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

EDUCATION

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

PROFESSIONAL EXPERIENCE

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

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

HONORS

- 2021 Junior Faculty Development Award, Office of the Executive Vice Chancellor and Provost, University of North Carolina
- 2017 Delta Omega Service Award
- 2016 First place poster prize, UNC Lineberger Comprehensive Cancer Center Scientific Retreat
- 2015 Marci Kramish Campbell Dissertation Award Supporting Research Excellence in Cancer and the Population Sciences (\$5,000 award), Lineberger Comprehensive Cancer Center, University of North Carolina
- 2015 Public Policy Network Award, Society for Research on Nicotine & Tobacco
- 2015 Meritorious Student Abstract, Society for Behavioral Medicine
- 2014 Meritorious Student Abstract, Society for Behavioral Medicine
- 2012 Harry A. Guess Scholarship, 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

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

- 2014-present Society for Behavioral Medicine

2014-present Society for Research on Nicotine & Tobacco

PUBLICATIONS

Underlining indicates trainee

* Co-first authors

64. Vereen RN, Lazard AJ, Frank SC, Pulido M, Richter APC, Higgins ICA, Shelus VS, Vandegrift SM, **Hall MG**, Ribisl KM. (In Press). Motivations, barriers, and communication recommendations for promoting face coverings during the COVID-19 pandemic: survey findings from a diverse sample. *PLoS One*.
63. **Hall MG**, Lazard AJ, Grummon AH, Higgins I, Bercholz MG, Richter APC, Taillie LS. (In Press). Designing impactful warnings for sugary drinks: a randomized clinical trial with Latino and non-Latino parents. *Preventive Medicine*.
62. Carl AE, Taillie LS, Grummon AH, Lazard AJ, Higgins I, Mendel JR, **Hall MG**. *Appetite*. 2021 Apr 3;164:105234. doi: 10.1016/j.appet.2021.105234. [Epub ahead of print] PubMed PMID: 33823230.
61. Duffy EW, Taillie LS, Richter APC, Higgins IC, Harris JL, **Hall MG**. Toddler milk perceptions and purchases: the role of Latino ethnicity. *Public Health Nutr*. 2021 Jan 21:1-9. doi: 10.1017/S1368980021000264. [Epub ahead of print] PubMed PMID: 33472718.
60. 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.
59. 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.
58. 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.
57. 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*. 2020 Nov 13;. doi: 10.1136/tobaccocontrol-2020-055956. [Epub ahead of print] PubMed PMID: 33188150; PubMed Central PMCID: PMC7669534.

56. 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.
55. **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.
54. 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.
53. 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.
52. 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.
51. 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.
50. **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.
49. 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.
48. 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.

47. 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.
46. 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.
45. 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*. 2020 Apr 8;:1-9. doi: 10.1080/10410236.2020.1749353. [Epub ahead of print] PubMed PMID: 32268799.
44. 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.
43. **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.
42. 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.
41. **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.
40. 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.
39. 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.

38. **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.
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36. 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.
35. 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.
34. **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.
33. 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.
32. 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.
31. **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.
30. 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.

29. **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.
28. 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.
27. 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.
26. 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.
25. **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.
24. 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.
23. 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.
22. 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.
21. 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.
20. 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.

19. 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.
18. **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.
17. 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.
16. 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.
15. **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.
14. **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.
13. **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.
12. 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.
11. 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.

10. 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.
9. 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.
8. **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.
7. **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.
6. **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.
5. 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.
4. 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.
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.

PAPERS UNDER PEER REVIEW

Underlining indicates trainee

*Co-first authors

17. **Hall MG**, Higgins ICA, Grummon AH, Lazard AJ, Prestemon CE, Sheldon JM, Taillie LS. (Under Review). Using a naturalistic store laboratory for clinical trials of point-of-sale policies and interventions: a feasibility and validation study. *American Journal of Preventive Medicine*.
16. Richter APC, Duffy EW, Taillie LS, Harris JL, Pomeranz JL, **Hall MG**. (Revise and Resubmit). The impact of toddler milk claims on beliefs and misperceptions: a randomized experiment with parents for young children. *Journal of the Academy of Nutrition and Dietetics*.
15. Grummon AH, Reimold AE, **Hall MG**. (Revise and Resubmit). Impact of San Francisco, CA's sugar-sweetened beverage health warning on consumer reactions: implications for equity from a randomized experiment. *Journal of the Academy of Nutrition and Dietetics*.
14. Reimold AE, Grummon AH, Taillie LS, Brewer NT, Rimm EB, **Hall MG**. (Revise and Resubmit). Understanding food insecurity during the COVID-19 pandemic. *American Journal of Preventive Medicine*.
13. Lazard AJ, Nicolla S, Darida A, **Hall MG**. (Revise and Resubmit). Negative perceptions of peers using e-cigarettes on Instagram: an experiment with adolescents. *American Journal of Preventive Medicine*.
12. Duffy EW, Ng SW, **Hall MG**, Bercholz M, Rebolledo N, Musicus AA, Taillie LS. (Under Review). Examining sociodemographic disparities in purchases of fruit drinks with policy relevant front-of-package nutrition claims. *PLOS Medicine*.
11. Rayala HT, Rebolledo N, **Hall MG**, Taillie LS. (Under Review). Evaluating perceived message effectiveness of health and environment-focused messages of the Meatless Monday campaign: an experiment with US adults. *American Journal of Public Health*.
10. **Hall MG**, Lazard AJ, Higgins ICA, Blitstein JL, Duffy EW, Greenthal E, Sorscher S, Taillie LS. (Under Review). Nutrition-related claims lead parents to choose less healthy drinks for young children: a randomized trial in a virtual convenience store. *PLOS Medicine*.
9. Mora-Plazas M,* Higgins ICA,* Gomez LF, **Hall MG**, Parra MF, Bercholz M, Murukutla N, Taillie LS. (Under Review). Impact of nutrient warning labels on choice of ultra-processed food and drinks high in sugar, sodium, and saturated fat in Colombia: a randomized controlled trial. *International Journal of Behavioral Nutrition and Physical Activity*.
8. Wistar A, Chauvenet C, **Hall MG**, Bercholz M, Taillie LS. (Under Review). Designing environmental messages to discourage red meat consumption: an online experiment. *Public Health Nutrition*.

7. Smith NR, Mazzucca S, **Hall MG**, Hassmiller Lich K, Brownson RC, Frerichs L. (Under Review). Opportunities to improve policy dissemination by tailoring communication materials to the research priorities of legislators. *Millbank Quarterly*.
6. Bhawra J, Kirkpatrick SI, **Hall MG**, Vanderlee L, White CM, Hammond D. (Under Review). Patterns and correlates of nutrition knowledge across five countries in the 2018 International Food Policy Study. *International Journal of Behavioral Nutrition and Physical Activity*.
5. Chauvenet C, Jaacks LM, Grummon AH, **Hall MG**, Waterlander W, Prestemon C, Taillie LS. (Under Review). Testing front-of-package warnings to discourage red meat consumption: an experiment with US meat consumers. *International Journal of Behavioral Nutrition and Physical Activity*.
4. Musicus AA, Hua SV, Moran AJ, Duffy EW, **Hall MG**, Roberto CA, Dillman Carpentier FR, Sorscher S, Wootan MG, Taillie LS, Rimm EB. (Under Review). Front-of-package claims & imagery on fruit-flavored drinks and exposure by household demographics. *Pediatrics*.
3. Chauvenet C, Jaacks LM, **Hall MG**, Grummon AH, Vesely A, Taillie LS. (Under Review). Developing health and environmental warning messages about red meat: an online experiment. *Appetite*.
2. Bhawra J, Kirkpatrick SI, **Hall MG**, Vanderlee L, Hammond D. (Under Review). Development and evaluation of the Food Processing Knowledge score: a functional test of consumer nutrition knowledge based on level of processing. *Journal of the Academy of Nutrition and Dietetics*.
1. Jáuregui A, White CM, Vanderlee L, **Hall MG**, Contreras-Manzano A, Nieto C, Sacks G, Thrasher JF, Hammond D, Barquera S. (Under Review). Impact of front-of-pack labels on the perceived healthfulness of a sugar sweetened beverage: a randomized experiment in 5 countries. *The American Journal of Clinical Nutrition*.

PUBLISHED ABSTRACTS

5. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Brewer NT. (2016). Reactance to health warnings: the role of affect and cognition. *Annals of Behavioral Medicine*, 50, s56. Symposium conducted at the 37th Annual Meeting of the Society of Behavioral Medicine. Washington, DC.
4. **Hall MG**, Sheeran P, Noar SM, Ribisl KM, Bach LE, Brewer NT. (2015). Does reactance to graphic cigarette pack warnings weaken their impact? *Annals of Behavioral Medicine*, 49, s162. Talk presented at the 36th Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.

3. **Hall MG**, Bach LE, Noar SM, Ribisl KM, Brewer NT. (2015). Social reactions to graphic cigarette pack warnings: a pilot study. *Annals of Behavioral Medicine*, 49, s162. Talk presented at the 36th Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
2. Noar SM., **Hall MG**, Francis DB, Ribisl KM, Pepper JK, Brewer NT. (2015). Graphic cigarette pack warnings: a meta-analysis of experimental studies. *Annals of Behavioral Medicine*, 49, s158. Symposium conducted at the 36th Annual Meeting of the Society of Behavioral Medicine. San Antonio, TX.
1. **Hall MG**, Ribisl KM, Brewer NT. (2014). Smokers' and non-smokers' beliefs about harmful tobacco constituents: implications for FDA communication efforts. *Annals of Behavioral Medicine*, 47, s46. Poster presented at the 35th Annual Meeting of the Society of Behavioral Medicine, Philadelphia, PA.

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 ON FEDERAL REGULATIONS

5. **Hall MG**. (2019). Petition to require accurate and non-misleading labeling on meat processed with non-synthetic nitrates and nitrites. *Comment submitted on Federal Register Docket No. FSIS-2019-0022*.
4. **Hall MG**, Noar SM, Brewer NT. (2019). Tobacco products; required warnings for cigarette packages and advertisements: response to FDA request for comments. **First comment submitted on Federal Register Docket No. FDA-2019-N-3065**.
3. **Hall MG**, Noar SM, Brewer NT. (2019). Tobacco products; required warnings for cigarette packages and advertisements: response to FDA request for comments. **Second comment submitted on Federal Register Docket No. FDA-2019-N-3065**.

2. **Hall MG**, Ribisl KM, Noar SM, Brewer NT. (2017). Experimental study on warning statements for cigarette graphic health warnings: response to FDA request for comments. *Comment submitted on Federal Register Docket No. FDA-2017-N-0932.*
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 on Federal Register Docket No. FDA-2017-D-3001.*

CONFERENCE PRESENTATIONS

Underlining indicates a trainee

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 to be 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 to be 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 to be 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 to be 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. Talk 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. The impact of e-cigarette health warnings on motivation to vape and smoke. Poster presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
43. Brewer NT, **Hall MG**, Mendel JR, Noar SM, Ribisl KM. Vaping restraint: Frequency, reasons, and strategies. Poster presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
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 to be 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 to be 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. Talk 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. **Hall MG**, Saffer AJ, Noar SM. (2018). A secondary audience's reactions to The Real Cost campaign: results from a study of US young adults. Talk presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.
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? Talk 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. Talk 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. Talk 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. Talk 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. Talk 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. Talk 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. Talk 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. Talk 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. Talk 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. Talk 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. Talk 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. Talk 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. Talk 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. Talk 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. Talk 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.

INVITED TALKS

National and international

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. "Cómo funcionan las advertencias sanitarias para cigarrillos." 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.

University of North Carolina at Chapel Hill

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

TEACHING AND MENTORING ACTIVITIES

Courses

Instructor for HBEH 752: Health Behavior Survey Research Methods (MPH course)
UNC Gillings School of Global Public Health, Department of Health Behavior
Enrollment: 2020, $n=41$; 2021, $n=33$

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

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

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

Guest lectures at UNC

HBEH/HPM765/EPID772: Cancer Prevention and Control. "Sugary Drink Health Warnings: Design and Impact." Fall 2020.

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

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

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

GLBL 210: Global Issues. "Global Health Challenges." Fall 2014, Spring 2015, Spring 2016, Spring 2017, Fall 2017, Spring 2019, Spring 2021.

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

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

Student advising: Ongoing

*funded by my sponsored research

MPH

- Deanie Anyangwe, Health Behavior at UNC-CH, advisor, 2019-2021
- Emmanuel Saint-Phard, Health Behavior at UNC-CH, advisor, August 2020-present
- Katie Aquilina, Health Behavior at UNC-CH, advisor, August 2020-present

PhD

- Ana Paula Cardoso Richter,* Health Behavior at UNC-CH, advisor, August 2019-present
- Christine Walsh, Health Behavior at UNC-CH, dissertation committee member
- Natalie Smith, Health Policy and Management at UNC-CH, dissertation committee member
- Lex Hurley, Health Behavior at UNC-CH, dissertation committee member

Student advising: Completed

*funded by my sponsored research

PhD

- Jasmin Bhawra, University of Waterloo, PhD 2020, dissertation committee member. Dissertation title: "A five-country evaluation of nutrition labelling policies: consumer use, understanding, and knowledge of processed foods."

MPH

- Chloe Mitchell, Health Behavior at UNC-CH, advisor, 2019-2021
- Alexandra Carl,* Health Behavior at UNC-CH, supervisor for research assistantship, 2019-2020
- Zamantha Granados,* Health Behavior at UNC-CH, supervisor for research assistantship, 2019-2020
- Marlyn Pulido,* Health Behavior at UNC-CH, supervisor for research assistantship and served as practicum preceptor, 2020-2021

BSPH

- Hannah Rayala, UNC-CH, BSPH 2021, honors thesis second reader. Thesis title: "Evaluating perceived message effectiveness of health and environment-focused messages of the Meatless Monday campaign: an experiment with US adults."

GRANTS**Ongoing**

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

Principal Investigator, "Designing and evaluating the effectiveness of pictorial health warnings on sugar-sweetened beverages to overcome language and literacy barriers." 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. 2/1/19-7/30/21. Grant # 76290. \$199,000 total costs.

Principal Investigator, "Enhancing the health impact of sugar-sweetened beverage taxes: two pilot studies with parents." Multiple Principal Investigator: Lindsey Smith Taillie. Carolina Population Center Population Dynamics Centers Research Infrastructure Program seed grant. 8/1/21-8/1/22. \$34,981 total costs.

Co-Principal Investigator, "Engaging Latinx community members in nutrition education and obesity prevention research." Principal Investigator: Lindsey Smith Taillie. NC TraCS \$2K Stakeholder Engagement Voucher. 12/1/19-11/30/20. Grant # SE1910. \$2,000 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. 4/1/21-3/30/23. \$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. 9/17/19-8/31/22. Grant # 1R01CA246600-01. \$1,364,669 total costs.

Co-Investigator, "Informing ENDS policies: studying the impact of e-cigarette warnings on behavior." Principal Investigator: Noel Brewer. National Institute on Drug Abuse, National Institutes of Health, 7/1/2020-4/30/2025. Grant # 1R01DA048390-01A1.

Co-Investigator, “Understanding uncontrolled vaping among vulnerable populations.” Principal Investigator: Noel Brewer. National Cancer Institute, National Institutes of Health. 9/10/2020-8/31/2023. Grant # 1R01CA246606-01A1.

Completed

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

Co-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.

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

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

Co-Principal Investigator, “The impact of sugar-sweetened beverage warnings: a meta-analysis of experimental studies.” Principal Investigator: Anna Grummon. 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, 4/1/2016-5/14/2017. Grant # 1 F31 CA196037-01A1. \$69,474 total costs.

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

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

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

Pending

Principal Investigator, “Accelerating FDA regulation of food labeling to promote healthy diets and prevent obesity.” Multiple Principal Investigator: Lindsey Smith Taillie. Innovation in Regulatory Science Award, Burroughs Wellcome Fund. 7/1/2021-6/30/2026. \$500,000 total costs.

SERVICE

Department

Health Behavior MPH Core Instructors Committee. 2019, 2020, 2021
Health Behavior Equity Task Force. 2020, 2021

National

Robert Wood Johnson Foundation’s Healthy Eating Research Annual Grantee Meeting Planning Committee. 2020
Sugary Drink Warning Label Working Group. 2020, 2021

Peer Reviewer

Addictive Behaviors
Annals of Behavioral Medicine
Appetite
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International Journal of Environmental Research and Public Health
Journal of Communication
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Abstract Reviewer

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