, Taillie LS. Designing pictorial health warnings on sugar-sweetened beverages to overcome language and literacy barriers: An online experiment with US parents. (2020). Paper presented at the 14th Annual Healthy Eating Research Grantee Meeting, Denver, CO.
2. Rohde JA, Noar SM, Prentice-Dunn H, Kresovich AK, **Hall MG**, Brewer NT. (2020). Understanding e-cigarette prevention ad effectiveness: A comparison of message and effects perceptions. Paper to be presented at the 16th Biennial Kentucky Conference on Health Communication, Lexington, KY.
3. Noar SM, Rohde JA, Prentice-Dunn H, Kresovich A, **Hall MG**. (2020). Perceived message effectiveness of FDA's e-cigarette prevention ads: An experiment with US young adults. Paper to be presented at the 26th Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA.
4. Ribisl KM, **Hall MG**, Byron MJ, Noar SM, Brewer NT. (2019). Interest in illegally buying cigarettes under a very low nicotine content product standard. Talk presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
5. Brewer NT, Jeong M, **Hall MG**, Baig SA, Mendel JR, Lazard AJ, Noar SM, Kameny MR, Ribisl KM. The impact of e-cigarette health warnings on motivation to vape and smoke. Poster presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
6. Brewer NT, **Hall MG**, Mendel JR, Noar SM, Ribisl KM. Vaping restraint: Frequency, reasons, and strategies. Poster presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
7. Grummon AH, Taillie LS, Golden SD, **Hall MG**, Ranney LM, Brewer NT. (2019). Impact of sugar-sweetened beverage health warnings on beverage purchases: A randomized controlled trial. Paper to be presented at the American Society for Nutrition Annual Meeting, Baltimore, MD.
8. Saffer AJ, **Hall MG**, Barker JO, Noar SM. (2019). Organic health discussion network activation: The influence of health discussion partners on smoking behaviors. Paper presented at the International Network for Social Network Analysis Sunbelt Conference, Montreal, Canada.
9. Noar SM, Rohde JA, Barker JO, **Hall MG**, Brewer NT. (2019). How do pictorial cigarette pack warnings communicate risk? A meta-analysis. Paper to be presented at the 69th Annual Conference of the International Communication Association, Washington, DC.
10. **Hall MG**, Taillie LS. (2019). Designing and evaluating the effectiveness of pictorial health warnings on sugar-sweetened beverages to overcome language and literacy barriers. Poster presented at the 13th Annual Healthy Eating Research Grantee Meeting, Detroit, MI.

11. Noar SM, Rohde JA, Barker JO, **Hall MG**, Brewer NT. (2019). Pictorial cigarette pack warnings increase cognitive elaboration and negative affect but not perceived risk: A meta-analysis. Poster presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
12. Brewer NT, Jeong M, Baig SA, Mendel JR, **Hall MG**, Lazard AJ, Noar SM, Kameny MR, Ribisl KM. (2019). Examining the effect of e-cigarette health warnings on motivation to vape and smoke. Paper presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
13. Noar SM, Rohde JA, Mendel JR, **Hall MG**, Ribisl KM, Brewer NT. (2019). Identifying effective harms for use in e-cigarette health warnings. Paper presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
14. Byron MJ, **Hall MG**. (2019). How to introduce nicotine reduction to the public without causing misperceptions: Effects of nicotine content descriptions on perceived nicotine quantity, addictiveness, and risk. Talk presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
15. Noar SM, Rohde JA, Barker JO, **Hall MG**, Brewer NT. (2019). Pictorial cigarette pack warnings increase negative affect and thinking about risks but not risk perceptions: A meta-analysis. Poster presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
16. Noar SM, Rohde JA, Mendel JR, **Hall MG**, Ribisl KM, Brewer NT. (2019). Identifying effective elements for e-cigarette health warnings. Poster presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
17. Jeong M, **Hall MG**, Zhang D, Mendel JR, Noar SM, Ribisl KM, Brewer NT. (2019). Explaining why cigarette pack messages about toxic chemicals increase forgoing cigarettes: Applying the Tobacco Warnings Model. Paper presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
18. Jeong M, **Hall MG**, Zhang D, Mendel JR, Noar SM, Ribisl KM, Brewer NT. (2019). Why do cigarette pack messages about toxic chemicals increase forgoing cigarettes? An application of the Tobacco Warnings Model. Poster presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
19. Brewer NT, Jeong M, Baig SA, Mendel JR, **Hall MG**, Lazard AJ, Noar SM, Kameny MR, Ribisl KM. (2019). The impact of e-cigarette health warnings on motivation to vape and smoke. Poster presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
20. Grummon AH, **Hall MG**, Taillie LS, Brewer NT. (2018) Increasing the impact of sugar-sweetened beverage health warnings: A randomized experiment. Paper presented at Obesity Week 2018, Nashville, TN.

21. Maynard OM, Munafò MR, **Hall MG**, Ferguson S. The effects of cigarette pack inserts with efficacy messages on responses to health warnings. (2018). Poster presented at the Society for Research on Nicotine and Tobacco Europe 18th Annual Conference, Munich, Germany.
22. Byron MJ, **Hall MG**. (2018) Introducing nicotine reduction to the public: Effects of different descriptions of nicotine content on perceived nicotine quantity, addictiveness, and risk. Poster presented at the 2018 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
23. **Hall MG**, Saffer AJ, Noar SM. (2018). A secondary audience's reactions to The Real Cost campaign: Results from a study of US young adults. Talk presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.
24. **Hall MG**, Sheeran P, Noar SM, Boynton MH, Ribisl KM, Parada H, Johnson TO, Brewer NT. (2018). Negative affect, message reactance, and risk perceptions: How do pictorial cigarette pack warnings change quit intentions? Talk presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
25. **Hall MG**, Brewer NT. (2018). Why do smokers avoid risk messages? Results from two randomized controlled trials. Talk presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
26. Brewer NT, Jeong M, Mendel JR, **Hall MG**, Zhang D, Parada H, Boynton MH, Noar SN, Baig SA, Morgan JC, Ribisl KM. (2018). Impact of cigarette pack disclosures about toxic chemicals: A randomized clinical trial. Talk presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
27. Morgan JC, Golden SD, Noar SM, Ribisl KM, Southwell BG, Jeong M, **Hall MG**, Brewer NT. (2018). How conversations about pictorial cigarette pack warnings impact quit attempts: A multiple mediational analysis. Talk presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
28. **Hall MG**, Mendel JR, Noar SM, Brewer NT. (2018). Avoidance of cigarette pack risk messages. Results from two randomized clinical trials with smokers. Poster presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
29. **Hall MG**, Saffer AJ, Noar SM. (2018). A secondary audience's reactions to *The Real Cost* campaign: Results from a study of US young adults. Poster presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
30. Morgan JC, Golden SD, Noar SM, Ribisl KM, Southwell BG, Jeong M, **Hall MG**, Brewer NT. (2018) How do conversations about pictorial cigarette pack warnings impact quit attempts? A multiple mediational analysis of a randomized controlled trial. Talk presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.

31. Brewer NT, Jeong M, Mendel JR, **Hall MG**, Zhang D, Parada H, Boynton MH, Noar SN, Baig SA, Morgan JC, Ribisl KM. (2018). Constituents disclosures on cigarette packs: A randomized clinical trial. Poster presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
32. Brewer NT, Jeong M, Mendel JR, **Hall MG**, Zhang D, Parada H, Boynton MH, Noar SN, Baig SA, Morgan JC, Ribisl KM. (2017). Impact of cigarette pack disclosures about toxic chemicals: A Randomized controlled trial. Talk presented at the 2017 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.
33. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Brewer NT. (2016). A short measure of reactance to health warnings. Talk presented at the Society for Research on Nicotine & Tobacco 22nd Annual Meeting, Chicago, IL.
34. Noar SM, Francis D, **Hall MG**, Bridges C, Sontag J, Ribisl KM, Brewer NT. (2016). Quantitative syntheses of the evidence for cigarette pack warnings. Talk presented at the National Cancer Institute 2016 Grantee Meeting on Emerging Research on Tobacco Product Warnings: Advancing Theory and Methods, Chicago, IL.
35. Noar SM, Kelley DE, Boynton M, Morgan J, **Hall MG**, Mendel J, Ribisl KM, Brewer NT. (2016). Perceived effectiveness of cigarette pack constituent disclosures: A randomized experiment. Poster presented at the Society for Research on Nicotine & Tobacco 22nd Annual Meeting, Chicago, IL.
36. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Bach LE, Brewer NT. (2015). Does reactance to graphic cigarette pack warnings weaken their impact? Poster presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
37. Francis DB, **Hall MG**, Noar SM, Ribisl KM, Pepper JK, Brewer NT. (2015). Systematic review of measures used in graphic cigarette pack warning experiments. Talk presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
38. Bach LE, **Hall MG**, Noar SM, Ribisl KM, Brewer NT. (2015). Social reactions to graphic cigarette pack warnings: A pilot study. Talk presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
39. Noar SM, **Hall MG**, Francis D, Ribisl KM, Pepper JK, Brewer NT. (2015). Graphic cigarette pack warnings: A meta-analysis of experimental studies. Poster presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
40. Myers AE, **Hall MG**, Isgett LF, Ribisl KM. (2015). A comparison of three policy approaches for tobacco retailer reduction. Talk presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.

41. Noar SM, **Hall MG**, Francis DB, Ribisl KM, Pepper JK, Brewer NT. (2014). The impact of graphic cigarette pack warnings: A meta-analysis of experimental studies. Talk presented at the 64th Annual Conference of the International Communication Association, Seattle, WA.
42. **Hall MG**, Ribisl KM, Lee JGL, Noar SM, Brewer NT. (2014). Testing warning messages on smokers' cigarette packages: A proof of principle study. Talk presented at the Society for Research on Nicotine & Tobacco 20th Annual Meeting, Seattle, WA.
43. **Hall MG**, Ribisl KM, Gammon DG, Williams RS. (2014). Monitoring illicit cigarette trade: Trends in tax evasion and price among Internet cigarette vendors. Poster presented at the Society for Research on Nicotine & Tobacco 20th Annual Meeting, Seattle, WA.
44. **Hall MG**, Fleischer NL, Reynales Shigematsu LM, Swayampakala K, Arrillo Santillan E, Thrasher JF. (2014). Neighborhood access to single cigarettes and smoking relapse in Mexico: Findings from the ITC Mexico Survey. Poster presented at the Society for Research on Nicotine & Tobacco 20th Annual Meeting, Seattle, WA.
45. **Hall MG**, Barrington C, Chen SY, Arambú N, Morales S, Miller WM, Alvarez B, Paz Bailey G. (2013). Respondent-driven sampling and time-location sampling: A comparison of implementation and operational challenges for HIV behavioral research. Talk presented at the Population Association of America 2013 Annual Meeting, New Orleans, LA.
46. Moore A, **Hall MG**, Leeman J, Bethea K, Glasser A, Deal A. (2013). Building capacity for evidence-based practice: A training and technical assistance intervention for community organizations. Poster presented at the Annual Meeting of the Society of Public Health Educators, Orlando, FL.
47. **Hall MG**, Simon T, Mizelle E. (2012). Local television news portrayal of school violence incidents: A content analysis. Talk presented at the American Public Health Association 140th Annual Meeting and Exposition, San Francisco, CA.
48. Wells R, Holdsworth L, Morrissey J, Blouin R, **Hall MG**, Lich KH. (2012). How a stressed local public system copes with people in psychiatric crisis. Poster presented at the International Organisation Behaviour in Healthcare Conference, Dublin, Ireland.

INVITED TALKS

National and international

1. "Sugar-sweetened beverage warnings: The state of the science." Talk presented at Nutrition Policy Institute's "Labeling and Public Health: A Closer Look." Berkeley, CA. October 2019.
2. "Risk communication to adults: How should relative risk be conveyed?" Talk presented at the Food and Drug Law Institute's Tobacco and Nicotine Products Regulation and Policy Conference. Washington DC. October 2019.

3. "The impact of e-cigarette health warnings on motivation to vape and smoke." Talk presented at the State of the Science: Research in Tobacco Cessation, Products and Policy. Winston-Salem, NC. March 2019.
4. "Cómo funcionan las advertencias sanitarias para cigarrillos." Talk presented at the Cuban National Tobacco Control Commission. Havana, Cuba. August 2017.
5. "Pathways of change: Understanding pictorial cigarette pack warnings." Talk presented at Wake Forest School of Medicine, Department of Social Sciences and Health Policy. Winston-Salem, NC. May 2016.

University of North Carolina at Chapel Hill

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

TEACHING AND MENTORING ACTIVITIES

Courses

Instructor for HBEH 752: Health Behavior Survey Research Methods (MPH course)
UNC Gillings School of Global Public Health, Department of Health Behavior
Enrollment: 2020, $n=41$

Instructor for HBEH 813: Professional Development (doctoral course)
UNC Gillings School of Global Public Health, Department of Health Behavior
Enrollment: 2016, $n=14$; 2017, $n=8$

Teaching Assistant for HBEH 760: Advanced Research Methods (doctoral course)
UNC Gillings School of Global Public Health, Department of Health Behavior
Enrollment: 2014, $n=19$

Co-Instructor for FMME 225: Exploring International Perspectives in Medicine and Public Health (graduate elective)
UNC Gillings School of Global Public Health, Department of Health Behavior
Enrollment: 2012, $n=9$

Guest lectures at UNC

HBEH 812: Professional Development. "Career Paths in Academia." Fall 2019, Spring 2020.

NUTR 696: Taxes, Bans, & Burgers: Global Food Policy and Obesity Prevention. "Front-of-package food labeling." Spring 2018.

HBEH 860: Research Proposal Development. “Applying for a National Research Service Award.” Spring 2016.

GLBL 210: Global Issues. “Global Health Challenges.” Fall 2014, Spring 2015, Spring 2016, Spring 2017, Fall 2017, Spring 2019.

HBEH 750: Research Methods. “Outcome and Process Evaluation.” Fall 2015, Fall 2017.

HBEH 812: Professional Development. “Funding Opportunities for Graduate Students.” Fall 2014.

Student advising

*funded by my sponsored research

MPH

- Deanie Anyangwe, Health Behavior at UNC-CH, adviser, August 2019-present
- Chloe Mitchell, Health Behavior at UNC-CH, adviser, August 2019-present
- Alexandra Carl*, Health Behavior at UNC-CH, supervisor for research assistantship, August 2019-May 2020
- Zamantha Granados*, Health Behavior at UNC-CH, supervisor for research assistantship, August 2019-May 2020
- Marlyn Pulido*, Health Behavior at UNC-CH, supervisor for research assistantship, January 2020-present

PhD

- Ana Paula Cardoso Richter*, Health Behavior at UNC-CH, adviser, August 2019-present
- Jasmin Bhawra, University of Waterloo, dissertation committee member, July 2019-present
- Christine Walsh, Health Behavior at UNC-CH, dissertation committee member, January 2020-present
- Natalie Smith, Health Policy and Management at UNC-CH, dissertation committee member, February 2020-present

GRANTS

Ongoing

Principal Investigator, “Designing and evaluating high-impact pictorial health warnings for food products.” K01 Mentored Research Scientist Development Award, National Heart, Lung, and Blood Institute. 7/15/19-6/30/24. Grant #1 K01HL147713-01. \$738,012 total costs.

Principal Investigator, “Designing and evaluating the effectiveness of pictorial health warnings on sugar-sweetened beverages to overcome language and literacy barriers.” Healthy Eating Research: Building Evidence to Promote Health and Well-Being Among Children, Round 11. Robert Wood Johnson Foundation. 2/1/19-8/31/20. Grant # 76290. \$199,000 total costs.

Co-Principal Investigator, “Reducing racial-ethnic disparities in sugary beverage intake: the impact of nutrition claims on fruit drink purchases among parents of young children.” Principal Investigator: Lindsey Taillie. Healthy Eating Research: Special Solicitation on Beverage Consumption in Early Childhood 2018. Robert Wood Johnson Foundation. 3/1/19-3/1/21. Grant # 76337. \$298,924 total costs.

Co-Principal Investigator, “Engaging Latinx community members in nutrition education and obesity prevention research.” Principal Investigator: Lindsey Taillie. NC TraCS \$2K Stakeholder Engagement Voucher. 12/1/19-11/30/20. Grant # SE1910. \$2,000 total costs.

Co-Investigator, “Advancing perceived message effectiveness: A new measure for youth prevention media campaigns.” Principal Investigator: Seth Noar. National Cancer Institute. 9/17/19-8/31/22. Grant # 1R01CA246600-01. \$1,364,669 total costs.

Completed

Co-Principal Investigator, “Feasibility of a new food store model to test the impact of obesity prevention policies among Latino mothers.” Principal Investigator: Lindsey Taillie. NC TraCS \$5K - \$50K Translational Research Matched Pilot Grant Program. 4/1/19-4/1/20. Grant # 550KR201820. \$50,000 total costs.

Co-Investigator, “Developing a measure of perceived message effectiveness for youth e-cigarette prevention.” Principal Investigator: Jacob Rohde. NC TraCS \$2K Pilot Grant Program. 6/1/19-6/1/20. Grant # 2KR1151907. \$2,000 total costs.

Co-Investigator, “Social network analysis of *The Real Cost* campaign: An ego-network perspective.” Principal Investigator: Adam Saffer. Pilot Development Award, Center for Regulatory Research on Tobacco Communication, 9/1/2016-8/31/2017. \$35,243 total costs.

Principal Investigator, “Understanding how graphic warnings on cigarette packs increase quit intentions.” Mentor: Noel Brewer. Ruth L. Kirschstein National Research Service Award (NRSA) Individual Predoctoral Fellowship, National Cancer Institute, 4/1/2016-5/14/2017. Grant # 1 F31 CA196037-01A1. \$69,474 total costs.

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

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

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

Pending

Co-Investigator, “Impact of cannabidiol (CBD) health claims at point-of-sale on consumer perceptions and behavior.” Principal Investigator: Kimberly Wagoner. R01, National Institute of Drug Abuse, 7/1/2020-6/30/2025.

Co-Investigator, “Impact of e-cigarette warnings on behavior.” Principal Investigator: Noel Brewer. R01, National Institutes of Health, 4/1/2020-3/31/2025.

SERVICE

Department

Health Behavior MPH Core Instructors Committee. 2019, 2020.
Health Behavior Equity Task Force. 2020.

National

Robert Wood Johnson Foundation’s Healthy Eating Research Annual Grantee Meeting Planning Committee. 2020.

Peer Reviewer

Addictive Behaviors
Annals of Behavioral Medicine
Behavioral Medicine
Communication Methods and Measures
European Journal of Public Health
Health Education & Behavior
Health Education Research
Health Psychology Review
International Journal of Environmental Research and Public Health
Journal of Communication
Nicotine & Tobacco Research
PLOS ONE
Obesity
Social Science & Medicine
Tobacco Control

Abstract Reviewer

Society for Research on Nicotine & Tobacco 26th Annual Meeting (2020)
Society for Research on Nicotine & Tobacco 24th Annual Meeting (2018)
39th Annual Meeting & Scientific Sessions of the Society for Behavioral Medicine (2018)
38th Annual Meeting & Scientific Sessions of the Society for Behavioral Medicine (2017)