

## CURRICULUM VITAE

Jennifer L. Pearson, PhD MPH

### PERSONAL DATA

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### EDUCATION AND TRAINING

- |      |     |   |
|------|-----|---|
| 2011 | PhD | Department of Health, Behavior, and Society, Bloomberg School of Public Health, Johns Hopkins University, Baltimore, MD. Dissertation: <i>Public reaction to potential FDA actions under the Family Smoking Prevention and Tobacco Control Act: Regulating e-cigarettes, banning menthol, and reducing cigarette nicotine content</i> |
| 2007 | MPH | Department of Prevention and Community Health, George Washington University School of Public Health and Health Services, Washington, DC. Master's thesis: <i>Evaluation of the immediate impact of the Washington, DC smoke-free indoor air policy on bar employee environmental tobacco smoke exposure</i>                           |

### PROFESSIONAL EXPERIENCE

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| 2012 – present | Adjunct Assistant Professor, Department of Health, Behavior, and Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD. |
| 2011 – present | Research Investigator, Schroeder Institute for Tobacco Research and Policy Studies, Legacy, Washington DC.                                |
| 2009 – 2011    | Research Fellow II, Schroeder Institute for Tobacco Research and Policy Studies, Legacy, Washington DC.                                   |
| 2005 – 2007    | Research Site Coordinator, George Washington School of Public Health and Health Services, Washington, DC                                  |
| 2004 – 2005    | Tobacco Education Coordinator, American Lung Association of Nevada, Reno, NV  |
| 2002 – 2004    | US Peace Corps Volunteer, Siguiri, Guinea   |

## PROFESSIONAL ACTIVITIES

### *Society Membership*

Member, Society for Nicotine and Tobacco Research  
Member, American Public Health Association  
Member, Globalink  
Member, American Association for Public Opinion Research  
Member, System Dynamics Society  
Member, American Academy of Health Behavior

### *Public Service*

Ad hoc Reviewer, *American Journal of Public Health*  
Ad hoc Reviewer, *Tobacco Control*  
Ad hoc Reviewer, *Health Promotion Practice*  
Ad hoc Reviewer, *BMC Public Health*  
Ad hoc Reviewer, *JAMA*  
Ad hoc Reviewer, *American Journal of Preventative Medicine*

## HONORS AND AWARDS

1998 – 2001	Dean's Honors. University of California, Santa Barbara
2001	Golden Key National Honor Society. University of California, Santa Barbara
2002	Academic Excellence Award. University of California, Santa Barbara
2005 – 2006	Academic Merit Scholarship, George Washington University School of Public Health and Health Services
2007	Presidential Management Fellow Awardee, Washington, D.C.
2007 – present	Delta Omega Honorary Society in Public Health, George Washington University School of Public Health and Health Services
2009	The Marcia G. Pines Award in Bioethics and Public Health. Johns Hopkins University Bloomberg School of Public Health
2011	3 <sup>rd</sup> Place, Applied Research, Johns Hopkins University Bloomberg School of Public Health Delta Omega Poster Competition
2012	Invitee, Institute on Systems Science and Health, Office of Behavioral and Social Science Research, St Louis, MO

## TEACHING ACTIVITIES

### *Teaching Assistant*

2008	<i>Behavior Change at the Individual, Household, and Community Levels</i> , Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
2009	<i>Qualitative Data Analysis</i> , Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

2009	<i>Integrating Social and Behavioral Theory</i> , Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
2009 – 2010	<i>Global Tobacco Control</i> , Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
2010	<i>Health, Poverty, and Public Policy in the USA</i> , Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
2011	<i>Qualitative Methods in Tobacco Control</i> , Johns Hopkins Bloomberg School of Public Health Baltimore, MD
2011	<i>Advanced Methods in Tobacco Control</i> , Johns Hopkins Bloomberg School of Public Health Baltimore, MD

## RESEARCH GRANT PARTICIPATION

### Active

Agency: National Institute on Drug Abuse

Identifying #: HHSN271201100027C

Title: Population Assessment of Tobacco and Health Study (PATH)

Project period: 9/18/2011 - present

Role on project: co-investigator (Hyland,PI)

Percent effort: 80%

Total dollar amount: \$2.76 million

### *PATH ad hoc subcontracts:*

Dr. Cantrell. CTP-NIDA (subcontract through Westat). *National Longitudinal Survey of Tobacco Use - Population Assessment of Tobacco and Health (PATH): Examination of Tobacco Use Trajectories and Retail Outlet Density among Young Adults* (\$74,036: 2012-2013) Role on project: co-investigator

Dr. Kirchner. CTP-NIDA (subcontract through Westat). *National Longitudinal Survey of Tobacco Use - Population Assessment of Tobacco and Health (PATH): Tobacco Sales to Minors as a Function of Marketing Practices and Proximity of Tobacco Outlets to Schools and Parks* (\$70,693: 2012-2013). Role on project: co-investigator

Dr. Rath. CTP-NIDA (subcontract through Westat). *National Longitudinal Survey of Tobacco Use - Population Assessment of Tobacco and Health (PATH): Flavored Product Use (Including Menthol) in the Legacy Young Adult Cohort: Determinants of Preference for Flavored Products and Impact on Cessation* (\$45,440: 2012-2013). Role on project: co-investigator

Dr. Richardson. CTP-NIDA (subcontract through Westat). *National Longitudinal Survey of Tobacco Use - Population Assessment of Tobacco and Health (PATH). Patterns and Reasons for Use of New and Emerging Products* (\$50,464: 2012-2013). Role on project: co-investigator

Dr. Richardson. CTP-NIDA (subcontract through Westat). *National Longitudinal Survey of Tobacco Use - Population Assessment of Tobacco and Health (PATH), Surveillance of Tobacco Advertisements on Youth-targeted Websites* (\$55,420: 2012-2013). Role on project: co-investigator

Dr. Villanti. CTP-NIDA (subcontract through Westat). *National Longitudinal Survey of Tobacco Use - Population Assessment of Tobacco and Health (PATH). Awareness, Beliefs, Intentions and Smoking Behavior Related to Cigarette Warning Labels in the Legacy Young Adult Cohort* (\$53,300: 2012-2013). Role on project: co-investigator

Completed

Agency: National Institute on Drug Abuse

Identifying #: F31 DA030016-01

Title: *The effect of the Tobacco Control Act on smokers' intention to quit smoking*

Project period: 9/1/10 – 10/20/11

Role on project: Principle Investigator

Total dollar amount: \$76, 730

Agency: National Cancer Institute

Identifying #: T32 CA009314

Title: *NCI Cancer Epidemiology, Prevention, and Control Training Fellowship*

Project period: 09/01/07-08/31/10

Role on project: Trainee (Platz, PI)

Total dollar amount: \$62,520

**PUBLICATIONS**

*Original Papers in Refereed Journals*

1. **Pearson, JL**, Windsor, R, El-Mohandes, A, & Perry, D. (2009). An Evaluation of the Immediate Impact of the Washington, D.C. Smoke-Free Indoor Air Policy on Bar Employee Environmental Tobacco Smoke Exposure. Public Health Rep, 124(S1):134-42. PMID: 19618815.
2. Ensminger, M, Smith, K, Juon, H, **Pearson, JL**, & Roberston, J. (2009). Women, Smoking, and Social Disadvantage over the Life Course: A Longitudinal Study of African American Women. Drug Alcohol Depend, 104(S1): S34-41. PMID: 19616387.
3. Levy, DT, **Pearson, JL**, Villanti, AC, Niaura, R, Abrams, DB (2011). Modeling the Future Effects of a Menthol Ban on Smoking Prevalence and Smoking-Attributable Deaths in the United States. Am J Public Health **101**(7): 1236-1240. PMID: 21566034
4. Winickoff, JP, McMillen, R, Vallone, D, **Pearson, JL**, Tanski, S, Dempsey, J, Healton, C, Klein, J, Abrams, D. (2011). US Attitudes about Banning Menthol in Cigarettes: Results from a Nationally Representative Survey. Am J Pub Health **101**(7): 1234-1236. PMID: 21566038
5. Chander, G, Stanton, C, Moore, R, Abrams, D, Niaura, R, Knowlton, A, Latkin, C, **Pearson, J**, Holtgrave, D. (2011). Are Smokers with HIV Using Information and Communication Technology? Implications for Behavioral Interventions. AIDS Behav: 1-6. PMID: 21390537
6. Villanti, AC, Vargyas, E, Niaura, RS, Beck, SE, **Pearson, JL**, Abrams, DB. (2011). Food and Drug Administration Regulation of Tobacco: Integrating Science, Law, Policy, and Advocacy. Am J Public Health **101**(7): 1160-1162. PMID: 21566020
7. **Pearson, JL**, Richardson, A, Niaura, R, Vallone, D, Abrams, D. (2012) e-Cigarette (ENDS) Awareness, Use, and Harm Perceptions in US Adults. Am J Pub Health: 102(9):1758-66. PMID: 22813087
8. **Pearson, JL**, Richardson, A, Niaura, R, Vallone, D, Abrams, D (2012) A ban on menthol cigarettes: impact on public opinion and smokers' intention to quit. Am J Pub Health: 102(11):e107-14. PMID: 22994173
9. **Pearson, JL**, Abrams, D, Niaura, R, Richardson, A, Vallone, D. (2013) Public Support for Mandated Nicotine Reduction in Cigarettes. Am J Pub Health: Jan 17 [Epub ahead of print.] PMID: 23327262

10. Kirchner, TR, Cantrell, J, Anesetti-Rothermel, A, **Pearson, JL**, Cha, S, Kreslake, J, Ganz, O, Tancelosky, M, Abrams, D, & Vallone, D. (2012). Individual Mobility Patterns and Real-Time Geo-Spatial Exposure to Point-Of-Sale Marketing. In Proceedings of ACM Wireless Health (Acceptance Rate = 20%), San Diego, CA.

#### Presentations

1. Godby, S., **Pearson, J.**, & Klassen, A. (2009). *Mixed methods in public health: A unifying tool for a multidisciplinary field*. 5<sup>th</sup> Annual Mixed Methods Conference, Harrogate, United Kingdom.
2. Winickoff, J., McMillen, R., **Pearson, J.**, Tanski, S., Best, D., Hamasaka, L., & Klein, J. (2010). *National attitudes about FDA's potential regulatory actions in the Family Smoking Prevention and Tobacco Control Act of 2009*. 2010 Pediatric Academic Societies Annual Meeting, Vancouver, Canada.
3. Winickoff, J., McMillen, R., **Pearson, J.**, Tanski, S., Best, D., Hamasaka, L., & Klein, J. (2011). *Attitudes about banning menthol in cigarettes: Results from a nationally representative survey*. American Pediatric Society/Society for Pediatric Research Joint Meeting, Denver, Colorado.
4. Kreslake, J.M., Cantrell, J., Vallone, D.M., Tancelosky, M., Ganz, O, Dubois, P. de Gannes, M., **Pearson, J.L.**, Kirchner, T.R. (2012). *Development and implementation of a mobile phone-based system for surveillance of point-of-sale tobacco marketing tactics*. 2012 Society for Research on Nicotine and Tobacco Annual Meeting, Houston, TX.

#### Abstracts

1. **Pearson, JL**, Cantrell, J, Ganz, O, Anesetti-Rothermel, A, Kreslake, J, Vallone, D, Kirchner, T. *Lorillard brands' availability, price, and advertising: association with neighborhood*. 19<sup>th</sup> Annual Society for Research on Nicotine and Tobacco Meeting, Boston, MA.
2. **Pearson JL**, Fang Y, Vallone D, Abrams D, Niaura R. *A critical examination of the relationships between intention to quit, quit attempts, and cessation*. 19<sup>th</sup> Annual Society for Research on Nicotine and Tobacco Meeting, Boston, MA.
3. **Pearson JL**, Fang Y, Kirchner T, Tancelosky, M, Vallone D, *Quick, dirty, and cheap: crowdsourcing harm perceptions surrounding American Spirit cigarette pack descriptors*. 19<sup>th</sup> Annual Society for Research on Nicotine and Tobacco Meeting, Boston, MA.
4. **Pearson JL**, Feirman S, Hassmiller K. *Systems dynamic model of the forces supporting e-cigarette initiation among current smokers*. 2013 Annual Meeting of the American Academy of Health Behavior, Santa Fe, NM.
5. **Pearson, J.** & Windsor, R. (2009). *A formative evaluation of the immediate impact of the Washington, D.C. smoke-free indoor air policy on bar employee environmental tobacco smoke exposure*. 135<sup>th</sup> Annual Meeting of the American Public Health Association, Washington, D.C.
6. Ensminger, M., Smith, K, Juon, H., Pearson, J., & Roberston, J. (2009). *Women, smoking, and social disadvantage over the life course: A longitudinal study of African American women*. 5<sup>th</sup> Annual Cancer Prevention and Control Fellowship Research Day, Baltimore, MD.
7. **Pearson, J.**, Xiao, H., Ferguson, Y.O., Cullen, J, Sokol, N., Vallone, D. (2010). *The promise and pitfalls of using core measures: An evaluation of the Priority Populations Initiative -- Phase 2*. Tobacco Research Network on Disparities (TReND) capstone meeting, Bethesda, MD.
8. Ambrose, B.K., **Pearson, J.**, Marshall, M.M., Apelberg, B.J., Kirk, G. (2010). *Tobacco use and attempts to quit among injection drug users at high risk of HIV-infection*. 138<sup>th</sup> Annual Meeting of the American Public Health Association, Denver, CO.

9. **Pearson, J.**, Richardson, A., Cullen, J., Niaura, R., Abrams, D., Vallone, D. (2010) *Current and former smokers' opinions of potential tobacco regulatory actions by the FDA*. 17<sup>th</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Toronto, Canada.
10. **Pearson, J.**, Richardson, A., Niaura, R., Abrams, D., Vallone, D. (2011) *E-cigarette awareness, use and risk perceptions among current and former smokers*. 17<sup>th</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Toronto, Canada.
11. **Pearson, J.**, Richardson, A., Niaura, R., Abrams, D., Vallone, D. (2011) *Current and former smokers' opinions of potential regulatory actions by the FDA*. 17<sup>th</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Toronto, Canada.
12. Juon, HS, **Pearson, JL**, Ensminger, M. (2011) *Intergenerational Dependency on Welfare among African Americans: Examining Family and Neighborhood Factors*. 19<sup>th</sup> Annual Society for Prevention Research Conference, Washington, DC.