

BIOGRAPHICAL SKETCH

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NAME: Ganz, Ollie

eRA COMMONS USER NAME (credential, e.g., agency login): ollie_ganz

POSITION TITLE: Instructor

EDUCATION/TRAINING (*Begin with baccalaureate or other initial professional education, such as nursing, include postdoctoral training and residency training if applicable. Add/delete rows as necessary.*)

INSTITUTION AND LOCATION	DEGREE (if applicable)	COMPLETION DATE MM/YYYY	FIELD OF STUDY
University of Michigan, Ann Arbor, Ann Arbor, MI	BA	05/2009	English
Johns Hopkins Bloomberg School of Public Health, Baltimore, MD	MSPH	05/2012	Health Ed/Health Comm
George Washington University Milken Institute School of Public Health, Washington, DC	DRPH	05/2019	Health Behavior

A. Personal Statement

I am an Instructor in the Department of Health Behavior, Society, and Policy at the Rutgers School of Health, a core member of the Rutgers Center for Tobacco Studies, and an associate member of the Rutgers Cancer Institute of New Jersey. I am a public health researcher with training in tobacco control, health communication, and health behavior. I aim to investigate drivers of tobacco use among vulnerable populations and to conduct research that informs policies and interventions that reduce tobacco-related health disparities. More specifically, the heart of my research is focused on the role of marketing in both the promotion and prevention of tobacco use among vulnerable populations. I do so by using diverse data sources and methodologies, including large, population-based datasets, experimental studies, and qualitative data. My record of publication in tobacco control and tobacco regulatory science, as well as my experience in the development and evaluation of tobacco control interventions, fit with the work of the Rutgers Cancer Institute of New Jersey, particularly the Cancer Prevention and Control Program.

Ongoing and recently completed projects that I would like to highlight include:

U54CA229973, National Cancer Institute

Delnevo, C/Strasser A (MPI), Role: Co-Investigator; Project Lead, Tobacco Industry Marketing Core
09/2018-08/2023

Examining the Effects of Advertising, Packaging and Labeling on Perceptions, Use and Exposure of Combustible Tobacco Products

U54CA229973, National Cancer Institute

Delnevo, C/Strasser A (MPI), Role: PI
05/2020-04/2021

Pilot project: An Examination of Product Characteristics That Are Important to Young Adult Cigarillo Smokers: A Latent Class Analysis

B. Positions, Scientific Appointments, and Honors

Positions and Scientific Appointments

- 2020 - Member, Rutgers Center for Cancer Health Equity
- 2019 - Member, Center for Tobacco Studies, Rutgers Biomedical and Health Sciences, New Brunswick, NJ
- 2019 - Associate Member, Cancer Prevention & Control Program, Rutgers Cancer Institute of New Jersey, New Brunswick, NJ
- 2019 - Instructor, Department of Health Behavior, Society and Policy, Rutgers-School of Public Health, New Brunswick, NJ
- 2017 - 2019 Part-Time Instructor, Department of Prevention and Community Health, George Washington University Milken Institute School of Public Health, Washington, DC
- 2017 - 2019 Health Scientist, Office of Health Communication and Education, Center for Tobacco Products, U.S. Food and Drug Administration, Silver Spring, MD
- 2016 - 2017 Research Manager, Schroeder Institute for Tobacco Research and Policy Studies, Truth Initiative, Washington, DC
- 2015 - 2016 Senior Research Associate, Department of Research and Evaluation, Truth Initiative, Washington, DC
- 2015 - Member, Society for Research on Nicotine and Tobacco
- 2012 - 2015 Research Associate, Department of Research and Evaluation, Truth Initiative, Washington, DC

Honors

- 2020 - 2023 NIH/NIDA Extramural Loan Repayment Program for Health Disparities Research
- 2019 - 2021 Rutgers Cancer Institute of New Jersey New Investigator Award

C. Contribution to Science

1. Tobacco industry marketing

Much of my published research to date has focused on tobacco industry marketing. My work has monitored pro-tobacco marketing trends via the point-of-sale, direct mail and email, print, television, online and the mobile platform. These studies identified marketing strategies and quantified marketing expenditures over time for a breadth of tobacco products, including menthol cigarettes, cigars and noncombustible tobacco products, such as electronic cigarettes and smokeless tobacco. My research has also examined factors that drive the association between pro-tobacco marketing and tobacco-related attitudes and behaviors, including perceived ethnic discrimination, cigarette craving and mental health problems.

- a. **Ganz O**, Cantrell J, Moon-Howard J, Aidala A, Kirchner TR, Vallone D. Electronic cigarette advertising at the point-of-sale: a gap in tobacco control research. *Tob Control*. 2015;24(e1):e110-112. PubMed PMID: 24619455.
- b. **Ganz O**, Rimal R, Cohn A, Johnson A, *Delnevo CD*, Horn K. Receptivity to tobacco advertising among young adults with internalizing problems: Findings from the Population Assessment of Tobacco and Health Study. *Subst Use Misuse*. 2019 November 13; 55(4):546-556. PMID: 31718377.
- c. O'Brien EK, Hoffman L, Navarro MA, **Ganz O**. Social media use by leading US e-cigarette, cigarette, smokeless tobacco, cigar and hookah brands. *Tob Control*. December 2020; 29(e1):e87-e97. PMID: 32217772.
- d. Talbot EM, Giovenco DP, Grana R, Hrywna M, **Ganz O**. Cross-promotion of nicotine pouches by leading cigarette brands. *Tob Control*. 2021. PubMed PMID: 34670870; PMCID: PMC9018875.

2. Tobacco use in high-risk groups

My research has also examined patterns of tobacco use and tobacco-related risk factors among high-risk groups. Using population-based studies, I have examined patterns of tobacco product use among sexual and gender minority individuals, youth and young adults, and individuals with mental health problems.

- a. **Ganz O**, Johnson AL, Cohn AM, Rath J, Horn K, Vallone D, *Villanti AC*. Tobacco harm perceptions and use among sexual and gender minorities: findings from a national sample of young adults in the United States. *Addict Behav*. 2018; 81:104-108. PMID: 29454177; PMCID: PMC5848066.
- b. Hoffman L, **Ganz O**, Delahanty J, Jones C, Homsy G, Nonnemaker J. Tobacco Product Use Health Equity Among Non-Hispanic American Indian Alaska Native Youth in 29 States, 2007–2013. *Am J Prev Med*. 2019 August; 57(2):e43-e50. PMID: 31326015.
- c. Delahanty J, **Ganz O**, Hoffman L, Guillory J, Crankshaw E, Farrelly M. Tobacco use among lesbian, gay, bisexual and transgender young adults varies by sexual and gender identity. *Drug Alcohol Depen*. 2019 August; 201:161-170. PMID: 31229704.
- d. **Ganz O**, Rimal R, Johnson A, Cohn A, Horn K, *Delnevo C*, *Villanti A*. Tobacco use and the interplay of internalizing, externalizing and substance use problems: A latent class analysis of data from the Population Assessment of Tobacco and Health Study. *Drug Alcohol Depen*. 2019 December; 205:107686. PMID: 31706253.

3. Assessing cigar marketing, packaging, and product characteristics

I have published extensively on the promotion of cigar products, including conducting the first study that reported on expenditures, volume, and content of direct-to-consumer cigar marketing in the U.S. My work in this area has expanded to address other features of cigar marketing, including packaging and product characteristics that increase their accessibility and appeal.

- a. **Ganz O**, Teplitskaya L, Cantrell J, Hair EC, Vallone D. Direct-to-Consumer Marketing of Cigar Products in the United States. *Nicotine Tob Res*. 2016;18(5):864-868. PubMed PMID: 26377513.
- b. **Ganz O**, Rose SW, Cantrell J. Swisher Sweets 'Artist Project': using musical events to promote cigars. *Tob Control*. 2018;27(e1):e93-e5. PMID: 29439208.
- c. **Ganz O**, King JL, Giovenco DP, Hrywna M, Strasser AA, *Delnevo CD*. Associations between Black and Mild Cigar Pack Size and Demographics and Tobacco Use Behaviors among US Adults. *Int J Environ Res Public Health*. 2021;18(12). PMID: 34202992; PMCID: PMC8296399.
- d. *Delnevo CD*, **Ganz O**. Perception of Flavor associated with Blue vs Purple Cigar Packaging. *JAMA Netw Open*. 2023 Feb 1;6(2):e2254003. doi: 10.1001/jamanetworkopen.2022.54003. PMID: 36745458.

4. Design and evaluation of tobacco prevention campaigns

My line of my research has focused on informing the design and evaluation of large-scale tobacco prevention campaigns. Consistent with my interest in tobacco use among high-risk populations, I co-led the evaluation of FDA's "Fresh Empire," the first campaign designed to prevent tobacco use among African American, Hispanic, and Asian American/ Pacific Islander youth, and FDA's "This Free Life," a public education campaign designed to prevent and reduce tobacco use among LGBT young adults ages 18-24.

- a. Guillory J, Henes A, Farrelly M, Fiacco L, Alam I, Curry L, **Ganz O**, Hoffman L, Delahanty J. Awareness of and Receptivity to the Fresh Empire Tobacco Public Education Campaign Among Hip Hop Youth. *J Adolesc Health*. 2020 March; 66(3):301-307. PMID: 31704108.
- b. Guo M, **Ganz O**, Cruse B, Navarro M, Wagner D, Tate B, Delahanty J, Benozza G. Keeping It Fresh With Hip-Hop Teens: Promising Targeting Strategies for Delivering Public Health Messages to Hard-to-Reach Audiences. *Health Promot Pract*. 2020 January; 21(1_suppl),61S-71S. PMID: 31908198.
- c. Crankshaw E, Gaber J, Guillory J, Curry L, Farrelly M, Saunders M, Hoffman L, **Ganz O**, Delahanty J, Mekos D, Alexander T. Final Evaluation Findings for This Free Life, a 3-Year, Multi-Market Tobacco Public Education Campaign for Gender and Sexual Minority Young Adults in the United States. *Nicotine Tob Res*. 2022;24(1):109-117. PMID: 34270739; PMCID: PMC8666114.
- d. Guillory J, Curry L, Farrelly M, Henes A, Homsy G, Saunders M, MacMonegle A, Fiacco L, Alexander T, Delahanty J, Mekos D, Hoffman L, **Ganz O**. Reach, Receptivity, And Beliefs Associated With the Fresh Empire Campaign to Prevent and Reduce Cigarette Use Among Youth in the United States. *Am J Health Promot*. 2022;36(5):789-800. PMID: 35081751.

Complete List of Published work in My Bibliography:

<https://www.ncbi.nlm.nih.gov/myncbi/ollie.ganz.1/bibliography/public/>