

Marissa G. Hall, PhD

Department of Health Behavior
Gillings School of Global Public Health
University of North Carolina
312 Rosenau Hall CB #7440, Chapel Hill, NC 27599
mghall@unc.edu

Updated July 2026

EDUCATION

2017	PhD , Health Behavior	Gillings School of Global Public Health, University of North Carolina
2012	MSPH , Health Behavior	Gillings School of Global Public Health, University of North Carolina
2008	BA , International Studies	University of North Carolina

PROFESSIONAL EXPERIENCE

2025-present	Associate Professor , Department of Health Behavior, Gillings School of Global Public Health, University of North Carolina, Chapel Hill, NC	
2019-2025	Assistant Professor , Department of Health Behavior, Gillings School of Global Public Health, University of North Carolina, Chapel Hill, NC	
2019-present	Member , Lineberger Comprehensive Cancer Center, University of North Carolina, Chapel Hill, NC	
2020-present	Faculty Fellow , Carolina Population Center, University of North Carolina, Chapel Hill, NC	
2019-present	Research Fellow , UNC Center for Health Promotion and Disease Prevention, Chapel Hill, NC	
2017-2019	Postdoctoral Fellow , Lineberger Comprehensive Cancer Center, University of North Carolina, Chapel Hill, NC	
2010-2011	Research Associate , SciMetrika, LLC, Research Triangle Park, NC	
2008-2009	Volunteer Coordinator and Fundraiser , Asociación Nuevos Horizontes, Quetzaltenango, Guatemala	

HONORS AND AWARDS

2026	Teaching Innovation Award, Gillings School of Global Public Health, University of North Carolina
2025	Phillip and Ruth Hettleman Prize for Artistic and Scholarly Achievement, University of North Carolina
2021	Junior Faculty Development Award, Office of the Executive Vice Chancellor and Provost, University of North Carolina
2017	Delta Omega Service Award
2017	Anne Cynthia Price Award
2015	Marci Kramish Campbell Dissertation Award Supporting Research Excellence in Cancer and the Population Sciences, Lineberger Comprehensive Cancer Center, University of North Carolina
2015	Public Policy Network Award, Society for Research on Nicotine & Tobacco
2015, 2014	Meritorious Student Abstract, Society for Behavioral Medicine
2012	Harry A. Guess Scholarship, Gillings School of Global Public Health, University of North Carolina
2011	Gillings Merit Award, Department of Health Behavior, University of North Carolina
2008	Phi Beta Kappa Honors Society

PEER-REVIEWED PUBLICATIONS

Underlining indicates trainee

* Co-first authors

140. Vereen RN, Sakhuja M, Farris S, Sheldon JM, Ojukwu C, Saint-Phard E, Mills SD, Rosario C, Ribisl KM, Lazard AJ, Sheeran P, Brewer NT, Hall MG. Reactions to quit smoking campaign messages by us adults who smoke menthol cigarettes: A focus group study. *Nicotine Tob Res.* 2026 Jun 3;. doi: 10.1093/ntr/ntag124. [Epub ahead of print] PubMed PMID: 42231556.
139. Huang Y, Lemmon B, Musicus AA, Roberto CA, **Hall MG**, Falbe J. Effects of added-sugar warning labels on restaurant menus in the USA: an online randomised controlled trial. *Lancet Public Health.* 2026 Jun;11(6):e375-e385. doi: 10.1016/S2468-2667(26)00074-5. PubMed PMID: 42202820.

138. D'Angelo Campos A, Delamater PL, **Hall MG**, Cox MJ, Golden SD. Mapping sources of chronic disease-promoting products in retail environments: An analysis of co-location patterns of alcohol, tobacco, and fast-food retailers. *PLoS One*. 2026;21(4):e0347097. doi: 10.1371/journal.pone.0347097. eCollection 2026. PubMed PMID: 42008525; PubMed Central PMCID: PMC13095102.
137. Farris S, Licciardello Queen T, Sakhujia M, **Hall MG**, Kalan E, Sheeran P, Ribisl KM, Mendel Sheldon J, Brewer NT. Prevalence and correlates of uncontrolled vaping among US adults. *J Behav Med*. 2026 Apr 17;. doi: 10.1007/s10865-026-00659-1. [Epub ahead of print] PubMed PMID: 41996053.
136. Sakhujia M, Farris S, **Hall MG**, Licciardello Queen T, Sheldon JM, Mills SD, Rosario C, Ribisl KM, Lazard AJ, Sheeran P, Brewer NT. Menthol flavour enhancer use and willingness to buy under a menthol cigarette ban. *Tob Control*. 2026 Apr 7;. doi: 10.1136/tc-2025-059886. [Epub ahead of print] PubMed PMID: 41946566.
135. Smith NR, Cruz JL, Grummon AH, Ng SW, **Hall MG**, Frerichs L, Lich KH. Sugar-sweetened beverage warning labels and taxes: simulated impacts when considering implementation. *Am J Prev Med*. 2026 Jan 23;. doi: 10.1016/j.amepre.2026.108278. [Epub ahead of print] PubMed PMID: 41581533.
134. **Hall MG**, Ruggles PR, Chelius C, Lee CJY, Whitesell C, Lazard AJ, Brewer NT, Greenfield TK, Grummon AH. Consumer engagement with the US alcohol health warning: A nationally representative study. *Addict Behav*. 2025 Dec 14;175:108586. doi: 10.1016/j.addbeh.2025.108586. [Epub ahead of print] PubMed PMID: 41506214.
133. Grummon AH, Zeitlin AB, Lee CJY, **Hall MG**, Taillie LS. Encouraging healthy eating by appealing to environmental sustainability, health, or both: A randomized experiment with US young adults. *Prev Med Rep*. 2026 Jan;61:103323. doi: 10.1016/j.pmedr.2025.103323. eCollection 2026 Jan. PubMed PMID: 41450432; PubMed Central PMCID: PMC12731767.
132. Kalan E, Licciardello Queen T, Mendel Sheldon J, **Hall MG**, Sheeran PJ, Ribisl KM, Brewer NT. Development of survey measures of uncontrolled vaping and vaping restraint. *Nicotine Tob Res*. 2025 Nov 23;27(12):2185-2194. doi: 10.1093/ntr/ntaf127. PubMed PMID: 40488434; PubMed Central PMCID: PMC12641170.
131. Halvorson-Fried SM, Higgins ICA, Gilkey MB, Lazard AJ, **Hall MG**. Perceived effectiveness of messages to address cervical cancer screening barriers: An online experiment. *PLoS One*. 2025;20(11):e0336693. doi: 10.1371/journal.pone.0336693. eCollection 2025. PubMed PMID: 41237172; PubMed Central PMCID: PMC12617949.
130. Sakhujia M, Farris S, Vereen RN, Sheldon JM, Ojukwu C, Saint-Phard E, Mills SD, Rosario C, Ribisl KM, Lazard AJ, Sheeran P, Brewer NT, Hall MG. Perceptions of a menthol cigarette ban: Focus group study with US adults who smoke menthol cigarettes. *Am J Health Promot*. 2025 Oct 17;8901171251388871. doi: 10.1177/08901171251388871. [Epub ahead of print] PubMed PMID: 41104740.

129. Grummon AH, Chelius C, Lee CJY, D'Angelo Campos A, Brewer NT, Lazard AJ, Whitesell C, Greenfield TK, **Hall MG**. Support for alcohol control policies among US alcohol consumers. *JAMA Netw Open*. 2025 Oct 1;8(10):e2535337. doi: 10.1001/jamanetworkopen.2025.35337. PubMed PMID: 41042509; PubMed Central PMCID: PMC12495495.
128. **Hall MG**, Lee CJY, Campos AD, Serrano N, Taillie LS, Falbe J, Musicus AA, Whitesell C, Martinez AV, Grummon AH. An RCT of front-of-package nutrition labels in Latino populations in the U.S. *Am J Prev Med*. 2025 Sep 20;70(3):108122. doi: 10.1016/j.amepre.2025.108122. [Epub ahead of print] PubMed PMID: 40983259.
127. Lemmon B, Musicus AA, Grummon AH, **Hall MG**, Roberto CA, Greenthal E, Falbe J. "High-In" front-of-package labeling of foods high in added sugars, sodium, and saturated fat: A randomized experiment. *Appetite*. 2025 Sep 17;216:108308. doi: 10.1016/j.appet.2025.108308. [Epub ahead of print] PubMed PMID: 40972965.
126. Grummon AH, Lee CJY, D'Angelo Campos A, Lazard AJ, Brewer NT, Whitesell C, Ruggles PR, Greenfield TK, **Hall MG**. New alcohol warnings outperform the current U.S. warning in a national survey experiment. *J Stud Alcohol Drugs*. 2025 Sep 22;. doi: 10.15288/jsad.25-00226. [Epub ahead of print] PubMed PMID: 40981644; PubMed Central PMCID: PMC12574658.
125. Lemmon B, Gil A, Musicus AA, **Hall MG**, Roberto CA, Falbe J. Optimal design of an added-sugar menu warning label: A randomized experiment. *Am J Prev Med*. 2025 Aug 29:108038. doi: 10.1016/j.amepre.2025.108038. [Epub ahead of print] PubMed PMID: 40981725.
124. Sakhuja M, Farris S, Queen TL, **Hall MG**, Kalan E, Sheeran P, Ribisl KM, Brewer NT. Longitudinal correlates of quitting e-cigarettes in the United States. *Prev Med Rep*. 2025 Sep;57:103197. doi: 10.1016/j.pmedr.2025.103197. eCollection 2025 Sep. PubMed PMID: 40821920; PubMed Central PMCID: PMC12357258.
123. Wolf EC, **Hall MG**, Schillinger D, Krieger J, Woo Baidal JA, Solar S, Lin C, Falbe J. Online RCT of added-sugar warning labels and Spanish-English label education. *Am J Prev Med*. 2025 Jul 4;69(4):107966. doi: 10.1016/j.amepre.2025.107966. [Epub ahead of print] PubMed PMID: 40617305; PubMed Central PMCID: PMC12356626.
122. D'Angelo Campos A, Grummon AH, Ng SW, Puhl RM, Golden SD, **Hall MG**. Front-of-package food labels and perceived weight stigmatization: A randomized clinical trial. *JAMA Netw Open*. 2025 Jun 2;8(6):e2516821. doi: 10.1001/jamanetworkopen.2025.16821. PubMed PMID: 40540266; PubMed Central PMCID: PMC12181792.
121. Jang Y, Brewer NT, Gottfredson O'Shea N, **Hall MG**, Noar SM. Do perceived message effectiveness ratings change in response to repeated message exposures? *Health Commun*. 2025 Feb 28;:1-9. doi: 10.1080/10410236.2025.2466115. [Epub ahead of print] PubMed PMID: 40019180.
120. Kieu T, Ma H, Rohde JA, Gottfredson O'Shea N, **Hall MG**, Brewer NT, Noar SM. Understanding potential mechanisms of vaping prevention messages: a mediation analysis of the real cost campaign advertisements. *Health Educ Behav*. Epub 2024 Sep 29. PubMed PMID: 39342464; PubMed Central PMCID: PMC11771097.

119. Lazard AJ, Ebrahimi Kalan M, Nicolla S, **Hall MG**, Ribisl KM, Sheldon JM, Whitesell C, Queen TL, Brewer NT. Optimising messages and images for e-cigarette warnings. *Tob Control*. 2025 Jan 2;34(1):6-13. doi: 10.1136/tc-2022-057859. PubMed PMID: 37344191; PubMed Central PMCID: PMC10733543.
118. **Hall MG**, Grummon AH, Whitesell C, Lee CJY, Errico Q, Portacio T, Avendaño-Galdamez MI, Byron MJ, Goldstein AO. Evaluating text, icon, and graphic nutrition labels: An eye tracking experiment with Latino adults in the US. *Appetite*. 2025 Jan 1;204:107745. doi: 10.1016/j.appet.2024.107745. Epub 2024 Oct 30. PubMed PMID: 39481684.
117. Duffy EW, Ng SW, Bercholz M, Davis CR, De Marco M, **Hall MG**, Maselko J, Taillie LS. Examining the 2021 cash value benefit increase and WIC participant food purchases. *Am J Prev Med*. 2024 Dec;67(6):906-915. doi: 10.1016/j.amepre.2024.07.013. Epub 2024 Jul 19. PubMed PMID: 39032521; PubMed Central PMCID: PMC11585448.
116. Grummon AH, Lee CJY, D'Angelo Campos A, Whitesell C, Brewer NT, Lazard AJ, Greenfield TK, **Hall MG**. Health harms that discourage alcohol consumption: A randomized experiment of warning messages. *Addict Behav*. Epub 2024 Aug 17. PubMed PMID: 39191066; PubMed Central PMCID: PMC11407683.
115. Grummon AH, Zeitlin AB, Lee CJY, **Hall MG**, Collis C, Cleveland LP, Petimar J. Countermarketing versus health education messages about sugar-sweetened beverages: An online randomized controlled trial of US adults. *Am J Public Health*. 2024 Dec;114(12):1354-1364. doi: 10.2105/AJPH.2024.307853. Epub 2024 Oct 3. PubMed PMID: 39361914; PubMed Central PMCID: PMC11540938.
114. Vereen RN, **Hall MG**, Dillman Carpentier F, Goode RW, Noar SM, Lazard AJ. The impact of culturally-informed messages to reduce sugar-sweetened beverage consumption: An experiment among Black women in the United States. *PLoS One*. 2024;19(11):e0312361. doi: 10.1371/journal.pone.0312361. eCollection 2024. PubMed PMID: 39591458; PubMed Central PMCID: PMC11594584.
113. D'Angelo Campos A, Ng SW, Duran AC, Khandpur N, Taillie LS, Christon FO, **Hall MG**. "Warning: ultra-processed": an online experiment examining the impact of ultra-processed warning labels on consumers' product perceptions and behavioral intentions. *Int J Behav Nutr Phys Act*. 2024 Oct 9;21(1):115. doi: 10.1186/s12966-024-01664-w. PubMed PMID: 39385224; PubMed Central PMCID: PMC11462959.
112. Reimold AE, **Hall MG**, Ng SW, Taillie LS, Ribisl KM, Charles EL, Golden SD. "The Dollar Store got it going on": Understanding food shopping patterns and policy preferences among dollar store shoppers with low incomes. *Curr Dev Nutr*. eCollection 2024 Oct. PubMed PMID: 39886353; PubMed Central PMCID: PMC11780371.
111. Ruggles PR, Taillie LS, Lee CJY, Prestemon CE, Duffy EW, Rojas CFU, **Hall MG**. Examining the effects of brand and licensed characters on parents' perceptions of Children's breakfast cereals. *Appetite*. 2024 Sep 1;200:107557. doi: 10.1016/j.appet.2024.107557. Epub 2024 Jun 14. PubMed PMID: 38880284; PubMed Central PMCID: PMC11328928.

110. Rummo PE, Seet C, Reimold AE, Duffy EW, Prestemon CE, **Hall MG**, Bragg MA, Taillie LS. Online retail nudges to help parents with lower-income choose healthy beverages for their children: A randomized clinical trial. *Pediatr Obes*. 2024 Sep;19(9):e13150. doi: 10.1111/ijpo.13150. Epub 2024 Jul 11. PubMed PMID: 38993007.
109. Ma H, Gottfredson O'Shea N, Kieu T, Rohde JA, **Hall MG**, Brewer NT, Noar SM. Examining the longitudinal relationship between perceived and actual message effectiveness: A randomized trial. *Health Commun*. Epub 2023 Jun 14. PubMed PMID: 37316818; PubMed Central PMCID: PMC10719418.
108. Soto Díaz CR, Taillie LS, Higgins ICA, Richter APC, Davis CR, De Marco M, **Hall MG**, Ng SW, Duffy EW. A qualitative exploration of Spanish-speaking Latina women's experiences participating in WIC before and during the COVID-19 pandemic. *J Acad Nutr Diet*. Epub 2024 Mar 8. PubMed PMID: 38462129; PubMed Central PMCID: PMC11304124.
107. Taillie LS, Wolfson JA, Prestemon CE, Bercholz M, Ewoldt L, Ruggles PR, **Hall MG**. The impact of an eco-score label on US consumers' perceptions of environmental sustainability and intentions to purchase food: A randomized experiment. *PLoS One*. 2024; 19(6):e0306123. doi: 10.1371/journal.pone.0306123. [Epub ahead of print] PubMed PMID: 38935699; PubMed Central PMCID: PMC11210794.
106. Mora-Plazas M,* Higgins ICA,* Gomez LF, **Hall MG**, Parra ME, Bercholz M, Murukutla N, Taillie LS. Impact of nutrient warning labels on Colombian consumers' selection and identification of food and drinks high in sugar, sodium, and saturated fat: A randomized controlled trial. *PLoS One*. 2024; 19(6): e0303514. doi: 10.1371/journal.pone.0303514. PubMed PMID: 38857209. *Note. Replication paper published to replace doi: 10.1371/journal.pone.0263324. Authors retracted original paper after identifying inadvertent coding errors; this replication paper corrected the errors.*
105. **Hall MG**, Lee CJY, Jernigan DH, Ruggles P, Cox M, Whitesell C, Grummon AH. The impact of "pinkwashed" alcohol advertisements on attitudes and beliefs: A randomized experiment with US adults. *Addict Behav*. 2024;152:107960. doi: 10.1016/j.addbeh.2024.107960. [Epub ahead of print] PubMed PMID: 38309239.
104. Whitesell C, Blount TH, Alton Dailey S, **Hall MG**, Ribisl KM, Sheeran P, Kalan ME, Brewer NT. Uncontrolled vaping and restraint strategies: A qualitative study. *Soc Sci Med*. 2024 May;349:116900. doi: 10.1016/j.socscimed.2024.116900. Epub 2024 Apr 18. PubMed PMID: 38669894; PubMed Central PMCID: PMC11348397.
103. D'Angelo Campos A, Ng SW, McNeel K, **Hall MG**. How promising are "ultraprocessed" front-of-package labels? A formative study with US adults. *Nutrients*. 2024 Apr 6;16(7). doi: 10.3390/nu16071072. PubMed PMID: 38613105; PubMed Central PMCID: PMC11013171.
102. **Hall MG**, Ruggles PR, McNeel K, Prestemon CE, Lee CJY, Lowery CM, Campos AD, Taillie LS. Understanding whether price tag messaging can amplify the benefits of taxes: an online experiment. *Am J Prev Med*. 2024 Apr;66(4):609-618. doi: 10.1016/j.amepre.2023.11.020. Epub 2024 Jan 8. PubMed PMID: 38189693; PubMed Central PMCID: PMC10957315.

101. Duffy EW, Ng SW, Bercholz M, Davis CR, De Marco M, **Hall MG**, Maselko J, Smith Taillie L. Special Supplemental Nutrition Program for Women, Infants, and Children participant grocery store purchases during the COVID-19 pandemic in North Carolina. *Curr Dev Nutr*. 2024 Mar;8(3):102098. doi: 10.1016/j.cdnut.2024.102098. eCollection 2024 Mar. PubMed PMID: 38440362; PubMed Central PMCID: PMC10909627.
100. Richter APC, Duffy EW, Higgins ICA, Barrington C, Martin SL, Aquilina KH, Avendaño-Galdamez MI, **Hall MG**. Toddler milk perceptions and responses to front-of-package claims and product warnings: A qualitative study of caregivers of toddlers. *J Acad Nutr Diet*. 2024 Feb 12;82(3):425-436. doi: 10.1093/nutrit/nuad057. PubMed PMID: 37203416; PubMed Central PMCID: PMC10859688.
99. Kalan ME, Lazard AJ, Sheldon JM, Whitesell C, **Hall MG**, Ribisl KM, Brewer NT. Terms tobacco users employ to describe e-cigarette aerosol. *Tob Control*. 2023 Dec 13;33(1):15-20. doi: 10.1136/tobaccocontrol-2021-057233. PubMed PMID: 35728932; PubMed Central PMCID: PMC9768092.
98. Smith NR, Hassmiller Lich K, Ng SW, **Hall MG**, Trogon JG, Frerichs L. Implementation costs of sugary drink policies in the United States. *J Public Health Policy*. 2023 Sep 15. doi: 10.1057/s41271-023-00435-4. Epub 2023 Sep 15. PubMed PMID: 37714964; PubMed Central PMCID: PMC10841536.
97. **Hall MG**, Richter APC, Ruggles PR, Lee CJY, Lazard AJ, Grummon AH, Higgins ICA, Duffy EW, Taillie LS. Natural claims on sugary fruit drinks: a randomized experiment with U.S. parents. *Am J Prev Med*. 2023 Nov;65(5):876-885. doi: 10.1016/j.amepre.2023.06.015. Epub 2023 Jul 18. PubMed PMID: 37480920; PubMed Central PMCID: PMC10592329.
96. Richter APC, Grummon AH, Falbe J, Taillie LS, Wallace DD, Lazard AJ, Golden SD, Conklin JL, **Hall MG**. Toddler milk: a scoping review of research on consumption, perceptions, and marketing practices. *Nutr Rev*. 2023 Nov;123(11):1568-1577.e3. doi: 10.1016/j.jand.2023.06.281. Epub 2023 Jun 21. PubMed PMID: 37352928; PubMed Central PMCID: PMC10874641.
95. Taillie LS, Bercholz M, Prestemon CE, Higgins ICA, Grummon AH, **Hall MG**, Jaacks LM. Impact of taxes and warning labels on red meat purchases among US consumers: A randomized controlled trial. *PLoS Med*. 2023 Sep;20(9):e1004284. doi: 10.1371/journal.pmed.1004284. eCollection 2023 Sep. PubMed PMID: 37721952; PubMed Central PMCID: PMC10545115.
94. Noar SM, Gottfredson N, Vereen RN, Kurtzman R, Sheldon JM, Adams E, **Hall MG**, Brewer NT. Development of the UNC Perceived Message Effectiveness Scale for Youth. *Tob Control*. 2023 Sep;32(5):553-558. doi: 10.1136/tobaccocontrol-2021-056929. Epub 2021 Dec 20. PubMed PMID: 34930810; PubMed Central PMCID: PMC9238328.
93. Duffy EW, Ng SW, **Hall MG**, Bercholz M, Rebolledo N, Musicus AA, Taillie LS. Sociodemographic disparities in purchases of fruit drinks with policy relevant front-of-package nutrition claims. *Public Health Nutr*. 2023 May 22:1-30. doi: 10.1017/S1368980023000691. [Epub ahead of print] PubMed PMID: 37211358.

92. D'Angelo Campos A, Taillie LS, Vatavuk-Serrati G, Grummon AH, Higgins ICA, **Hall MG**. Effects of pictorial warnings on parents' purchases and perceptions of sugar-sweetened beverage categories. *Pediatr Obes*. 2023 Jul;18(7):e13030. doi: 10.1111/ijpo.13030. Epub 2023 Mar 25. PubMed PMID: 36965067; PubMed Central PMCID: PMC10687846.
91. Falbe J, Musicus AA, Sigala DM, Roberto CA, Solar SE, Lemmon B, Sorscher S, Nara D, **Hall MG**. Online RCT of icon added-sugar warning labels for restaurant menus. *Am J Prev Med*. 2023 Jul;65(1):101-111. doi: 10.1016/j.amepre.2023.02.007. Epub 2023 Apr 17. PubMed PMID: 37344035; PubMed Central PMCID: PMC10913691.
90. **Hall MG**, Grummon AH, Queen T, Lazard AJ, Higgins ICA, Richter APC, Taillie LS. How pictorial warnings change parents' purchases of sugar-sweetened beverage for their children: mechanisms of impact. *Int J Behav Nutr Phys Act*. 2023 Jun 23;20(1):76. doi: 10.1186/s12966-023-01469-3. PubMed PMID: 37353823; PubMed Central PMCID: PMC10290296.
89. Polston PM, Matthews DD, Golden SD, Golin CE, **Hall MG**, Saint-Phard E, Lightfoot AF. Institutional reform to promote antiracism: A tool for developing an organizational equity action and accountability plan. *Prev Chronic Dis*. 2023 Jun 15;20:E50. doi: 10.5888/pcd20.220368. PubMed PMID: 37319342; PubMed Central PMCID: PMC10275327.
88. Grummon AH, Tucker AC, Noe V, Rummo PE, Prestemon CE, **Hall MG**, Jaacks LM, Lippuner V, Taillie LS. Consumer behaviour and experiences in a naturalistic online grocery store: implications for nutrition research. *J Nutr Sci*. 2023;12:e36. doi: 10.1017/jns.2023.21. eCollection 2023. PubMed PMID: 37008411; PubMed Central PMCID: PMC10052388.
87. Kowitt SD, Sheldon JM, Vereen RN, Kurtzman RT, Gottfredson NC, **Hall MG**, Brewer NT, Noar SM. The impact of the Real Cost vaping and smoking ads across tobacco products. *Nicotine Tob Res*. 2023 Feb 9;25(3):430-437. doi: 10.1093/ntr/ntac206. PubMed PMID: 36006858; PubMed Central PMCID: PMC9910139.
86. Grummon AH, Lazard AJ, Taillie LS, **Hall MG**. Should messages discourage sugary drinks, encourage water, or both? A randomized experiment with U.S. parents. *Prev Med*. 2023 Feb;167:107417. doi: 10.1016/j.ypmed.2022.107417. Epub 2022 Dec 30. PubMed PMID: 36592673; PubMed Central PMCID: PMC9898202.
85. Grummon AH, Ruggles PR, Greenfield TK, Hall MG. Designing effective alcohol warnings: consumer reactions to icons and health topics. *Am J Prev Med*. 2023 Feb;64(2):157-166. doi: 10.1016/j.amepre.2022.09.006. Epub 2022 Oct 27. PubMed PMID: 37575887; PubMed Central PMCID: PMC10421534.
84. Bhawra J, Kirkpatrick SI, **Hall MG**, Vanderlee L, Thrasher JF, Jáuregui de la Mota A, Hammond D. A five-country study of front- and back-of-package nutrition label awareness and use: patterns and correlates from the 2018 International Food Policy Study. *Public Health Nutr*. 2023 Jan;26(1):275-286. doi: 10.1017/S1368980022002257. Epub 2022 Oct 26. PubMed PMID: 36284083.
83. Duffy EW, Lo AE, **Hall MG**, Taillie LS, Ng SW. Prevalence and demographic correlates of online grocery shopping: Results from a nationally representative survey during the COVID-19 pandemic. *Public Health Nutr*. 2022 Aug 19;1-18. doi: 10.1017/S1368980022001756. [Epub ahead of print] PubMed PMID: 35983641.

82. Kurtzman RT, Vereen RN, Sheldon JM, Adams ET, **Hall MG**, Brewer NT, Gottfredson NC, Noar SM. Adolescents' understanding of smoking and vaping risk language: Cognitive interviews to inform scale development. *Nicotine Tob Res.* 2022 Oct 26;24(11):1741-1747. doi: 10.1093/ntr/ntac127. PubMed PMID: 35567788; PubMed Central PMCID: PMC9597004.
81. Noar SM, Gottfredson NC, Kieu T, Rohde JA, **Hall MG**, Ma H, Fendinger NJ, Brewer NT. Impact of vaping prevention advertisements on US adolescents: A randomized clinical trial. *JAMA Netw Open.* 2022 Oct 3;5(10):e2236370. doi: 10.1001/jamanetworkopen.2022.36370. PubMed PMID: 36227597.
80. Rohde JA, Noar SM, Sheldon JM, **Hall MG**, Kieu T, Brewer NT. Identifying promising themes for adolescent vaping warnings: A national experiment. *Nicotine Tob Res.* 2022 Aug 6;24(9):1379-1385. doi: 10.1093/ntr/ntac093. PubMed PMID: 35397474; PubMed Central PMCID: PMC9356688.
79. Duffy EW, Vest DA, Davis CR, **Hall MG**, De Marco M, Ng SW, Taillie LS. "I think that's the most beneficial change that WIC has made in a really long time": Perceptions and awareness of an increase in the WIC cash value benefit. *Int J Environ Res Public Health.* 2022 Jul 16;19(14). doi: 10.3390/ijerph19148671. PubMed PMID: 35886526; PubMed Central PMCID: PMC9324401.
78. Sigala DM, **Hall MG**, Musicus AA, Roberto CA, Solar SE, Fan S, Sorscher S, Nara D, Falbe J. Perceived effectiveness of added-sugar warning label designs for U.S. restaurant menus: An online randomized controlled trial. *Prev Med.* 2022 Jul;160:107090. doi: 10.1016/j.ypmed.2022.107090. Epub 2022 May 17. PubMed PMID: 35594928; PubMed Central PMCID: PMC9236625.
77. Bhawra J, Kirkpatrick SI, **Hall MG**, Vanderlee L, Thrasher JF, Hammond D. Correlates of self-reported and functional understanding of nutrition labels across five countries in the 2018 International Food Policy Study. *J Nutr.* 2022 Jun 13;152(Suppl 1):13S-24S. doi: 10.1093/jn/nxac018. PubMed PMID: 35274701; PubMed Central PMCID: PMC9188861.
76. Yearly KHK, Quisenberry AJ, **Hall MG**, Yu H, Henry WAE, Rodriguez EM, Zoellner JM. Sweet beverages and cancer: A scoping review of quantitative studies. *Cancer Prev Res.* 2022 Jun 2;15(6):377-390. doi: 10.1158/1940-6207.CAPR-21-0507. PubMed PMID: 35271710.
75. Taillie LS, Higgins ICA, Lazard AJ, Miles DR, Blitstein JL, **Hall MG**. Do sugar warning labels influence parents' selection of a labeled snack for their children? A randomized trial in a virtual convenience store. *Appetite.* 2022 May 5;175:106059. doi: 10.1016/j.appet.2022.106059. [Epub ahead of print] PubMed PMID: 35526703.
74. Grummon AH, **Hall MG**, Mitchell CG, Pulido M, Mendel Sheldon J, Noar SM, Ribisl KM, Brewer NT. Reactions to messages about smoking, vaping and COVID-19: Two national experiments. *Tob Control.* 2022 May;31(3):402-410. doi: 10.1136/tobaccocontrol-2020-055956. Epub 2020 Nov 13. PubMed PMID: 33188150; PubMed Central PMCID: PMC7669534.
73. Rayala HT, Rebolledo N, **Hall MG**, Taillie LS. Perceived message effectiveness of the Meatless Monday Campaign: An experiment with US adults. *Am J Public Health.* 2022 May;112(5):724-727. doi: 10.2105/AJPH.2022.306766. Epub 2022 Mar 24. PubMed PMID: 35324262; PubMed Central PMCID: PMC9010929.

72. Musicus AA, Hua SV, Moran AJ, Duffy EW, **Hall MG**, Roberto CA, Dillman Carpentier FR, Sorscher S, Wootan MG, Taillie LS, Rimm EB. Front-of-package claims and imagery on fruit-flavored drinks and exposure by household demographics. *Appetite*. 2022 Apr 1;171:105902. doi: 10.1016/j.appet.2021.105902. Epub 2021 Dec 27. PubMed PMID: 34968559; PubMed Central PMCID: PMC8821268.
71. Jáuregui A, White CM, Vanderlee L, **Hall MG**, Contreras-Manzano A, Nieto C, Sacks G, Thrasher JF, Hammond D, Barquera S. Impact of front-of-pack labels on the perceived healthfulness of a sweetened fruit drink: A randomised experiment in five countries. *Public Health Nutr*. 2022 Apr;25(4):1094-1104. doi: 10.1017/S1368980021004535. Epub 2021 Nov 2. PubMed PMID: 34726144.
70. **Hall MG**, Lazard AJ, Higgins ICA, Blitstein JL, Duffy EW, Greenthal E, Sorscher S, Taillie LS. Nutrition-related claims lead parents to choose less healthy drinks for young children: A randomized trial in a virtual convenience store. *Am J Clin Nutr*. 2022 Apr 1;115(4):1144-1154. doi: 10.1093/ajcn/nqac008. PubMed PMID: 35040866; PubMed Central PMCID: PMC8971006.
69. Smith NR, Mazzucca S, **Hall MG**, Hassmiller Lich K, Brownson RC, Frerichs L. Opportunities to improve policy dissemination by tailoring communication materials to the research priorities of legislators. *Implement Sci Commun*. 2022 Mar 4;3(1):24. doi: 10.1186/s43058-022-00274-6. PubMed PMID: 35246274; PubMed Central PMCID: PMC8895761.
68. Wistar A, **Hall MG**, Bercholz M, Taillie LS. Designing environmental messages to discourage red meat consumption: An online experiment. *Int J Environ Res Public Health*. 2022 Mar 2;19(5). doi: 10.3390/ijerph19052919. PubMed PMID: 35270622; PubMed Central PMCID: PMC8910317.
67. Richter APC, Duffy EW, Taillie LS, Harris JL, Pomeranz JL, **Hall MG**. The impact of toddler milk claims on beliefs and misperceptions: A randomized experiment with parents of young children. *J Acad Nutr Diet*. 2022 Mar;122(3):533-540.e3. doi: 10.1016/j.jand.2021.08.101. Epub 2021 Aug 13. PubMed PMID: 34391941; PubMed Central PMCID: PMC8840993.
66. Grummon AH, Reimold AE, **Hall MG**. Influence of the San Francisco, CA, sugar-sweetened beverage health warning on consumer reactions: Implications for equity from a randomized experiment. *J Acad Nutr Diet*. 2022 Feb;122(2):363-370.e6. doi: 10.1016/j.jand.2021.07.008. Epub 2021 Aug 27. PubMed PMID: 34465443.
65. **Hall MG**, Grummon AH, Higgins ICA, Lazard AJ, Prestemon CE, Avendaño-Galdamez MI, Taillie LS. The impact of pictorial health warnings on purchases of sugary drinks for children: A randomized controlled trial. *PLoS Med*. 2022 Feb;19(2):e1003885. doi: 10.1371/journal.pmed.1003885. eCollection 2022 Feb. PubMed PMID: 35104297.
64. Lazard AJ, Nicolla S, Darida A, **Hall MG**. Negative perceptions of young people using e-cigarettes on Instagram: An experiment with adolescents. *Nicotine Tob Res*. 2021 Oct 7;23(11):1962-1966. doi: 10.1093/ntr/ntab099. PubMed PMID: 33990843; PubMed Central PMCID: PMC8496470.

63. Taillie LS, Chauvenet C, Grummon AH, **Hall MG**, Waterlander W, Prestemon CE, Jaacks LM. Testing front-of-package warnings to discourage red meat consumption: A randomized experiment with US meat consumers. *Int J Behav Nutr Phys Act*. 2021 Sep 8;18(1):114. doi: 10.1186/s12966-021-01178-9. PubMed PMID: 34493289; PubMed Central PMCID: PMC8423585.
62. Rohde JA, Noar SM, Prentice-Dunn H, Kresovich A, **Hall MG**. Comparison of message and effects perceptions for The Real Cost e-cigarette prevention ads. *Health Commun*. 2021 Sep;36(10):1222-1230. doi: 10.1080/10410236.2020.1749353. Epub 2020 Apr 8. PubMed PMID: 32268799; PubMed Central PMCID: PMC9004315.
61. Carl AE, Taillie LS, Grummon AH, Lazard AJ, Higgins ICA, Sheldon JM, **Hall MG**. Awareness of and reactions to the health harms of sugary drinks: An online study of U.S. parents. *Appetite*. 2021 Sep 1;164:105234. doi: 10.1016/j.appet.2021.105234. Epub 2021 Apr 3. PubMed PMID: 33823230; PubMed Central PMCID: PMC8483773
60. Reimold AE, Grummon AH, Taillie LS, Brewer NT, Rimm EB, **Hall MG**. Barriers and facilitators to achieving food security during the COVID-19 pandemic. *Prev Med Rep*. 2021 Sep;23:101500. doi: 10.1016/j.pmedr.2021.101500. eCollection 2021 Sep. PubMed PMID: 34401218; PubMed Central PMCID: PMC8348548.
59. **Hall MG**, Higgins ICA, Grummon AH, Lazard AJ, Prestemon CE, Sheldon JM, Taillie LS. Using a naturalistic store laboratory for clinical trials of point-of-sale nutrition policies and interventions: A feasibility and validation study. *Int J Environ Res Public Health*. 2021 Aug 19;18(16). doi: 10.3390/ijerph18168764. PubMed PMID: 34444509; PubMed Central PMCID: PMC8394834.
58. Duffy EW, Taillie LS, Richter APC, Higgins ICA, Harris JL, **Hall MG**. Toddler milk perceptions and purchases: The role of Latino ethnicity. *Public Health Nutr*. 2021 Jul;24(10):2911-2919. doi: 10.1017/S1368980021000264. Epub 2021 Jan 21. PubMed PMID: 33472718; PubMed Central PMCID: PMC8255274.
57. **Hall MG**, Lazard AJ, Grummon AH, Higgins ICA, Bercholz M, Richter APC, Taillie LS. Designing warnings for sugary drinks: A randomized experiment with Latino parents and non-Latino parents. *Prev Med*. 2021 Jul;148:106562. doi: 10.1016/j.ypmed.2021.106562. Epub 2021 Apr 18. PubMed PMID: 33878350; PubMed Central PMCID: PMC8958622.
56. Vereen RN, Lazard AJ, Frank SC, Pulido M, Richter APC, Higgins ICA, Shelus VS, Vandegrift SM, **Hall MG**, Ribisl KM. Motivations, barriers, and communication recommendations for promoting face coverings during the COVID-19 pandemic: Survey findings from a diverse sample. *PLoS One*. 2021;16(5):e0251169. doi: 10.1371/journal.pone.0251169. eCollection 2021. PubMed PMID: 33961657; PubMed Central PMCID: PMC8104408.
55. Duffy EW, Taillie LS, Richter APC, Higgins ICA, Harris JL, **Hall MG**. Parental perceptions and exposure to advertising of toddler milk: A pilot study with Latino parents. *Int J Environ Res Public Health*. 2021 Jan 10;18(2). doi: 10.3390/ijerph18020528. PubMed PMID: 33435227; PubMed Central PMCID: PMC7827454.

54. Duffy EW, **Hall MG**, Dillman Carpentier FR, Musicus AA, Meyer ML, Rimm E, Smith Taillie L. Nutrition claims on fruit drinks are inconsistent indicators of nutritional profile: A content analysis of fruit drinks purchased by households with young children. *J Acad Nutr Diet*. 2021 Jan;121(1):36-46.e4. doi: 10.1016/j.jand.2020.08.009. Epub 2020 Sep 22. PubMed PMID: 32978105; PubMed Central PMCID: PMC7752796.
53. Shelus VS, Frank SC, Lazard AJ, Higgins ICA, Pulido M, Richter APC, Vandegrift SM, Vereen RN, Ribisl KM, **Hall MG**. Motivations and barriers for the use of face coverings during the COVID-19 pandemic: Messaging insights from focus groups. *Int J Environ Res Public Health*. 2020 Dec 12;17(24). doi: 10.3390/ijerph17249298. PubMed PMID: 33322672; PubMed Central PMCID: PMC7763909.
52. Taillie LS, **Hall MG**, Gómez LF, Higgins I, Bercholz M, Murukutla N, Mora-Plazas M. Designing an effective front-of-package warning label for food and drinks high in added sugar, sodium, or saturated fat in Colombia: An online experiment. *Nutrients*. 2020 Oct 13;12(10). doi: 10.3390/nu12103124. PubMed PMID: 33066130; PubMed Central PMCID: PMC7601991.
51. Noar SM, Rohde JA, Prentice-Dunn H, Kresovich A, **Hall MG**, Brewer NT. Evaluating the actual and perceived effectiveness of e-cigarette prevention advertisements among adolescents. *Addict Behav*. 2020 Oct;109:106473. doi: 10.1016/j.addbeh.2020.106473. Epub 2020 May 19. PubMed PMID: 32521287; PubMed Central PMCID: PMC7901805.
50. Reynolds JP, Vasiljevic M, Pilling M, **Hall MG**, Ribisl KM, Marteau TM. Communicating evidence about the causes of obesity and support for obesity policies: Two population-based survey experiments. *Int J Environ Res Public Health*. 2020 Sep 8;17(18). doi: 10.3390/ijerph17186539. PubMed PMID: 32911776; PubMed Central PMCID: PMC7559841.
49. Butler EN, **Hall MG**, Chen MS, Pepper JK, Blanton H, Brewer NT. The prototypes of tobacco users scale (POTUS) for cigarette smoking and e-cigarette use: Development and validation. *Int J Environ Res Public Health*. 2020 Aug 21;17(17). doi: 10.3390/ijerph17176081. PubMed PMID: 32825565; PubMed Central PMCID: PMC7503746.
48. Grummon AH, **Hall MG**, Block JP, Bleich SN, Rimm EB, Taillie LS, Barnhill A. Ethical considerations for food and beverage warnings. *Physiol Behav*. 2020 Aug 1;222:112930. doi: 10.1016/j.physbeh.2020.112930. Epub 2020 May 11. PubMed PMID: 32434747; PubMed Central PMCID: PMC7321920.
47. **Hall MG**, Grummon AH, Lazard AJ, Maynard OM, Taillie LS. Reactions to graphic and text health warnings for cigarettes, sugar-sweetened beverages, and alcohol: An online randomized experiment of US adults. *Prev Med*. 2020 Aug;137:106120. doi: 10.1016/j.ypmed.2020.106120. Epub 2020 May 8. PubMed PMID: 32437703; PubMed Central PMCID: PMC7713698.
46. Noar SM, Rohde JA, Barker JO, **Hall MG**, Brewer NT. Pictorial cigarette pack warnings increase some risk appraisals but not risk beliefs: A meta-analysis. *Hum Commun Res*. 2020 Jul;46(2-3):250-272. doi: 10.1093/hcr/hqz016. Epub 2020 Feb 3. PubMed PMID: 32565612; PubMed Central PMCID: PMC7291919.

45. Rohde JA, Noar SM, Mendel JR, **Hall MG**, Baig SA, Ribisl KM, Brewer NT. E-cigarette health harm awareness and discouragement: implications for health communication. *Nicotine Tob Res.* 2020 Jun 12;22(7):1131-1138. doi: 10.1093/ntr/ntz194. PubMed PMID: 31593586; PubMed Central PMCID: PMC7291804.
44. Grummon AH, **Hall MG**. Sugary drink warnings: A meta-analysis of experimental studies. *PLoS Med.* 2020 May;17(5):e1003120. doi: 10.1371/journal.pmed.1003120. eCollection 2020 May. PubMed PMID: 32433660; PubMed Central PMCID: PMC7239392.
43. Contreras-Manzano A, Jáuregui A, Nieto C, **Hall MG**, Vargas-Meza J, Thrasher JF, Illescas-Zárate D, Barquera S, Hammond D. The impact of a cartoon character on adults perceptions of children's breakfast cereals: A randomized experiment. *Nutr J.* 2020 May 17;19(1):43. doi: 10.1186/s12937-020-00565-5. PubMed PMID: 32418538; PubMed Central PMCID: PMC7232833.
42. Jáuregui A, Vargas-Meza J, Nieto C, Contreras-Manzano A, Alejandro NZ, Tolentino-Mayo L, **Hall MG**, Barquera S. Impact of front-of-pack nutrition labels on consumer purchasing intentions: A randomized experiment in low- and middle-income Mexican adults. *BMC Public Health.* 2020 Apr 6;20(1):463. doi: 10.1186/s12889-020-08549-0. PubMed PMID: 32252716; PubMed Central PMCID: PMC7137298.
41. **Hall MG**, Lazard AJ, Grummon AH, Mendel JR, Taillie LS. The impact of front-of-package claims, fruit images, and health warnings on consumers' perceptions of sugar-sweetened fruit drinks: Three randomized experiments. *Prev Med.* 2020 Mar;132:105998. doi: 10.1016/j.ypmed.2020.105998. Epub 2020 Jan 23. PubMed PMID: 31982477; PubMed Central PMCID: PMC7085890.
40. Taillie LS, **Hall MG**, Popkin BM, Ng SW, Murukutla N. Experimental studies of front-of-package nutrient warning labels on sugar-sweetened beverages and ultra-processed foods: A scoping review. *Nutrients.* 2020 Feb 22;12(2). doi: 10.3390/nu12020569. Review. PubMed PMID: 32098363; PubMed Central PMCID: PMC7071470.
39. **Hall MG**, Byron JM, Brewer NT, Noar SM, Ribisl KM. Interest in illicit purchase of cigarettes under a very low nicotine content product standard. *Nicotine Tob Res.* 2019 Dec 23;21(Suppl 1):S128-S132. doi: 10.1093/ntr/ntz159. PubMed PMID: 31867641; PubMed Central PMCID: PMC6939751.
38. Byron MJ, **Hall MG**, King JL, Ribisl KM, Brewer NT. Reducing nicotine without misleading the public: Descriptions of cigarette nicotine level and accuracy of perceptions about nicotine content, addictiveness, and risk. *Nicotine Tob Res.* 2019 Dec 23;21(Suppl 1):S101-S107. doi: 10.1093/ntr/ntz161. PubMed PMID: 31867657; PubMed Central PMCID: PMC6939779.
37. Grummon AH, Taillie LS, Golden SD, **Hall MG**, Ranney LM, Brewer NT. Sugar-sweetened beverage health warnings and purchases: A randomized controlled trial. *Am J Prev Med.* 2019 Nov;57(5):601-610. doi: 10.1016/j.amepre.2019.06.019. Epub 2019 Oct 2. PubMed PMID: 31586510; PubMed Central PMCID: PMC6803129.

36. **Hall MG**, Grummon AH, Maynard OM, Kameny MR, Jenson D, Popkin BM. Causal language in health warning labels and US adults' perception: A randomized experiment. *Am J Public Health*. 2019 Oct;109(10):1429-1433. doi: 10.2105/AJPH.2019.305222. Epub 2019 Aug 15. PubMed PMID: 31415206; PubMed Central PMCID: PMC6727278.
35. Brewer NT, Jeong M, **Hall MG**, Baig SA, Mendel JR, Lazard AJ, Noar SM, Kameny MR, Ribisl KM. Impact of e-cigarette health warnings on motivation to vape and smoke. *Tob Control*. 2019 Jul 10. doi: 10.1136/tobaccocontrol-2018-054878. [Epub ahead of print] PubMed PMID: 31292169; PubMed Central PMCID: PMC6824616.
34. Grummon AH, **Hall MG**, Taillie LS, Brewer NT. How should sugar-sweetened beverage health warnings be designed? A randomized experiment. *Prev Med*. 2019 Apr;121:158-166. doi: 10.1016/j.ypmed.2019.02.010. Epub 2019 Feb 14. PubMed PMID: 30772370; PubMed Central PMCID: PMC6520104.
33. Brewer NT, Parada H, **Hall MG**, Boynton MH, Noar SM, Ribisl KM. Understanding why pictorial cigarette pack warnings increase quit attempts. *Ann Behav Med*. 2019 Mar 1;53(3):232-243. doi: 10.1093/abm/kay032. PubMed PMID: 29850764; PubMed Central PMCID: PMC6265120.
32. **Hall MG**, Saffer AJ, Noar SM. A secondary audience's reactions to "The Real Cost" advertisements: Results from a study of US young adult smokers and susceptible nonsmokers. *Am J Prev Med*. 2019 Feb;56(2 Suppl 1):S57-S64. doi: 10.1016/j.amepre.2018.08.005. PubMed PMID: 30661527; PubMed Central PMCID: PMC6373760.
31. Brewer NT, Jeong M, Mendel JR, **Hall MG**, Zhang D, Parada H Jr, Boynton MH, Noar SM, Baig SA, Morgan JC, Ribisl KM. Cigarette pack messages about toxic chemicals: A randomised clinical trial. *Tob Control*. 2019 Jan;28(1):74-80. doi: 10.1136/tobaccocontrol-2017-054112. Epub 2018 Apr 13. PubMed PMID: 29654122; PubMed Central PMCID: PMC6186198.
30. Morgan JC, Golden SD, Noar SM, Ribisl KM, Southwell BG, Jeong M, **Hall MG**, Brewer NT. Conversations about pictorial cigarette pack warnings: Theoretical mechanisms of influence. *Soc Sci Med*. 2018 Dec;218:45-51. doi: 10.1016/j.socscimed.2018.09.063. Epub 2018 Oct 3. PubMed PMID: 30340152; PubMed Central PMCID: PMC6535087.
29. **Hall MG**, Sheeran P, Noar SM, Boynton MH, Ribisl KM, Parada H Jr, Johnson TO, Brewer NT. Negative affect, message reactance and perceived risk: How do pictorial cigarette pack warnings change quit intentions? *Tob Control*. 2018 Oct;27(e2):e136-e142. doi: 10.1136/tobaccocontrol-2017-053972. Epub 2017 Dec 16. PubMed PMID: 29248897; PubMed Central PMCID: PMC6004228.
28. Brodar KE, Byron MJ, Peebles K, **Hall MG**, Pepper JK, Brewer NT. "That's probably what my mama's lungs look like": How adolescent children react to pictorial warnings on their parents' cigarette packs. *BMC Public Health*. 2018 Sep 15;18(1):1125. doi: 10.1186/s12889-018-6011-7. PubMed PMID: 30219038; PubMed Central PMCID: PMC6139175.
27. **Hall MG**, Mendel JR, Noar SM, Brewer NT. Why smokers avoid cigarette pack risk messages: Two randomized clinical trials in the United States. *Soc Sci Med*. 2018 Sep;213:165-172. doi: 10.1016/j.socscimed.2018.07.049. Epub 2018 Jul 31. PubMed PMID: 30096636; PubMed Central PMCID: PMC6129195.

26. Mendel JR, **Hall MG**, Baig SA, Jeong M, Brewer NT. Placing health warnings on e-cigarettes: A standardized protocol. *Int J Environ Res Public Health*. 2018 Jul 25;15(8). doi: 10.3390/ijerph15081578. PubMed PMID: 30044431; PubMed Central PMCID: PMC6122039.
25. Parada H Jr, **Hall MG**, Boynton MH, Brewer NT. Trajectories of responses to pictorial cigarette pack warnings. *Nicotine Tob Res*. 2018 Jun 7;20(7):876-881. doi: 10.1093/ntr/ntx182. PubMed PMID: 29059340; PubMed Central PMCID: PMC5991219.
24. **Hall MG**, Marteau TM, Sunstein CR, Ribisl KM, Noar SM, Orlan EN, Brewer NT. Public support for pictorial warnings on cigarette packs: An experimental study of US smokers. *J Behav Med*. 2018 Jun;41(3):398-405. doi: 10.1007/s10865-018-9910-2. Epub 2018 Feb 6. PubMed PMID: 29411272; PubMed Central PMCID: PMC5924634.
23. Mendel JR, Baig SA, **Hall MG**, Jeong M, Byron MJ, Morgan JC, Noar SM, Ribisl KM, Brewer NT. Brand switching and toxic chemicals in cigarette smoke: A national study. *PLoS One*. 2018;13(1):e0189928. doi: 10.1371/journal.pone.0189928. eCollection 2018. PubMed PMID: 29324749; PubMed Central PMCID: PMC5764241.
22. Noar SM, Kelley DE, Boynton MH, Morgan JC, **Hall MG**, Mendel JR, Ribisl KM, Brewer NT. Identifying principles for effective messages about chemicals in cigarette smoke. *Prev Med*. 2018 Jan;106:31-37. doi: 10.1016/j.ypmed.2017.09.005. Epub 2017 Sep 8. PubMed PMID: 28890353; PubMed Central PMCID: PMC5764803.
21. Kiviniemi MT, Ellis EM, **Hall MG**, Moss JL, Lillie SE, Brewer NT, Klein WMP. Mediation, moderation, and context: Understanding complex relations among cognition, affect, and health behaviour. *Psychol Health*. 2018 Jan;33(1):98-116. doi: 10.1080/08870446.2017.1324973. Epub 2017 May 10. PubMed PMID: 28488897.
20. Chen MS, **Hall MG**, Parada H, Peebles K, Brodar KE, Brewer NT. Symptoms during adolescents' first use of cigarettes and e-cigarettes: A pilot study. *Int J Environ Res Public Health*. 2017 Oct 20;14(10). doi: 10.3390/ijerph14101260. PubMed PMID: 29053574; PubMed Central PMCID: PMC5664761.
19. Kowitt SD, Goldstein AO, Schmidt AM, **Hall MG**, Brewer NT. Attitudes toward FDA regulation of newly deemed tobacco products. *Tob Regul Sci*. 2017 Oct;3(4):504-515. doi: 10.18001/TRS.3.4.10. Epub 2017 Oct 1. PubMed PMID: 29450218; PubMed Central PMCID: PMC5810966.
18. Francis DB, **Hall MG**, Noar SM, Ribisl KM, Brewer NT. Systematic review of measures used in pictorial cigarette pack warning experiments. *Nicotine Tob Res*. 2017 Oct 1;19(10):1127-1137. doi: 10.1093/ntr/ntx082. Review. PubMed PMID: 28431080; PubMed Central PMCID: PMC5896543.
17. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Boynton MH, Brewer NT. A brief measure of reactance to health warnings. *J Behav Med*. 2017 Jun;40(3):520-529. doi: 10.1007/s10865-016-9821-z. Epub 2017 Jan 24. PubMed PMID: 28120228; PubMed Central PMCID: PMC5458745.

16. Brodar KE, **Hall MG**, Butler EN, Parada H, Stein-Seroussi A, Hanley S, Brewer NT. Recruiting diverse smokers: Enrollment yields and cost. *Int J Environ Res Public Health*. 2016 Dec 16;13(12). doi: 10.3390/ijerph13121251. PubMed PMID: 27999280; PubMed Central PMCID: PMC5201392.
15. Peebles K, **Hall MG**, Pepper JK, Byron MJ, Noar SM, Brewer NT. Adolescents' responses to pictorial warnings on their parents' cigarette packs. *J Adolesc Health*. 2016 Dec;59(6):635-641. doi: 10.1016/j.jadohealth.2016.07.003. Epub 2016 Sep 16. PubMed PMID: 27646499; PubMed Central PMCID: PMC5341376.
14. **Hall MG**, Williams RS, Gammon DG, Ribisl KM. Internet cigarette vendors make tax-free claims and sell cigarettes cheaper than retail outlets. *Tob Control*. 2016 Nov;25(6):616-618. doi: 10.1136/tobaccocontrol-2015-052359. Epub 2015 Oct 21. PubMed PMID: 26490844; PubMed Central PMCID: PMC4840085.
13. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Bach LE, Brewer NT. Reactance to health warnings scale: Development and validation. *Ann Behav Med*. 2016 Oct;50(5):736-750. doi: 10.1007/s12160-016-9799-3. PubMed PMID: 27333895; PubMed Central PMCID: PMC5055422.
12. **Hall MG**, Pepper JK, Morgan JC, Brewer NT. Social interactions as a source of information about e-cigarettes: A study of U.S. adult smokers. *Int J Environ Res Public Health*. 2016 Aug 5;13(8). doi: 10.3390/ijerph13080788. PubMed PMID: 27527199; PubMed Central PMCID: PMC4997474.
11. Moracco KE, Morgan JC, Mendel J, Teal R, Noar SM, Ribisl KM, **Hall MG**, Brewer NT. "My first thought was croutons": Perceptions of cigarettes and cigarette smoke constituents among adult smokers and nonsmokers. *Nicotine Tob Res*. 2016 Jul;18(7):1566-74. doi: 10.1093/ntr/ntv281. Epub 2015 Dec 17. PubMed PMID: 26681775; PubMed Central PMCID: PMC4902881.
10. Brewer NT, **Hall MG**, Noar SM, Parada H, Stein-Seroussi A, Bach LE, Hanley S, Ribisl KM. Effect of pictorial cigarette pack warnings on changes in smoking behavior: A randomized clinical trial. *JAMA Intern Med*. 2016 Jul 1;176(7):905-12. doi: 10.1001/jamainternmed.2016.2621. PubMed PMID: 27273839; PubMed Central PMCID: PMC5458743.
9. Noar SM, **Hall MG**, Francis DB, Ribisl KM, Pepper JK, Brewer NT. Pictorial cigarette pack warnings: A meta-analysis of experimental studies. *Tob Control*. 2016 May;25(3):341-54. doi: 10.1136/tobaccocontrol-2014-051978. Epub 2015 May 6. Review. PubMed PMID: 25948713; PubMed Central PMCID: PMC4636492.
8. Brewer NT, **Hall MG**, Lee JG, Peebles K, Noar SM, Ribisl KM. Testing warning messages on smokers' cigarette packages: A standardised protocol. *Tob Control*. 2016 Mar;25(2):153-9. doi: 10.1136/tobaccocontrol-2014-051661. Epub 2015 Jan 6. PubMed PMID: 25564282; PubMed Central PMCID: PMC4492886.
7. **Hall MG**, Kollath-Cattano C, Reynales-Shigematsu LM, Thrasher JF. Inter-rater reliability of measures to characterize the tobacco retail environment in Mexico. *Salud Publica Mex*. 2015 Nov-Dec;57(6):514-8. doi: 10.21149/spm.v57i6.7640. PubMed PMID: 26679314.

6. **Hall MG**, Peebles K, Bach LE, Noar SM, Ribisl KM, Brewer NT. Social interactions sparked by pictorial warnings on cigarette packs. *Int J Environ Res Public Health*. 2015 Oct 21;12(10):13195-208. doi: 10.3390/ijerph121013195. PubMed PMID: 26506363; PubMed Central PMCID: PMC4627025.
5. **Hall MG**, Fleischer NL, Reynales-Shigematsu LM, Arillo-Santillán E, Thrasher JF. Increasing availability and consumption of single cigarettes: Trends and implications for smoking cessation from the ITC Mexico Survey. *Tob Control*. 2015 Jul;24 Suppl 3:iii64-iii70. doi: 10.1136/tobaccocontrol-2014-051690. Epub 2014 Sep 5. PubMed PMID: 25192772; PubMed Central PMCID: PMC4465400.
4. Myers AE, **Hall MG**, Isgett LF, Ribisl KM. A comparison of three policy approaches for tobacco retailer reduction. *Prev Med*. 2015 May;74:67-73. doi: 10.1016/j.ypmed.2015.01.025. Epub 2015 Feb 14. PubMed PMID: 25689540; PubMed Central PMCID: PMC4563823.
3. **Hall MG**, Garrett JJ, Barrington C. La situación económica: Social determinants of contraceptive use in rural Honduras. *Glob Public Health*. 2014;9(4):455-68. doi: 10.1080/17441692.2014.890238. Epub 2014 Mar 5. PubMed PMID: 24593192; PubMed Central PMCID: PMC4310570.
2. **Hall MG**, Ribisl KM, Brewer NT. Smokers' and nonsmokers' beliefs about harmful tobacco constituents: Implications for FDA communication efforts. *Nicotine Tob Res*. 2014 Mar;16(3):343-50. doi: 10.1093/ntr/ntt158. Epub 2013 Oct 22. PubMed PMID: 24151139; PubMed Central PMCID: PMC3920339.
1. Wells R, La EH, Morrissey J, **Hall MG**, Lich KH, Blouin R. How a stressed local public system copes with people in psychiatric crisis. *Psychiatr Q*. 2013 Jun;84(2):255-70. doi: 10.1007/s11126-012-9245-z. PubMed PMID: 23065371; PubMed Central PMCID: PMC3566366.

COMMENTARIES IN PEER-REVIEWED JOURNALS

5. **Hall MG**, Grummon AH. The case for stronger regulation of deceptive nutrition-related claims on unhealthy food. *PLoS Med*. 2025 Aug 28;22(8):e1004724. doi: 10.1371/journal.pmed.1004724. [Epub ahead of print] PubMed PMID: 40875760.
4. Grummon AH, **Hall MG**. Updated health warnings for alcohol - informing consumers and reducing harm. *N Engl J Med*. 2022 Sep 1;387(9):772-774. doi: 10.1056/NEJMp2206494. Epub 2022 Aug 27. PubMed PMID: 36036534.
3. **Hall MG**,* Grummon AH.* Nutrient warnings on unhealthy foods. *JAMA*. 2020 Oct 1. doi: 10.1001/jama.2020.18941. [Epub ahead of print] PubMed PMID: 33022044; NIHMSID:NIHMS1649231.
2. Brewer NT, **Hall MG**, Noar SM. Pictorial cigarette pack warnings increase quitting: A comment on Kok et al. *Health Psychol Rev*. 2018 Jun;12(2):129-132. doi: 10.1080/17437199.2018.1445544. Epub 2018 Mar 13. PubMed PMID: 29478371; PubMed Central PMCID: PMC5906160.

1. Noar SM, **Hall MG**, Brewer NT. Pictorial cigarette pack warnings have important effects. *Am J Public Health*. 2015 Mar;105(3):e1. doi: 10.2105/AJPH.2014.302510. Epub 2015 Jan 20. PubMed PMID: 25602876; PubMed Central PMCID: PMC4330856.

OTHER ARTICLES AND REPORTS – UNREFEREED

3. Cotter T, Taillie LS, Murukutla N, Majija L, Kotov A, **Hall MG**, Mullin S, Popkin BM. (2020). What's in our food? A guide to introducing effective front-of-package nutrient labels. Report by Vital Strategies and University of North Carolina at Chapel Hill.
2. Frank S, Shelus V, Lazard AJ, Higgins I, Pulido M, Richter AP, Vandegrift SM, Vereen RN, Ribisl KM, **Hall MG**. (2020). UNC face coverings research team focus group findings. Report to the North Carolina Department of Health and Human Service on face covering messaging in response to the COVID-19 State of Emergency.
1. Vereen RN, Lazard AJ, Pulido M, Richter AP, Vandegrift SM, Higgins I, Shelus V, Frank S, **Hall MG**, Ribisl KM. (2020). UNC face coverings survey report. Report to the North Carolina Department of Health and Human Service on face covering messaging in response to the COVID-19 State of Emergency.

PUBLIC COMMENTS TO GOVERNMENT STAKEHOLDERS

Underlining indicates a trainee

13. D'Angelo Campos A, **Hall MG**, Chelius C, Davis J, Falbe J, Gil AM, Grummon AH, Lemmon B, Moran A, Ng SW, Popkin BM, Richter APC, Roberto CA, Taillie LS, Wolf E, Wolfson J. (2024). Comment on "Nutrition Labelling Policies: WHO Guideline." *Comment submitted to the World Health Organization*.
12. Falbe J, Lemmon B, Grummon AH, **Hall MG**, Rummo P. (2024). Comment on New York City's Sweet Truth Act to require high sugar warnings on food service establishment menus. *Comment submitted to New York City Department of Health and Mental Hygiene*.
11. **Hall MG**, Ruggles PR, Whitesell C, Grummon AH. (2024). Comment on labeling and advertising of wine, distilled spirits, and malt beverages with alcohol content, nutritional information, major food allergens, and ingredients. *Comment submitted to docket no. TTB-2024-0002*.
10. **Hall MG**, Ng SW, Popkin BM, Taillie LS. (2023). Written comment for Reagan-Udall public meeting on front-of-package food labeling. *Comment submitted to Reagan-Udall Foundation comment request about front-of-package nutrition labeling*.
9. **Hall MG**, Brewer NT, D'Angelo Campos A, Dillman Carpentier FR, Golden SD, Lazard A, De Marco M, Martin S, Nezami BT, Ng SW, Popkin BM, Prestemon C, Ruggles P, Taillie LS, Whitesell C. (2023). Comment on the FDA's notice regarding quantitative research on front of package labeling on packaged foods. *Comment submitted to docket no. FDA-2023-N-0155*.

8. Grummon AH, **Hall MG**, Roberto CA, Musicus A, Gibson LA, Tallie LS. (2023). Comment on the FDA's notice regarding quantitative research on front of package labeling. *Comment submitted to docket no. FDA-2023-N-0155*.
7. **Hall MG**, Ruggles P. (2022). Public Comment on Citizen Petition from Center for Science in the Public Interest (CSPI), the Association of SNAP Nutrition Education Administrators (ASNNA), and the Association of State Public Health Nutritionists (ASPHN). *Comment submitted to docket no. FDA-2022-P-1832-0001*.
6. **Hall MG**, Lowery CM, D'Angelo-Campos A, Grummon AH, Roberto CA, Ng SW, Taillie LS. (2021). Quantitative research on a voluntary symbol depicting the nutrient content claim "healthy" on packaged foods. *Comment submitted to docket no. FDA-2021-N-0336*.
5. **Hall MG**. (2019). Petition to require accurate and non-misleading labeling on meat processed with non-synthetic nitrates and nitrites. *Comment submitted to docket no. FSIS-2019-0022*.
4. **Hall MG**, Noar SM, Brewer NT. (2019). Tobacco products; required warnings for cigarette packages and advertisements. *First comment submitted to docket no. FDA-2019-N-3065*.
3. **Hall MG**, Noar SM, Brewer NT. (2019). Tobacco products; required warnings for cigarette packages and advertisements. *Second comment submitted to docket no. FDA-2019-N-3065*.
2. **Hall MG**, Ribisl KM, Noar SM, Brewer NT. (2017). Experimental study on warning statements for cigarette graphic health warnings. *Comment submitted to docket no. FDA-2017-N-0932*.
1. Byron MJ, Baig SA, Jeong M, Ribisl KM, **Hall MG**, Brewer NT. (2018) IQOS reduced exposure claims mislead consumers to believe the product is less harmful. *Comment submitted to docket no. FDA-2017-D-3001*.

INVITED TALKS

14. "How and why researchers and advocates should engage with state and local policymaking." Italian Network on Local Food Policies. September 2025.
13. "Designing effective alcohol warnings." Canadian Alcohol Policy Evaluation Community of Practice, Alcohol Warning Label Working Group. September 2025.
12. "Applying insights from tobacco and alcohol warnings to food labeling." Obesity Week Conference. November 2024.
11. "Front-of-package food labels and the First Amendment." First Amendment Day. UNC Center for Media Law and Policy. October 2023.
10. "Front of package food labeling: The state of the science." National Salt and Sugar Reduction Initiative. October 2022.
9. "Reducing disparities in sugary drink intake in early childhood: examining fruit drink claims and purchases." Center for Science in the Public Interest training series. April 2022.

8. "Using behavioral science to inform equitable nutrition policy: sugary drink warnings." Center for Science in the Public Interest training series. June 2021.
7. "Sugary drink warnings: Feasibility, population impact, and health equity." Talk presented (virtually due to COVID-19) at 2021 Virtual Sugary Drink Summit: Building Community, Building Health! April 2021.
6. "Designing sugary drink warnings to improve health equity." Talk presented (virtually due to COVID-19) at Public Health Law Center and American Heart Association's Sugary Drink Labeling Convening. October 2020.
5. "Sugar-sweetened beverage warnings: the state of the science." Talk presented at Nutrition Policy Institute's "Labeling and Public Health: A Closer Look." Berkeley, CA. October 2019.
4. "Risk communication to adults: how should relative risk be conveyed?" Talk presented at the Food and Drug Law Institute's Tobacco and Nicotine Products Regulation and Policy Conference. Washington DC. October 2019.
3. "The impact of e-cigarette health warnings on motivation to vape and smoke." Talk presented at the State of the Science: Research in Tobacco Cessation, Products and Policy. Winston-Salem, NC. March 2019.
2. "How cigarette pack health warnings work." Talk presented at the Cuban National Tobacco Control Commission. Havana, Cuba. August 2017.
1. "Pathways of change: understanding pictorial cigarette pack warnings." Talk presented at Wake Forest School of Medicine, Department of Social Sciences and Health Policy. Winston-Salem, NC. May 2016.

CONFERENCE PRESENTATIONS

Underlining indicates a trainee

78. Parra-Murillo MF, Dillman Carpentier F, Noe V, **Hall MG**, Smith-Taillie L (2026). Cereal lies: A cross-country analysis of nutrition and health claims on ready-to-eat breakfast cereals. Poster presented at the Healthy Eating Research & Food Policy Research Meeting, Chicago, IL.
77. Chelius C, Ng SW, Grummon AH, Jayaraman B, **Hall MG**. (2026). Do policy rationales influence public support for mandating prison nutrition standards? Poster presented at the 47th Annual Meeting of the Society of Behavioral Medicine, Chicago, IL.
76. Huang Y, Lemmon B, Musicus AA, Roberto CA, **Hall MG**, Falbe J. (2026) Effects of added-sugar warning labels on restaurant menus: a randomized controlled trial. Talk to be presented at the International Society of Behavioral Nutrition and Physical Activity Annual Meeting, Cádiz, Spain.
75. Ruggles PR, Grummon AH, Lee CJY, Kowitt SD, Lazard AJ, Whitesell C, Brewer NT, **Hall MG**. (2025). Non-alcoholic beer consumption in the US. Poster presented at the American Public Health Association Annual Meeting, Washington, DC.

74. Farris S, Licciardello T, Sakhuja M, **Hall MG**, Kalan ME, Sheeran P, Ribisl KM, Mendel Sheldon J, Brewer NT. (2025). Prevalence and correlates of uncontrolled vaping. Poster presented at the 46th Annual Meeting of the Society of Behavioral Medicine, San Francisco, CA.
73. **Hall MG**, Lee CJY, D'Angelo Campos A, Serrano N, Taillie LS, Falbe J, Musicus A, Whitesell C, Martinez AV, Grummon AH. (2025). Effects of front-of-package food labels in Latino and limited English proficiency populations: A randomized experiment. Talk presented at the Healthy Eating Research Annual Grantee Meeting, Durham, NC.
72. Byron MJ, Boynton MH, Hill FT, Marois E, Speer M, **Hall MG**, Cappella JN, Sheeran P, Goldstein AO. (2025). Should dual users be encouraged to quit cigarettes and e-cigarettes sequentially or simultaneously? Findings from an eye-tracking experiment. Poster to be presented at the 31th Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA.
71. Vereen RN, Sakhuja M, Farris S, Mendel Sheldon J, Ojukwu C, Saint-Phard E, Mills S, Rosario C, Ribisl KM, Lazard AJ, Sheeran P, Brewer NT, **Hall MG**. (2024). Reactions to a menthol cigarette ban and quit smoking campaign messages: A focus groups study with adults who smoke menthol cigarettes. Talk presented at Tobacco Center of Regulatory Science (TCORS) Grantee Meeting, Bethesda, MD.
70. **Hall MG**, Lee CJY, D'Angelo Campos A, Whitesell C, Brewer NT, Lazard AJ, Greenfield TK, Grummon AH. (2024). Health harms that discourage alcohol consumption: A randomized experiment. Talk presented at the Alcohol Policy 20 Conference, Arlington, VA.
69. **Hall MG**, Grummon AH, Whitesell C, Lee CJY, Errico Q, Portacio T, Avendaño-Galdamez M, Byron MJ, Goldstein AO. (2024). Evaluating text, icon, and graphic food labels: An eye tracking experiment with Latino adults in the US. Talk presented at the Healthy Eating Research Annual Grantee Meeting, Denver, CO.
68. Jang Y, O'Shea NG, Hall MG, Brewer NT, Noar S. (2024). Do perceived message effectiveness ratings change over time? Talk presented at the 2024 Kentucky Conference on Health Communication, Lexington, KY.
67. Richter APC, Grummon AH, Falbe J, Taillie LS, Wallace DD, Lazard AJ, Golden SD, Conklin JL, **Hall MG**. (2023) Toddler milk: A scoping review of research on consumption, perceptions, and marketing practices. Talk presented at the 22nd International Society of Behavioral Nutrition and Physical Activity Meeting, Uppsala, Sweden.
66. **Hall MG**. (2023). Food and beverage labeling. Symposium moderated at the Healthy Eating Research Annual Grantee Meeting, Durham, NC.
65. Richter APC, Grummon AH, Falbe J, Taillie LS, Wallace DD, Lazard AJ, Golden SD, Conklin JL, **Hall MG**. (2023). Toddler milk: A scoping review of research on consumption, perceptions, and marketing practices. Talk presented at the Healthy Eating Research Annual Grantee Meeting, Durham, NC.

64. Richter APC, Duffy EW, Avendano-Galdamez MI, **Hall MG**. (2022). Toddler milk feeding practices and the role of health claims: A qualitative study. Poster presentation at the 21st International Society of Behavioral Nutrition and Physical Activity meeting, Phoenix, AZ.
63. **Hall MG**. (2022). Applying innovative experimental methods to evaluate front-of-package nutrition labels. Symposium chair at the 21st Annual Meeting of the International Society of Behavioral Nutrition and Physical Activity, Phoenix, AZ.
62. D'Angelo Campos A, Taillie LS, Vatavuk Serrati G, Grummon AH, Higgins ICA, **Hall MG**. (2022). How do pictorial warnings affect purchases and perceptions of different sugar-sweetened beverage categories? An experiment with US parents. Talk presented at the 21st Annual Meeting of the International Society of Behavioral Nutrition and Physical Activity, Phoenix, AZ.
61. Noar SM, Gottfredson NC, Vereen RN, Kurtzman R, Sheldon JM, Adams E, **Hall MG**, Brewer NT. (2022). Development of a new perceived effectiveness scale for youth tobacco prevention messages. Poster presented at the 28th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
60. Lazard AJ, Nicolla S, **Hall MG**, Reboussin B, Romero-Sandoval EA, Wagoner K. (2022). Health claims in cannabidiol (CBD) advertising are believable and encourage use: Two consumer exposure studies in a mock store. Paper presented at the Annual Meeting of the Research Society on Marijuana, Boston, MA.
59. Noar SM, Gottfredson NC, Vereen RN, Kurtzman R, Sheldon JM, Adams E, **Hall MG**, Brewer NT. (2021). Development of the UNC PME Scale for Youth. Paper presented at the 2021 NIH Tobacco Regulatory Science Meeting, virtual due to COVID-19.
58. **Hall MG**, Lazard AJ, Higgins ICA, Blitstein JL, Duffy EW, Greenthal E, Sorscher S, Taillie LS. (2021). Nutrition-related claims lead parents to choose less healthy drinks for young children: A randomized trial in a virtual convenience store. Paper presented at the 2021 American Public Health Association Annual Conference, Denver, CO and virtual.
57. Lo A, Duffy EW, **Hall MG**, Taillie LS, Ng SW. (2021). Who's grocery shopping online and why: cross-sectional analysis of a nationally-representative sample since the pandemic. Paper presented at the 2021 American Society for Nutrition conference, virtual due to COVID-19.
56. Richter APC, Duffy EW, Taillie LS, Harris JL, Pomeranz JL, **Hall MG**. (2021). The impact of toddler milk claims on beliefs and misperceptions: A randomized experiment with parents of young children. Paper presented at the ISBNPA XChange 2021, virtual due to COVID-19.
55. Rohde JA, Noar SM, Mendel Sheldon J, **Hall MG**, Brewer NT. (2021). Responses to health warnings about the harms of vaping: Experimental findings from a national sample of U.S. adolescents. Poster presented at the 6th Biennial Meeting of the D.C. Health Communication Conference (DCHC), virtual due to COVID-19.
54. Duffy EW, Taillie LS, Richter AP, Higgins I, Harris JL, **Hall MG**. (2020). Exploring toddler milk perceptions and behaviors among Latino and non-Latino parents. Paper presented at the 2020 ObesityWeek Conference of The Obesity Society, virtual due to COVID-19.

53. Duffy EW, **Hall MG**, Dillman Carpentier FR, Musicus AA, Meyer ML, Rimm EB, Taillie LS. (2020). Examining nutrition-related claims on 'fruit' drinks. Poster presented at the 2020 ObesityWeek Conference of The Obesity Society, virtual due to COVID-19.
52. Musicus AA, Hua SV, Moran AJ, Duffy EW, **Hall MG**, Roberto CA, Dillman Carpentier FR, Sorscher S, Wootan MG, Taillie LS, Rimm EB. (2020). Assessing household exposure to front-of-package beverage marketing. Paper presented at 2020 ObesityWeek Conference of The Obesity Society, virtual due to COVID-19.
51. **Hall MG**, Lazard AJ, Grummon AH, Higgins I, Bercholz MG, Richter APC, Taillie LS. (2020). Designing impactful warnings for sugary drinks: An online randomized clinical trial with Latino and non-Latino parents. Paper presented at the 2020 ObesityWeek Conference of The Obesity Society, virtual due to COVID-19.
50. Smith NR, Mazzucca S, **Hall MG**, Brownson RC, Frerichs L. (2020). Opportunities to improve policy dissemination by tailoring communication materials to the research priorities of legislators. Poster presented at the Health Policy Dissemination and Implementation Science Section of the Virtual Dissemination & Implementation Science Conference, virtual due to COVID-19.
49. Smith NR, Mazzucca S, **Hall MG**, Ng SW, Frerichs L. (2020). Identifying groups of policymakers with similar communication preferences to better tailor public health- and nutrition-related research communications. Poster presented at the 2020 Interdisciplinary Association for Population Health Sciences annual meeting, virtual due to COVID-19.
48. **Hall MG**, Lazard AJ, Grummon AH, Higgins I, Bercholz MG, Cardoso Richter AP, Taillie LS. Designing pictorial health warnings on sugar-sweetened beverages to overcome language and literacy barriers: An online experiment with US parents. (2020). Paper presented at the 14th Annual Healthy Eating Research Grantee Meeting, Denver, CO.
47. Rohde JA, Noar SM, Prentice-Dunn H, Kresovich AK, **Hall MG**, Brewer NT. (2020). Understanding e-cigarette prevention ad effectiveness: A comparison of message and effects perceptions. Paper presented at the 16th Biennial Kentucky Conference on Health Communication, Lexington, KY.
46. Noar SM, Rohde JA, Prentice-Dunn H, Kresovich A, **Hall MG**. (2020). Perceived message effectiveness of FDA's e-cigarette prevention ads: An experiment with US young adults. Paper presented at the 26th Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA.
45. Ribisl KM, **Hall MG**, Byron MJ, Noar SM, Brewer NT. (2019). Interest in illegally buying cigarettes under a very low nicotine content product standard. Paper presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
44. Brewer NT, Jeong M, **Hall MG**, Baig SA, Mendel JR, Lazard AJ, Noar SM, Kameny MR, Ribisl KM. (2019). The impact of e-cigarette health warnings on motivation to vape and smoke. Poster presented at the NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

43. Brewer NT, **Hall MG**, Mendel JR, Noar SM, Ribisl KM. Vaping restraint: Frequency, reasons, and strategies. (2019). Poster presented at the NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
42. Grummon AH, Taillie LS, Golden SD, **Hall MG**, Ranney LM, Brewer NT. (2019). Impact of sugar-sweetened beverage health warnings on beverage purchases: A randomized controlled trial. Paper presented at the American Society for Nutrition Annual Meeting, Baltimore, MD.
41. Saffer AJ, **Hall MG**, Barker JO, Noar SM. (2019). Organic health discussion network activation: The influence of health discussion partners on smoking behaviors. Paper presented at the International Network for Social Network Analysis Sunbelt Conference, Montreal, Canada.
40. Noar SM, Rohde JA, Barker JO, **Hall MG**, Brewer NT. (2019). How do pictorial cigarette pack warnings communicate risk? A meta-analysis. Paper presented at the 69th Annual Conference of the International Communication Association, Washington, DC.
39. **Hall MG**, Taillie LS. (2019). Designing and evaluating the effectiveness of pictorial health warnings on sugar-sweetened beverages to overcome language and literacy barriers. Poster presented at the 13th Annual Healthy Eating Research Grantee Meeting, Detroit, MI.
38. Noar SM, Rohde JA, Barker JO, **Hall MG**, Brewer NT. (2019). Pictorial cigarette pack warnings increase cognitive elaboration and negative affect but not perceived risk: A meta-analysis. Poster presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
37. Brewer NT, Jeong M, Baig SA, Mendel JR, **Hall MG**, Lazard AJ, Noar SM, Kameny MR, Ribisl KM. (2019). Examining the effect of e-cigarette health warnings on motivation to vape and smoke. Paper presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
36. Noar SM, Rohde JA, Mendel JR, **Hall MG**, Ribisl KM, Brewer NT. (2019). Identifying effective harms for use in e-cigarette health warnings. Paper presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
35. Byron MJ, **Hall MG**. (2019). How to introduce nicotine reduction to the public without causing misperceptions: Effects of nicotine content descriptions on perceived nicotine quantity, addictiveness, and risk. Paper presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
34. Noar SM, Rohde JA, Barker JO, **Hall MG**, Brewer NT. (2019). Pictorial cigarette pack warnings increase negative affect and thinking about risks but not risk perceptions: A meta-analysis. Poster presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
33. Noar SM, Rohde JA, Mendel JR, **Hall MG**, Ribisl KM, Brewer NT. (2019). Identifying effective elements for e-cigarette health warnings. Poster presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

32. Jeong M, **Hall MG**, Zhang D, Mendel JR, Noar SM, Ribisl KM, Brewer NT. (2019). Explaining why cigarette pack messages about toxic chemicals increase forgoing cigarettes: Applying the Tobacco Warnings Model. Paper presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA
31. Jeong M, **Hall MG**, Zhang D, Mendel JR, Noar SM, Ribisl KM, Brewer NT. (2019). Why do cigarette pack messages about toxic chemicals increase forgoing cigarettes? An application of the Tobacco Warnings Model. Poster presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
30. Brewer NT, Jeong M, Baig SA, Mendel JR, **Hall MG**, Lazard AJ, Noar SM, Kameny MR, Ribisl KM. (2019). The impact of e-cigarette health warnings on motivation to vape and smoke. Poster presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
29. Grummon AH, **Hall MG**, Taillie LS, Brewer NT. (2018) Increasing the impact of sugar-sweetened beverage health warnings: A randomized experiment. Paper presented at Obesity Week 2018, Nashville, TN.
28. Maynard OM, Munafò MR, **Hall MG**, Ferguson S. The effects of cigarette pack inserts with efficacy messages on responses to health warnings. (2018). Poster presented at the Society for Research on Nicotine and Tobacco Europe 18th Annual Conference, Munich, Germany.
27. Byron MJ, **Hall MG**. (2018). Introducing nicotine reduction to the public: Effects of different descriptions of nicotine content on perceived nicotine quantity, addictiveness, and risk. Poster presented at the 2018 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
26. Noar SM, **Hall MG**, Saffer AJ. (2018). A secondary audience's reactions to The Real Cost campaign: Results from a study of US young adults. Paper presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.
25. **Hall MG**, Sheeran P, Noar SM, Boynton MH, Ribisl KM, Parada H, Johnson TO, Brewer NT. (2018). Negative affect, message reactance, and risk perceptions: How do pictorial cigarette pack warnings change quit intentions? Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
24. **Hall MG**, Brewer NT. (2018). Why do smokers avoid risk messages? Results from two randomized controlled trials. Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
23. Brewer NT, Jeong M, Mendel JR, **Hall MG**, Zhang D, Parada H, Boynton MH, Noar SN, Baig SA, Morgan JC, Ribisl KM. (2018). Impact of cigarette pack disclosures about toxic chemicals: a randomized clinical trial. Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
22. Morgan JC, Golden SD, Noar SM, Ribisl KM, Southwell BG, Jeong M, **Hall MG**, Brewer NT. (2018). How conversations about pictorial cigarette pack warnings impact quit attempts: a multiple mediational analysis. Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.

21. **Hall MG**, Mendel JR, Noar SM, Brewer NT. (2018). Avoidance of cigarette pack risk messages: results from two randomized clinical trials with smokers. Poster presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
20. **Hall MG**, Saffer AJ, Noar SM. (2018). A secondary audience's reactions to *The Real Cost* campaign: results from a study of US young adults. Poster presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
19. Morgan JC, Golden SD, Noar SM, Ribisl KM, Southwell BG, Jeong M, **Hall MG**, Brewer NT. (2018). How do conversations about pictorial cigarette pack warnings impact quit attempts? A multiple mediational analysis of a randomized controlled trial. Paper presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
18. Brewer NT, Jeong M, Mendel JR, **Hall MG**, Zhang D, Parada H, Boynton MH, Noar SN, Baig SA, Morgan JC, Ribisl KM. (2018). Constituents disclosures on cigarette packs: A randomized clinical trial. Poster presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
17. Brewer NT, Jeong M, Mendel JR, **Hall MG**, Zhang D, Parada H, Boynton MH, Noar SN, Baig SA, Morgan JC, Ribisl KM. (2017). Impact of cigarette pack disclosures about toxic chemicals: A randomized controlled trial. Paper presented at the 2017 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.
16. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Brewer NT. (2016). A short measure of reactance to health warnings. Paper presented at the Society for Research on Nicotine & Tobacco 22nd Annual Meeting, Chicago, IL.
15. Noar SM, Francis D, **Hall MG**, Bridges C, Sontag J, Ribisl KM, Brewer NT. (2016). Quantitative syntheses of the evidence for cigarette pack warnings. Paper presented at the National Cancer Institute 2016 Grantee Meeting on Emerging Research on Tobacco Product Warnings: Advancing Theory and Methods, Chicago, IL.
14. Noar SM, Kelley DE, Boynton M, Morgan J, **Hall MG**, Mendel J, Ribisl KM, Brewer NT. (2016). Perceived effectiveness of cigarette pack constituent disclosures: A randomized experiment. Poster presented at the Society for Research on Nicotine & Tobacco 22nd Annual Meeting, Chicago, IL.
13. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Bach LE, Brewer NT. (2015). Does reactance to graphic cigarette pack warnings weaken their impact? Poster presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
12. Francis DB, **Hall MG**, Noar SM, Ribisl KM, Pepper JK, Brewer NT. (2015). Systematic review of measures used in graphic cigarette pack warning experiments. Paper presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
11. Bach LE, **Hall MG**, Noar SM, Ribisl KM, Brewer NT. (2015). Social reactions to graphic cigarette pack warnings: a pilot study. Paper presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.

10. Noar SM, **Hall MG**, Francis D, Ribisl KM, Pepper JK, Brewer NT. (2015). Graphic cigarette pack warnings: A meta-analysis of experimental studies. Poster presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
9. Myers AE, **Hall MG**, Isgett LF, Ribisl KM. (2015). A comparison of three policy approaches for tobacco retailer reduction. Paper presented at the Society for Research on Nicotine & Tobacco 21st Annual Meeting, Philadelphia, PA.
8. Noar SM, **Hall MG**, Francis DB, Ribisl KM, Pepper JK, Brewer NT. (2014). The impact of graphic cigarette pack warnings: A meta-analysis of experimental studies. Paper presented at the 64th Annual Conference of the International Communication Association, Seattle, WA.
7. **Hall MG**, Ribisl KM, Lee JGL, Noar SM, Brewer NT. (2014). Testing warning messages on smokers' cigarette packages: A proof of principle study. Paper presented at the Society for Research on Nicotine & Tobacco 20th Annual Meeting, Seattle, WA.
6. **Hall MG**, Ribisl KM, Gammon DG, Williams RS. (2014). Monitoring illicit cigarette trade: trends in tax evasion and price among Internet cigarette vendors. Poster presented at the Society for Research on Nicotine & Tobacco 20th Annual Meeting, Seattle, WA.
5. **Hall MG**, Fleischer NL, Reynales Shigematsu LM, Swayampakala K, Arrillo Santillan E, Thrasher JF. (2014). Neighborhood access to single cigarettes and smoking relapse in Mexico: Findings from the ITC Mexico Survey. Poster presented at the Society for Research on Nicotine & Tobacco 20th Annual Meeting, Seattle, WA.
4. **Hall MG**, Barrington C, Chen SY, Arambú N, Morales S, Miller WM, Alvarez B, Paz Bailey G. (2013). Respondent-driven sampling and time-location sampling: a comparison of implementation and operational challenges for HIV behavioral research. Paper presented at the Population Association of America 2013 Annual Meeting, New Orleans, LA.
3. Moore A, **Hall MG**, Leeman J, Bethea K, Glasser A, Deal A. (2013). Building capacity for evidence-based practice: a training and technical assistance intervention for community organizations. Poster presented at the Annual Meeting of the Society of Public Health Educators, Orlando, FL.
2. **Hall MG**, Simon T, Mizelle E. (2012). Local television news portrayal of school violence incidents: A content analysis. Paper presented at the American Public Health Association 140th Annual Meeting and Exposition, San Francisco, CA.
1. Wells R, Holdsworth L, Morrissey J, Blouin R, **Hall MG**, Lich KH. (2012). How a stressed local public system copes with people in psychiatric crisis. Poster presented at the International Organisation Behaviour in Healthcare Conference, Dublin, Ireland.

TEACHING AND MENTORING

Students are from the Department of Health Behavior at UNC, unless otherwise noted.

Teaching

Term	Course	Role	# and type of students
Sp 2026	HBEH 752: Health Behavior Survey Research Methods	Instructor	30 MPH
Sp 2025	HBEH 752: Health Behavior Survey Research Methods	Instructor	40 MPH
Sp 2024	HBEH 752: Health Behavior Survey Research Methods	Instructor	39 MPH
Sp 2023	HBEH 752: Health Behavior Survey Research Methods	Instructor	37 MPH
Sp 2022	HBEH 752: Health Behavior Survey Research Methods	Instructor	48 MPH
Sp 2021	HBEH 752: Health Behavior Survey Research Methods	Instructor	33 MPH
Sp 2020	HBEH 752: Health Behavior Survey Research Methods	Instructor	41 MPH
Fa 2017	HBEH 813: Professional Development	Instructor	8 PhD
Fa 2016	HBEH 813: Professional Development	Instructor	14 PhD
Sp 2014	HBEH 760: Advanced Research Methods	Teaching assistant	19 PhD
Sp 2012	FMME 225: Intl Perspectives in Med and Pub Health	Co-instructor	9 MD

Guest lectures

Term	Course	Title	Program
Sp 2026	NUTR 770: Nutrition Interventions	Front-of-package food labels: Experimental research in the US	Grad, Nutrition
Sp 2026	PM 526: Communication in Public Health	Designing effective alcohol health warnings	MPH, University of Southern California
Sp 2026	HBEH 531: Community Engagement & Assessment	Quantitative data collection for community health assessments	BSPH, Health Behavior
Sp 2026	HBEH 763: Scale Development Methods	Measurement of gender, sex, and sexual orientation	PhD, Health Behavior
Sp 2026	HBEH 786: Total Worker Health	Best practices for self-administered surveys	Grad, Health Behavior
Fa 2025	GLBL 700: Intro to Global Studies	Front-of-package food labeling: Bridging local and global health research	BA, Global Studies
Fa 2025	HBEH 812: Professional Development	Demystifying academic CVs	PhD, Health Behavior
Sp 2025	NUTR 770: Nutrition Interventions	Front-of-package food labels in Latino populations	Grad, Nutrition
Sp 2025	HBEH 786: Total Worker Health	Best practices for self-administered surveys	Grad, Health Behavior
Fa 2024	HBEH 812: Professional Development	Demystifying academic CVs	PhD, Health Behavior
Sp 2024	HBEH 531: Community Engagement & Assessment	Quantitative data collection for community health assessments	BSPH, Health Behavior
Sp 2024	HBEH 763: Scale Development Methods	Measurement of gender, sex, and sexual orientation	PhD, Health Behavior
Sp 2024	HBEH 812: Professional Development	Development of biosketches and career statements	PhD, Health Behavior
Fa 2023	NUTR 711: Nutrition Across the Lifecycle	Behavioral science to inform food policy	Grad, Nutrition
Sp 2023	HBEH 531: Community Engagement & Assessment	Quantitative data collection for community health assessments	BSPH, Health Behavior

Sp 2023	HBEH 763: Scale Development Methods	Measurement of gender, sex, and sexual orientation	PhD, Health Behavior
Sp 2023	HBEH 812: Professional Development	Development of biosketches and career statements	PhD, Health Behavior
Sp 2023	HBEH 531: Community Engagement & Assessment	Quantitative data collection for community health assessments	BSPH, Health Behavior
Fa 2022	HBEH 812: Professional Development	Making the most of your methods training	PhD, Health Behavior
Fa 2022	GLBL 210: Global Issues	Global health challenges	BA, Global Studies
Sp 2022	HBEH 763: Scale Development Methods	Measurement of gender, sex, and sexual orientation	PhD, Health Behavior
Sp 2021	GLBL 210: Global Issues	Global health challenges	BA, Global Studies
Fa 2020	HBEH 772: Cancer Prevention and Control	Sugary drink health warnings	Grad, Health Behavior
Sp 2020	HBEH 812: Professional Development	Career paths in academia	PhD, Health Behavior
Fa 2019	HBEH 812: Professional Development	Career paths in academia	PhD, Health Behavior
Sp 2019	GLBL 210: Global Issues	Global health challenges	BA, Global Studies
Sp 2018	NUTR 696: Global Food Policy and Obesity Prevention	Front-of-package food labeling	Grad, Nutrition
Fa 2017	HBEH 750: Research Methods	Outcome and process evaluation	MPH, Health Behavior
Sp 2016	GLBL 210: Global Issues	Global health challenges	BA, Global Studies
Sp 2016	HBEH 860: Research Proposal Development	Applying for a National Research Service Award	PhD, Health Behavior
Fa 2015	HBEH 750: Research Methods	Outcome and process evaluation	MPH, Health Behavior
Sp 2015	GLBL 210: Global Issues	Global health challenges	BA, Global Studies
Fa 2014	HBEH 812: Professional Development	Funding opportunities for grad students	PhD, Health Behavior
Fa 2014	GLBL 210: Global Issues	Global health challenges	BA, Global Studies

Postdoctoral mentoring

- Rhyen Vereen, PhD, July 2023-July 2024 (primary advisor)
- Dailis Corria Cedeno, MD, June 2024-June 2025 (secondary advisor)
- Emily Duffy, PhD, July 2023-August 2024 (secondary advisor)

PhD dissertation chair

- Tessa Lasswell, August 2026-present (co-advisor: Dr. Shu Wen Ng, Nutrition)
- Maria Fernanda Parra, August 2024-present
- Carolyn Chelius, August 2024-present (co-advisor: Dr. Shu Wen Ng, Nutrition)
- Phoebe Ruggles, graduated 2026. Dissertation title: "Examining the prevalence and impact of health-oriented claims on alcoholic beverages in the United States"

- Aline D'Angelo Campos, graduated 2025. Dissertation title: "Interpretive front-of-package labels: assessing and addressing unintended contributions to weight stigma" (co-advisor: Dr. Shu Wen Ng, Nutrition)
- Ana Paula Cardoso Richter, graduated 2025. Dissertation title: "Got toddler milk? Describing and examining the marketing, purchasing and provision of toddler milk products"

Doctoral dissertation committee member

Student	Department	Title	Year defended
Carlos Soto-Diaz	Nutrition	Examining prebiotic sodas in the US food supply	Ongoing
Talia Kieu	Health Behavior	Parsing out the additive vs. multiplicative effects of multiple intersecting social identities on depression	Ongoing
Erika Lautenbach	Public Health Leadership (DrPH)	Reducing cannabis during pregnancy use in Washington State	Ongoing
David Colston	Health Behavior	Understanding stress as a potential mechanism linking poverty experiences across the life-course	2026
Sarah Halvorson-Fried	Health Behavior	to illicit substance use in early mid-life Food access and chronic disease risk among original residents of gentrifying neighborhoods in the United States	2025
Edna Arillo Santillán	Escuela de Salud Pública de México	How and for whom do tobacco health warnings work in Mexico? An approach from health communication	2024
Allie Reimold	Health Behavior	A mixed methods approach to studying dollar stores as food retailers	2024
Emily Duffy	Nutrition	Estimating the effects of the shock of the COVID-19 pandemic and a fruit and vegetable benefit increase on WIC participants in NC: A mixed methods study	2023
Lex Hurley	Health Behavior	Assessing depression and attributional styles as determinants of engagement in digital behavior change interventions	2023
Rhyan Vereen	Media and Journalism	Development and assessment of culturally-informed sugar-sweetened beverage consumption reduction messages for Black women	2023
Christine Walsh	Health Behavior	Assessing the cumulative toll of chronic stress: pathways and disparities in allostatic load across the life course	2022
Natalie Smith	Health Policy and Management	Cost-effectiveness for public health policymaking: the case of sugar-sweetened beverages	2021
Jasmin Bhawra	University of Waterloo	A five-country evaluation of nutrition labelling policies: consumer use, understanding, and knowledge of processed foods	2020

Thesis dissertation committee member

Student	Degree	Department	Title	Year defended
Zuhaa Asrar	MS	Nutrition	¡Derrame en el Pasillo 5!” (“Spill on Aisle 5!”): Investigating the Transnational Spillover Effect of Front-of-Package Warning Labels Through Food Environment Characterization and Consumer Perceptions in North Carolina Tiendas	2026
Marianne Bahna	BA	Global Studies	Roots in the aisles: The influence of ethnic markets on traditional foods and generational identity among second-generation mothers in the United States	2025
Hannah Rayala	BA	Nutrition	Evaluating perceived message effectiveness of health and environment-focused messages of the Meatless Monday campaign: an experiment with US adults	2021

MPH Capstone team advising

- Thea Bergen, Mei He, Sabina Sabal, Meredith Thompson. 2025-2026. Community partner: Food Equity Collaborative
- Madeleine Nieto, Jessica Otero, Jessica Roe, Callie Whitesell. 2022-2023. Community partner: Juntos NC
- Camila Dohlman, Swetha Ganesan, Marlo Kalb, Emmanuel Saint-Phard, José Sandoval. 2021-2022. Community partner: Juntos NC

MPH practicum preceptor

- Chisom Ojuwku, preceptor for University of North Carolina, 2022
- Marlyn Pulido, preceptor for Honduran Health Alliance Curriculum Development, 2021

MPH mentoring

- Frankie Brzezowski, Mackenzie Christiensen, Eliza Howard, Lilly Matthews, Sanjana Sivakumar, Yanqi Wang, Leslie Zapata Leiva, 2025-2027
- Antonio Gibson, Kelly McHugh, Sephara Pierre, Asher Zhang, 2023-2025
- Gina Beer, Jiona Mills, Emily Turkington, 2021-2023
- Deanie Anyangwe, Katie Aquilina, Emmanuel Saint-Phard, 2020-2022
- Alexandra Carl, Chloe Mitchell, 2019-2021

BSPH and BA mentoring

- Amienata Saidy Fatajo, UNC-CH, advisor for Fellowship for Exploring Research in Nutrition, May-August 2024
- Aaliyah Saunders, NC State, advisor for Fellowship for Exploring Research in Nutrition, May-August 2023
- Sydni Wright, UNC-Charlotte, advisor for Fellowship for Exploring Research in Nutrition, May-August 2022

GRANTS AND CONTRACTS**Ongoing**

Multiple Principal Investigator, “UNC Center of Tobacco Regulatory Science.” Principal Investigators: Marissa G. Hall (contact), Kurt Ribisl. National Institute on Drug Abuse. 9/30/2023-12/31/2028. Grant #U54DA060049. \$18,642,346 total costs.

Project Co-Lead, “Examining whether quit smoking messages amplify the benefits of ending the sale of menthol cigarettes.” Project Leads: Marissa G. Hall (contact), Noel T. Brewer. National Institutes of Health / US Food and Drug Administration. 9/30/2023-12/31/2028. Grant #1U54DA060049. \$3,481,260 total costs. (Project in “UNC Center of Tobacco Regulatory Science.” Marissa Hall and Kurt Ribisl, MPI. Grant #U54DA060049.)

Multiple Principal Investigator, “Evaluating the impact of sugar warnings on beverage purchases.” Principal Investigators: Marissa G. Hall (contact), Lindsey Smith Taillie. National Institute of Diabetes and Digestive and Kidney Diseases. National Institutes of Health. 4/4/2024-1/31/2029. Grant #R01DK135743. \$3,333,389 total costs.

Multiple Principal Investigator, “Informing alcohol policy: The impact of evidence-based alcohol warnings on consumption.” Principal Investigators: Marissa G. Hall (contact), Anna H. Grummon. National Institute on Alcohol Abuse and Alcoholism, National Institutes of Health. 7/20/2023-6/30/2028. Grant #R01AA030548. \$2,939,335 total costs.

Co-Investigator, “The impact of cannabidiol (CBD) health claims at point-of-sale on consumer perceptions and behavior.” National Institute on Drug Abuse, National Institutes of Health. Principal Investigator: Kimberly Wagoner. 7/15/2021-5/31/2026. Grant #R01DA051542. \$2,757,764 total costs.

Co-Investigator, “Informing ENDS policies: studying the impact of e-cigarette warnings on behavior.” Principal Investigator: Noel T. Brewer. National Institute on Drug Abuse, National Institutes of Health, 7/1/2020-4/30/2026. Grant #R01DA048390. \$2,510,739 total costs.

Completed

Principal Investigator, “Designing and evaluating high-impact pictorial health warnings for food products.” K01 Mentored Research Scientist Development Award, National Heart, Lung, and Blood Institute, National Institutes of Health. 7/15/2019-6/30/2024. Grant #K01HL147713. \$738,012 total costs.

Principal Investigator, “Centering equity in FDA regulation: Front-of-package food label effects in Latino and limited English proficiency populations.” Healthy Eating Research, program of Robert Wood Johnson Foundation. 3/1/2024-8/30/2024. Commissioned study. \$74,550 total costs.

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

Principal Investigator, “Designing and evaluating the effectiveness of pictorial health warnings on sugar-sweetened beverages to overcome language and literacy barriers.” Principle Investigator: Marissa G. Hall, Co-Principal Investigator: Lindsey Smith Taillie. Healthy

Eating Research: Building Evidence to Promote Health and Well-Being Among Children, Round 11. Robert Wood Johnson Foundation. 2/1/2019-7/30/2021. Grant #76290. \$199,000 total costs.

Co-Investigator, “Understanding uncontrolled vaping among vulnerable populations.” Principal Investigator: Noel T. Brewer. National Cancer Institute, National Institutes of Health. 9/10/2020-8/31/2024. Grant #R01CA246606. \$1,377,835 total costs.

Co-Investigator, “Mapping chronic disease risk of the NC retail Environment.” Principal Investigator: Shelley Golden. Gillings Research Unit, Place and Health Pilot Funding Opportunity. 7/1/2023-6/30/2024. \$30,000 total costs.

Co-Investigator, “Using online food retail ‘nudges’ to promote healthier beverage intake among children whose parents participate in SNAP.” Principal Investigator: Pasquale Rummo, Co-Principal Investigator: Lindsey Smith Taillie. Healthy Eating Research: Robert Wood Johnson Foundation. 4/1/2021-7/31/2023. Grant #77755. \$224,890 total costs.

Co-Investigator, “Advancing perceived message effectiveness: a new measure for youth prevention media campaigns.” Principal Investigator: Seth Noar. National Cancer Institute, National Institutes of Health. 9/17/2019-8/31/2023. Grant #R01CA246600. \$1,364,669 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 Smith Taillie, Co-Principal Investigator: Marissa G. Hall. Healthy Eating Research: Special Solicitation on Beverage Consumption in Early Childhood 2018. Robert Wood Johnson Foundation. 3/1/2019-6/30/2023. Grant #76337. \$298,924 total costs.

Multiple Principal Investigator, “Engaging Latinx community members in nutrition education and obesity prevention research.” Principal Investigators: Lindsey Smith Taillie, Marissa G. Hall. NC TraCS \$2K Stakeholder Engagement Voucher. 12/1/2019-11/30/2020. Grant #SE1910. \$2,000 total costs.

Co-Investigator, “Face covering messaging in response to the COVID-19 state of emergency.” Principal Investigator: Allison Lazard. North Carolina Department of Health and Human Services. 6/22/2020-7/31/2020. \$22,827 total costs.

Multiple Principal Investigator, “Feasibility of a new food store model to test the impact of obesity prevention policies among Latinx mothers.” Principal Investigators: Lindsey Smith Taillie, Marissa G. Hall. NC TraCS \$5K - \$50K Translational Research Matched Pilot Grant Program. 4/1/2019-4/1/2020. Grant #550KR201820. \$50,000 total costs.

Co-Investigator, “Developing a measure of perceived message effectiveness for youth e-cigarette prevention.” Principal Investigator: Jacob Rohde. NC TraCS \$2K Pilot Grant Program. 6/1/2019-6/1/2020. Grant #2KR1151907. \$2,000 total costs.

Co-Principal Investigator, “The impact of sugar-sweetened beverage warnings: a meta-analysis of experimental studies.” Principal Investigator: Anna Grummon, Co-Principal Investigator: Marissa G. Hall. Robert Wood Johnson Foundation Healthy Eating Research. 7/1/2019-6/30/2020. \$8,000 total costs.

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

Principal Investigator, “Understanding how graphic warnings on cigarette packs increase quit intentions.” Mentor: Noel Brewer. Ruth L. Kirschstein National Research Service Award (NRSA) Individual Predoctoral Fellowship, National Cancer Institute, National Institutes of Health, 4/1/2016-5/14/2017. Grant #F31CA196037. \$69,474 total costs.

Ongoing and completed, as mentor

Secondary mentor, “Healthy checkout policies: reducing type 2 diabetes risk factors in the retail environment.” Principal Investigator: Alexandria Reimold. American Diabetes Association. 1/1/2026-12/31/2028. \$271,732 total costs.

Primary mentor, “Examining marketing and parents’ perceptions of toddler milk.” Principal Investigator: Ana Paula Cardoso Richter. National Institute of Child Health and Human Development, National Institutes of Health. 4/1/2022-3/31/25. Grant #F31HD108962. \$108,641 total costs.

Secondary mentor, “Added-sugar labels for type 2 diabetes prevention and health equity.” Principal Investigator: Jennifer Davis. American Diabetes Association. 10/1/2024-9/30/2025. Grant # CDTR-19. \$40,000 total costs.

SERVICE

International

Plos Medicine Editorial Board Member, 2026-present

Department

Departmental Liaison for International Students, 2025-present
 Member, Health Behavior Appointments, Promotion, and Tenure Committee. 2025-present
 Chair, Health Behavior Equity Task Force. 2022-2025
 Member, Health Behavior Equity Task Force. 2020, 2021
 Member, Health Behavior MPH Advisory Committee. 2019, 2020

School

Member, Gillings Community Strategic Planning Task Force, 2024-2025
 Member, Gillings Student Mentoring Implementation Workgroup. 2023-2024
 Member, Gillings Mentoring Committee. 2022-2023
 Reviewer, Gillings School Award for Excellence in Health Equity Research, 2024
 Reviewer, Marci K. Campbell and Michael S. O’Malley Dissertation Awards, 2024
 Reviewer, Lineberger Developmental Awards, 2024

National

Co-Chair, Healthy Eating Research Food Labeling Work Group. 2022-present
Member, National Alliance for Nutrition and Activity Food Labeling Subcommittee. 2022-present
Member, Nutrition Consumer and Public Health Coalition. 2023, 2024
Member, Robert Wood Johnson Foundation's Healthy Eating Research Annual Grantee Meeting Planning Committee. 2020, 2021, 2022, 2023, 2025
Member, National Sugary Drink Warning Label Working Group. 2020, 2021

Peer Reviewer

Addictive Behaviors
Alcohol: Clinical and Experimental Research
Annals of Behavioral Medicine
Appetite
Behavioral Medicine
Communication Methods and Measures
Drug and Alcohol Review
European Journal of Public Health
Health Education & Behavior
Health Education Research
Health Psychology Review
International Journal of Environmental Research and Public Health
Journal of the Academy of Nutrition and Dietetics
Journal of Communication
Journal of Studies on Alcohol and Drugs
Nicotine & Tobacco Research
Obesity
Preventive Medicine Reports
PLoS ONE
PLoS Medicine
Public Health Nutrition
Social Science & Medicine
Tobacco Control

Abstract Reviewer

Society for Research on Nicotine & Tobacco 26th Annual Meeting (2022)
Society for Research on Nicotine & Tobacco 26th Annual Meeting (2020)
Society for Research on Nicotine & Tobacco 24th Annual Meeting (2018)
39th Annual Meeting & Scientific Sessions of the Society for Behavioral Medicine (2018)
38th Annual Meeting & Scientific Sessions of the Society for Behavioral Medicine (2017)

Grant Reviewer

UNC Tobacco Center for Regulatory Science pilot awards reviewer (2026)
Healthy Eating Research commissioned proposal reviewer (2024)