

BIOGRAPHICAL SKETCH

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NAME: Villanti, Andrea Clare

eRA COMMONS USER NAME (credential, e.g., agency login): avillan2

POSITION TITLE: Associate Professor

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
Columbia University, New York, NY	BA	05/2001	Medical Ethics
Columbia University, New York, NY	MPH	10/2003	Sociomedical Sciences
Johns Hopkins University, Baltimore, MD	PhD	12/2010	Social and Behavioral Sciences

A. Personal Statement

I am Associate Professor in the Department of Health Behavior, Society and Policy at the Rutgers School of Public Health and Deputy Director of the Rutgers Center for Tobacco Studies. Previously, I served as co-leader of the Cancer Control and Population Health Sciences Program at the University of Vermont Cancer Center and on the Prevention Committee for the Alliance for Clinical Trials in Oncology. As a social and behavioral scientist, my research addresses youth and young adult tobacco use, tobacco regulatory science, and other population-level strategies to reduce tobacco use. Nationally, I serve as an ad hoc reviewer on NIH study sections related to tobacco and have contributed to two Surgeon General Reports on tobacco; I co-led the proceedings of an NIH workshop on e-cigarette measurement; served as a member of the National Academies of Science, Engineering, and Mathematics (NASEM) Committee on Health Effects and Patterns of Use of Premium Cigars; and currently serve as a Senior Scientific Editor on a forthcoming Surgeon General's Report. Internationally, I serve on the advisory board for a UK-funded study on youth vaping and as an ad hoc reviewer for proposals to Cancer Research UK (CRUK). My record of publication in tobacco control and tobacco regulatory science; experience teaching, mentoring, and curriculum development at the graduate level; administrative leadership skills; and expertise in youth and young adult tobacco use fit with the work of the Cancer Institute of New Jersey, particularly the Cancer Prevention and Control Program.

Ongoing projects that I would like to highlight include:

R01DA051001, National Institute on Drug Abuse

Andrea Villanti/Andrew Strasser (PI)

06/2020 – 05/2023

Impact of Nicotine Messaging on Nicotine Beliefs and Tobacco Use Behavior

R21DA051943, National Institute on Drug Abuse

Andrea Villanti (PI)

04/2020 – 03/2023

Perceptions and Problems Associated with Vaping in Youth and Young Adults

HHSN271201100027C, NIH/NIDA/FDA

Hyland/Makland (MPI); Role: Co-Investigator

04/2016 – 11/2024

Family Smoking Prevention and Tobacco Control Act National Longitudinal Study: Population Assessment of Tobacco and Health

U54CA229973, NIH/NCI/FDA

Delnevo/Strasser (MPI); Role: Co-Investigator

09/2018 – 08/2023

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

Citations:

1. **Villanti AC**, Jiang Y, Abrams DB, Pyenson BS. A cost-utility analysis of lung cancer screening and the additional benefits of incorporating smoking cessation interventions. *PLoS One*. 2013;8(8):e71379. PubMed PMID: 23940744. PubMed Central PMCID: PMC3737088.
2. **Villanti AC**, Vallencourt CP, West JC, Peasley-Miklus C, LePine SE, McCluskey C, Klemperer E, Priest JS, Logan A, Patton B, Erickson N, Hicks J, Horton K, Livingston S, Roemhildt M, Singer E, Trutor M, Williams R. Recruiting and Retaining Youth and Young Adults in the Policy and Communication Evaluation (PACE) Vermont Study: Randomized Controlled Trial of Participant Compensation. *J Med Internet Res*. 2020;22(7):e18446. PubMed PMID: 32706681. PubMed Central PMCID: PMC7399955.
3. **Villanti AC**, Klemperer EM, Sprague BL, Ahern TP. State-level rurality and cigarette smoking-associated cancer incidence and mortality: Do individual-level trends translate to population-level outcomes? *Prev Med*. 2021;152(Pt 2):106759. PubMed PMID: 34358592.
4. **Villanti AC**, Peasley-Miklus C, Cha S, Schulz J, Klemperer EM, LePine SE, West JC, Mays D, Mermelstein R, Higgins ST, Graham AL. Tailored text message and web intervention for smoking cessation in U.S. socioeconomically-disadvantaged young adults: A randomized controlled trial. *Prev Med*. 2022;165(Pt B):107209. PubMed PMID: 35995105.

B. Positions, Scientific Appointments, and Honors

Positions and Scientific Appointments

- 2022 - Associate Professor, Health Behavior, Society and Policy, Rutgers University School of Public Health; Deputy Director, Rutgers Center for Tobacco Studies, New Brunswick, NJ
- 2022 - Adjunct Associate Professor, Department of Psychiatry, University of Vermont Larner College of Medicine, Burlington, VT
- 2021 - 2022 Member, National Academies of Sciences, Engineering, and Medicine Committee on the *Health Effects and Patterns of Use of Premium Cigars*
- 2021 External Peer Reviewer, FDA *Scientific Assessment of the Impact of Menthol in Cigarettes*
- 2018 - 2021 Co-leader, Cancer Control and Population Health Sciences Program, University of Vermont Cancer Center, Burlington, VT
- 2018 - 2020 Co-chair, Program Committee, Society for Research on Nicotine and Tobacco
- 2018 - 2020 Advisory Committee, Policy Research Network, Society for Research on Nicotine and Tobacco
- 2017 - Member, Nicotine Policy Action Committee, Society for Research on Nicotine and Tobacco
- 2016 - Associate Professor, Department of Psychiatry, University of Vermont Larner College of Medicine, Burlington, VT
- 2016 Contributing Editor, *E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General*
- 2015 - 2018 Co-chair, Policy Research Network, Society for Research on Nicotine and Tobacco
- 2014 - Member, Julius B. Richmond Center of Excellence Tobacco Consortium, American Academy of Pediatrics
- 2013 - 2019 Adjunct Assistant Professor, Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
- 2013 - 2017 Director for Regulatory Science and Policy, Schroeder Institute for Tobacco Research and Policy Studies, Truth Initiative (formerly American Legacy Foundation), Washington, DC

- 2011 - 2013 Research Investigator, Schroeder Institute for Tobacco Research and Policy Studies, American Legacy Foundation, Washington, DC
- 2011 - 2012 Assistant Scientist, Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
- 2010 - Member, Society for Research on Nicotine and Tobacco
- 2009 - 2010 Member, American Public Health Association
- 2008 - 2009 Member, Society for Medical Decision Making
- 2003 - 2019 Certified Health Education Specialist, The National Commission for Health Education Credentialing, Inc.

Honors

- 2023 Fellow, Society for Research on Nicotine and Tobacco
- 2020 - 2022 Highly Cited Researcher, Clarivate Web of Science
- 2018 Jarvik-Russell Early Career Award, Society for Research on Nicotine and Tobacco
- 2011 Delta Omega Society, Alpha Chapter, Johns Hopkins Bloomberg School of Public Health
- 2009 Doctoral Distinguished Research Award, Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health
- 2007 Annual Pat Case Award, Department of Epidemiology, Johns Hopkins Bloomberg School of Public Health
- 2007 Staff Recognition Award, Student Assembly, Johns Hopkins Bloomberg School of Public Health

C. Contributions to Science

1. **Influences on tobacco use among young people:** Adolescents and young adults comprise an important target for industry marketing efforts. Young adulthood is also a developmental period critical to the establishment of health or risk behaviors that persist through adulthood. As a result, this period provides a unique opportunity to disrupt the progression of tobacco use. The following papers identify patterns of population-level tobacco use among young adults and influences on the uptake of tobacco use in young people. In addition to documenting the changing tobacco landscape and multiple tobacco product use, findings from these studies highlight the role of social influences on youth tobacco use and disparities in tobacco use among vulnerable subgroups, all of which will guide the tailoring of future tobacco interventions for young people. I served as the primary investigator or co-investigator on all of these studies.
 - a. **Villanti A**, Boulay M, Juon HS. Peer, parent and media influences on adolescent smoking by developmental stage. *Addict Behav.* 2011;36(1-2):133-136. PMID: 20855170.
 - b. Rath JM, **Villanti AC**, Abrams DB, Vallone DM. Patterns of tobacco use and dual use in US young adults: the missing link between youth prevention and adult cessation. *J Environ Public Health.* 2012;2012:679134. PMID: 22666279; PMCID: PMC3361253.
 - c. **Villanti AC**, Johnson AL, Rath JM. Beyond education and income: Identifying novel socioeconomic correlates of cigarette use in U.S. young adults. *Prev Med.* 2017;104:63-70. PMID: 28647547; PMCID: PMC5857885.
 - d. **Villanti AC**, Niaura RS, Abrams DB, Mermelstein R. Preventing Smoking Progression in Young Adults: the Concept of Prevescalation. *Prev Sci.* 2019;20(3):377-384. PMID: 29525899; PMCID: PMC6131072.

2. **Tobacco Regulatory Science:** Since 2009, I have been centrally involved in efforts to inform the FDA's regulation of tobacco products through the Center for Tobacco Products (CTP). This includes leading strategic planning meetings and hosting educational sessions on tobacco regulatory science, in addition to conducting research to rapidly address CTP inquiries and priorities, submitting comprehensive evidence syntheses to the FDA docket, and developing presentations to the FDA's Tobacco Products Scientific Advisory Committee. Early in the development of the field of TRS, I led an editorial which framed the public health standard and the types of scientific evidence needed by FDA to promulgate rule making. The topics covered by this work (e.g., menthol in cigarettes, graphic health warning labels, reduced nicotine content cigarettes, e-cigarettes) are directly responsive to FDA's information requests and my publications in this

area have been cited in the scientific literature as well as in FDA regulatory documents. I served as the primary investigator or co-investigator on all of these studies. A sample of these papers is listed below.

- a. **Villanti AC**, Vargyas EJ, Niaura RS, Beck SE, *Pearson JL*, Abrams DB. Food and Drug Administration regulation of tobacco: integrating science, law, policy, and advocacy. *Am J Public Health*. 2011 Jul;101(7):1160-2. PMID: 21566020; PMCID: PMC3110227.
 - b. **Villanti AC**, Abrams DB, Delnevo CD. Informing policy through tobacco regulatory science: An evolving process. *Health Behavior & Policy Review*. 2014;1(2):97-102.
 - c. **Villanti AC**, Feirman SP, Niaura RS, Pearson JL, Glasser AM, Collins LK, Abrams DB. How do we determine the impact of e-cigarettes on cigarette smoking cessation or reduction? Review and recommendations for answering the research question with scientific rigor. *Addiction*. 2018;113(3):391-404. PubMed PMID: 28975720. PubMed Central PMCID: PMC6947656.
 - d. **Villanti AC**, Sterling K, Rose SW. US Food and Drug Administration Action on Menthol Cigarettes and Flavored Cigars-A Pivotal Moment for Health Equity. *JAMA Netw Open*. 2022;5(6):e2217150. PubMed PMID: 35666505.
3. **Flavored tobacco products:** A focus of my work has been on the impact of menthol cigarettes and flavored tobacco products on public health. I served as Principal Investigator of FDA-funded ad hoc studies for the Population Assessment of Tobacco and Health on flavored tobacco products, and have led several projects related to menthol cigarettes and flavored tobacco products. Findings from these studies highlight the growing appeal of flavored tobacco products among young people and their positive association with the initiation or maintenance of tobacco use. I served as the primary investigator or co-investigator on all of these studies. All of these papers were cited in FDA's April 2022 proposed rules to ban menthol in cigarettes and flavors in cigars.
- a. Ambrose BK, Day HR, Rostron B, Conway KP, Borek N, Hyland A, **Villanti AC**. Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014. *JAMA*. 2015;314(17):1871-1873. PubMed PMID: 26502219. PubMed Central PMCID: PMC6467270.
 - b. **Villanti AC**, Mowery PD, Delnevo CD, Niaura RS, Abrams DB, Giovino GA. Changes in the prevalence and correlates of menthol cigarette use in the USA, 2004-2014. *Tob Control*. 2016;25:ii14-ii20. PubMed PMID: 27729565.
 - c. **Villanti AC**, Johnson AL, Glasser AM, Rose SW, Ambrose BK, Conway KP, Cummings KM, Stanton CA, Edwards KC, Delnevo CD, Wackowski OA, Feirman SP, Bansal-Travers M, Bernat JK, Holder-Hayes E, Green VR, Silveira ML, Hyland A. Association of Flavored Tobacco Use With Tobacco Initiation and Subsequent Use Among US Youth and Adults, 2013-2015. *JAMA Netw Open*. 2019;2(10):e1913804. PubMed PMID: 31642927. PubMed Central PMCID: PMC6820032.
 - d. Wagener TL, Mehta T, Hinton A, Schulz JA, Erath TG, Tidey J, Brinkman MC, Wilson C, **Villanti AC**. Addiction potential of combustible menthol cigarette alternatives: a randomised cross-over trial. *Tob Control*. 2022. PubMed PMID: 36424139.
4. **Improving tobacco cessation in hard-to-reach populations.** For over 10 years, I have engaged in research to inform and evaluate scalable tobacco cessation interventions in hard-to-reach populations. At the time I started this work, young adults had the highest cigarette smoking prevalence across all age groups and there were few interventions tailored to meet their needs. Since that time, disparities in tobacco use have changed and my work has evolved to address tobacco cessation groups that remain at higher risk of tobacco use and its associated health effects. Findings from these studies provide insight into interventions that may reduce tobacco use in vulnerable populations, including content to be delivered in mass media and remote (web/text) approaches.
- a. **Villanti AC**, Curry LE, Richardson A, Vallone DM, Holtgrave DR. Analysis of media campaign promoting smoking cessation suggests it was cost-effective in prompting quit attempts. *Health Aff (Millwood)*. 2012 Dec;31(12):2708-16. PubMed PMID: 23213155.
 - b. **Villanti AC**, Bover Manderski MT, Gundersen DA, Steinberg MB, Delnevo CD. Reasons to quit and barriers to quitting smoking in US young adults. *Fam Pract*. 2016 Apr;33(2):133-9. PubMed PMID: 26733658; PubMed Central PMCID: PMC5006105.

- c. West JC, **Villanti AC**, Graham AL, Mays D, Mermelstein RJ, Higgins ST. Tobacco Use and Cessation Behaviors in Young Adults: 2016 National Health Interview Survey. *Am J Public Health*. 2019;109(2):296-299. PubMed PMID: 30571308. PubMed Central PMCID: PMC6336062.
 - d. **Villanti AC**, West JC, Klemperer EM, Graham AL, Mays D, Mermelstein RJ, Higgins ST. Smoking-Cessation Interventions for U.S. Young Adults: Updated Systematic Review. *Am J Prev Med*. 2020;59(1):123-136. PubMed PMID: 32418800.
5. **Linking science to policy and program decision-making:** A focus of my work has been on translational research to improve public health policy and program decision-making. In these projects, I have applied novel evaluation methods, including systematic review, propensity score matching, and economic evaluation to assess the effectiveness and cost-effectiveness of tobacco control and cancer prevention interventions. This work has served to promote evidence-based decision-making (including insurance coverage of CT screening for lung cancer among high-risk smokers) and disseminate methods for improving causal inference in observational studies. I served as the primary investigator or co-investigator on all of these studies.
- a. **Villanti AC**, Cullen J, Vallone DM, Stuart EA. Use of propensity score matching to evaluate a national smoking cessation media campaign. *Eval Rev*. 2011 Dec;35(6):571-91. PubMed PMID: 22473492.
 - b. **Villanti AC**, Curry LE, Richardson A, Vallone DM, Holtgrave DR. Analysis of media campaign promoting smoking cessation suggests it was cost-effective in prompting quit attempts. *Health Aff (Millwood)*. 2012 Dec;31(12):2708-16. PubMed PMID: 23213155.
 - c. Harder VS, Plante TB, Koh I, Rogers EB, Varni SE, **Villanti AC**, Brooklyn JR, Fairfield KM. Influence of Opioid Prescription Policy on Overdoses and Related Adverse Effects in a Primary Care Population. *J Gen Intern Med*. 2021. PubMed PMID: 33948793.
 - d. Harder VS, Varni SE, Murray KA, Plante TB, **Villanti AC**, Wolfson DL, Maruti S, Fairfield KM. Prescription opioid policies and associations with opioid overdose and related adverse effects. *Int J Drug Policy*. 2021;97:103306. PubMed PMID: 34107447.

Complete List of Published Work in My Bibliography:

<https://www.ncbi.nlm.nih.gov/sites/myncbi/1TQqdhnd6pm5X/bibliography/47840857/public/?sort=date&direction=descending>