

BIOGRAPHICAL SKETCH

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NAME: Olivia A. Wackowski

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

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
Rutgers University, Rutgers College, New Brunswick, NJ	BA	2001	Biology/Psychology
University of Medicine and Dentistry of New Jersey-School of Public Health, Piscataway, NJ	MPH	2003	Public Health (Health Ed/Behavioral Science)
University of Medicine and Dentistry of New Jersey-School of Public Health, Piscataway, NJ	PhD	2011	Public Health (Health Ed/Behavioral Science)

A. Personal Statement

I am an Associate Professor and health behavioral scientist conducting research in the areas of tobacco communication and product perceptions, particularly as relevant to informing policy and regulatory science. I have completed or am currently leading five NIH funded communication related studies as PI in which I use qualitative (interviews, focus groups) and quantitative methods (surveys, online experiments) to study tobacco communication messages and environments, and individuals' tobacco behaviors, perceptions and responses to existing or potential communication messages. I currently lead two of four R01 equivalent research projects under our existing UPenn/Rutgers Tobacco Center of Regulatory Science (U54CA229973) – one focused on cigar packing features including color, flavor descriptors and warning labels (MPI with Dr. Cristine Delnevo), and a second project focused on the marketing and effects of misleading Natural American Spirit cigarette advertising. Both projects use focus groups to understand product perceptions and message reactions, online experiments to test effects of message exposures, and survey analyses to examine population level trends in product use, message exposures and product beliefs. I also lead a separate NCI funded project (R01/R37CA222002) focused on examining reactions (among adults who smoke and young adult non-smokers) to different types and formats of messages that describe lower risks of snus and e-cigarette products relative to cigarettes. My previous research has also focused on e-cigarette perceptions and warning labels (K01CA189301, FDA) and smokeless tobacco risk perceptions and message reactions (R03CA175901, FDA). I currently serve as a mentor for three junior faculty in my Center and Department at Rutgers, mentor on a current K01 awardee's project, primary mentor for two postdoctoral fellows, and have mentored numerous other students and trainees over the years.

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

U54CA229973

Delnevo, C/Strasser A (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

R37CA222002

Wackowski (PI)

04/1/18-3/31/24

Perceptions and Impact of Modified Risk Tobacco Product Communication Messages

R01CA260831

Steinberg/Heckman/Stepanov (MPI), Role: Co-Investigator

02/012-01/31/26

Evaluating Cigarette Relighting Behavior: Prevalence, Correlates, Toxicant Exposure, and Implications for Cessation

R01CA190444-01A1

Delnevo/Steinberg (MPI), Role: Co-Investigator

06/01/15-05/31/22

Physicians' Perceptions, Attitudes, and Communication of E-Cigarettes (PACE)

R03CA212694

Villanti (PI), Role: Co-Investigator

09/1/17-08/31/19

Perceptions of Nicotine and Relative Harm of Tobacco Products in US Young Adults

Citations:

1. **Wackowski OA**, Rashid M, Green K, Lewis MJ, O'Connor RJ. Smokers' and young adult non-smokers' perceptions of snus and e-cigarette modified risk messages. *International Journal of Environmental Research and Public Health*, 2020, 8;17(18):E6807. PMID:PMC7558440
2. **Wackowski OA**, O'Connor RJ, Diaz D, Rashid M., Lewis MJ, Greene K. "95% less harmful"? Exploring reactions to quantitative modified risk claims for snus and e-cigarettes. *Tobacco Control*, 2022, 31(6):730-736. PMID: PMC8455704
3. **Wackowski OA**, Ray AE, Stapleton JL. Smokers' perceptions of risks and harm from snus relative to cigarettes: a latent profile analysis study. *Addictive Behaviors*. 2019;91:171-174. PMID: PMC6358499
4. **Wackowski OA**, Sontag JM, Hammond D, O'Connor RJ, Ohman-Strickland, PA, Strasser A, Villanti AC, Delnevo CD. The Impact of E-Cigarette Warnings, Warning Themes and Inclusion of Relative Harm Statements on Young Adults' E-Cigarette Perceptions and Use Intentions. *Int J Environ Res Public Health*. 2019;16(2). pii: E184. PMID: PMC6352031

B. Positions, Scientific Appointments, and Honors

Positions and Scientific Appointments

2019-present *Associate Professor*, Department of Health Behavior, Society and Policy, Rutgers School of Public Health, Center for Tobacco Studies, Rutgers Biomedical Health Sciences

2019 Consultant and Ad-hoc Participant, FDA Tobacco Products Scientific Advisory Committee

2012-present Associate Member, Cancer Institute of New Jersey

2012-present Member, Society for Research on Nicotine and Tobacco

2011-2019 *Assistant Professor*, Department of Health Behavior, Society and Policy, Center for Tobacco Studies, Rutgers School of Public Health, New Brunswick, NJ

2006-2009 Co-Chair, Newsletter Committee, APHA Student Assembly

2006-2007 Member, APHA Advisory Board, The Nation's Health Newspaper

2005-present Member, American Public Health Association

2005-2011 Member, UMDNJ School of Public Health Student Association

2004-2011 *Research Teaching Specialist*, UMDNJ School of Public Health

2004 *Youth and Special Projects Consultant (Health Educator)*, UMDNJ School of Public Health, Tobacco Dependence Program, New Brunswick, NJ

2002-2003 *Research Assistant*, UMDNJ School of Public Health, Tobacco Dependence Program, New Brunswick, NJ

Honors

2022	NJ Health Foundation Excellence in Research Award
2018	ASPPH Early Career Public Health Research Award
2012-2013	Cancer Institute of New Jersey New Investigator Award
2009	American Legacy Foundation Research Travel Award
2006-2010	Stanley S. Bergen Scholarship
2006-2007	Emily and Leon Goldstein Research Travel Fellowship
2003, 2012	Delta Omega Honors Society
2003	SRNT Student Research Travel Award
2003	Bernard Goldstein Award
2003	Anna Skiff Health Education Award
1998-2001	Rutgers College Merit Scholarship

C. Contributions to Science

Using mixed methods research (e.g., surveys, experiments, focus groups, interviews, content analyses), my work has largely contributed to the areas of tobacco media and communication as well as trends in tobacco product use and perceptions. Much of it has been focused on non-cigarette products (e-cigarettes, smokeless tobacco, cigars) and aimed at informing and evaluating tobacco control policy and regulatory science.

- 1. Tobacco Advertising.** Much of my past and current work has focused on documenting characteristics of and effects of various forms of tobacco advertising. My initial work in this area included developing and managing the activities of Trinkets & Trash (T&T), a surveillance system and on-line searchable database of tobacco marketing materials (trinketsandtrash.org). T&T has become a well-known and cited resource in the tobacco control field, used by tobacco control advocates, policy makers, regulators, health educators, and researchers. This work has led to papers about flavored cigarette advertising, marketing of non-combusted products, and numerous scientific conference presentations. More recently, as part of our UPenn/Rutgers Tobacco Center of Regulatory Science (U54CA229973), I am leading two marketing related R01 equivalent projects: 1) examining the content and effects of advertising for Natural American Spirit cigarettes, a brand which uses misleading descriptors and imagery and 2) examining effects of exposure to cigar packaging features such as color and various promotional descriptors. I am also currently leading another R01 equivalent project (R37CA222001) focused on examining exposure and reactions to modified risk tobacco product communications and advertising claims, work which may be used to inform guidance and decisions about these types of messages. A sample of these papers is listed below.
 - a. Wackowski OA, O'Connor RJ, Pearson JL.** Smokers' exposure to perceived modified risk tobacco product claims in the United States. *Nicotine & Tobacco Research*. 2021;16(23):605-608. PMID: PMC7885787
 - b. Wackowski, OA, Gratale SK, Rashid MT, Greene K, O'Connor RJ.** Exploring the Implications of Modified Risk Claim Placement in Tobacco Advertising. *Preventive Medicine Reports*, 2021, 24:101608. PMID: PMC8684010
 - c. Pearson JL, Ganz O, Ohman-Strickland P, Wackowski OA.** Shifts in preference for Natural American Spirit and associated harm misperceptions: results from Waves 1-4 of the Population Assessment of Tobacco and Health (PATH) Study (2013-2018). *Tobacco Control*, 2021, doi: 10.1136/tobaccocontrol-2021-056985. PMID: PMC9290335
 - d. Gratale SK, Ganz O, Wackowski OA, Lewis MJ.** Naturally Leading: A Content Analysis of Terms, Themes and Word Associations in Natural American Spirit Advertising, 2000-2020. *Tobacco Control*, 2022, doi: 10.1136/tobaccocontrol-2021-056938. PMID:PMC9273802
- 2. Warning labels and prevention messages.** My communication related research has also extended to tobacco warning labels. In 2014, I was awarded an FDA CTP funded K01 in Tobacco Regulatory Science to develop and test e-cigarette warning statements (working with Drs. Strasser and Delnevo), work which included a set of expert interviews, consumer focus groups, and online experimental study. This included assessments of reactions to the existing nicotine addiction warning label and potential future warning label message themes and improvement strategies (e.g., use of pictorials). Under one of my current U54 TCORS projects, I have been adapting several of these methods to study consumers' attention to and

reactions to cigarillo product warning labels, aiming to contribute to a new research evidence base about potential ways to improve them (e.g., standardized required use, larger size, use of pictorials). I have also worked with colleagues on other relevant studies including pilot tests of e-cigarette prevention messages, as well as novel labels intended to improve understanding of e-cigarette nicotine concentration levels.

- a. **Wackowski OA**, Sontag JM, Hammond D, O'Connor RJ, Ohman-Strickland, PA, Strasser A, Villanti AC, Delnevo CD. The Impact of E-Cigarette Warnings, Warning Themes and Inclusion of Relative Harm Statements on Young Adults' E-Cigarette Perceptions and Use Intentions. *Int J Environ Res Public Health*. 2019;16(2). pii: E184. PMID: PMC6352031
- b. **Wackowski OA**, Kurti M, Schroth K, Delnevo C. Examination of Voluntary Compliance with New FDA Cigar Warning Label Requirements. *Tobacco Regulatory Science*. 2020;6(6):379-383. PMID: PMC8078870
- c. Villanti AC, LePine SE, West JC, Boley Cruz T, Pearson JL, Stevens EM, Tetreault HJ, Unger JB, **Wackowski OA**, Mays D. Identifying message content to reduce vaping: Results from online message testing trials in U.S. young adults. *Addictive Behaviors*, 2020, 115:106778. PMID: PMC8085990.
- d. Gratale SK, Teotia A, Chen-Sankey J, Ganz O, Delnevo CD, Strasser AA, **Wackowski OA**. Cigar Warning Noticing and Demographic and Usage Correlates: Analysis from the United States Population Assessment of Tobacco and Health Study, Wave 5. *Int J Environ Res Public Health*., 2022 Mar 9;19(6):3221. PMID: PMC8952384

3. **Tobacco news and information sources.** My work in tobacco communication has extended to the news media, with a focus on policy issues and framing of risk messages, particularly with respect to non-cigarette products. I conducted the first content analysis of smokeless tobacco (SLT) coverage in US newspapers, capturing ways in which product risks and harm reduction arguments have been characterized. Based on this work, I was awarded a mixed methods project (R03CA175901) to examine the impact of exposure to news stories on smokers' perceptions of SLT (using interviews and an online experiment). As Co-I on an e-cigarette communication project (R01CA190444), I worked with our project team to adapt my SLT work to study the portrayal of e-cigarettes in the news, with three resulting papers published thus far. My work has also examined peoples' exposure to tobacco/nicotine news (and associations with product harm perceptions) as well as exposure to and perceived trust of other types of nicotine information sources (e.g., industry, government, physicians).

- a. **Wackowski OA**, Lewis MJ, Delnevo CD, Ling PM. A content analysis of smokeless tobacco coverage in U.S. newspapers and news wires. *Nicotine Tob Res*. 2013;15(7):1289-96. PMID: PMC3693504
- b. **Wackowski OA**, Lewis MJ, Delnevo CD. Interviews with smokers about smokeless tobacco products, risk messages, and news articles. *Tob Control*. 2016;25(6):671-678. PMID: PMC4870160
- c. **Wackowski OA**, Giovenco DP, Singh B, Lewis MJ, Steinberg MB, Delnevo CD. Content analysis of U.S. news stories about e-cigarettes in 2015. *Nicotine Tob Res*. 2018;920(8):1015-1019. PMID: PMC6037126
- d. **Wackowski OA**, Sontag JM, Hammond D. Youth and young adult exposure to and perceptions of news media coverage of e-cigarettes in the United States, Canada and England. *Prev Med*. 2019 Feb 4;121:7-10. PMID: PMC6399027

4. **Tobacco risk and product perceptions.** Underlying many of my projects has been research attention to describing and understanding people's existing knowledge and risk perceptions about a range of nicotine products (including e-cigarettes, smokeless tobacco, cigars, menthol cigarettes and nicotine itself), given that such information is important to providing context to trends in use of various products and can point to needs for interventions to address knowledge gaps and/or beliefs that may be inaccurate. These have included quantitative and qualitative studies with various audiences (e.g., smokers, young adults, physicians) and have also included measurement related papers comparing different forms of risk perception items. A sample of these papers is listed below.

- a. **Wackowski OA**, Delnevo CD. Young adults' risk perceptions of various tobacco products relative to cigarettes: results from the national young adult health survey. *Health Education & Behavior*. 2016;43(3):328-336. PMID: PMC4766060
 - b. **Wackowski OA**, Manderski MT, Delnevo CD. A comparison of direct versus indirect approaches to measuring e-cigarette and cigarette risk perceptions. *Tob Regul Sci*. 2016;2(1):38-43. PMID: PMC4737953
 - c. **Wackowski OA**, Ray AE, Stapleton JL. Smokers' perceptions of risks and harm from snus relative to cigarettes: a latent profile analysis study. *Addictive Behaviors*. 2019;91:171-174. PMID: PMC6358499
 - d. **Wackowski OA**, Jeong Michelle. Comparison of a General and Conditional Measure of E-cigarette Harm Perceptions. *Int J Environ Res Public Health*, 2020, 17;17(14):5151. PMID: PMC7400449
5. **Flavored tobacco products.** I have also maintained an interest in menthol cigarettes and other flavored tobacco products over my career. I published one of the first studies examining menthol's role in young people's tobacco dependence, results of several survey studies describing menthol smokers' potential behavioral responses to a menthol ban, and conducted focus groups with young adult menthol smokers that adds to our understanding about young people's menthol smoking initiation, product and advertising perceptions and future use intentions. I have also worked with collaborators on several papers to analyze flavored tobacco data from the FDA's Population Assessment of Tobacco and Health study. My publications in this area were recently cited in the FDA's proposed rules to ban menthol cigarettes and characterizing flavors in cigars.
- a. **Wackowski O**, Delnevo CD. Menthol cigarettes and indicators of tobacco dependence among adolescents. *Addict Behav*. 2007;32(9):1964-9. PMID: 17229528
 - b. **Wackowski OA**, Bover-Manderski M, Delnevo CD. Young adults' behavioral intentions surrounding a potential menthol cigarette ban. *Nicotine Tob Res*. 2014 Jun;16(6):876-80. PMID: PMC4015098
 - c. **Wackowski OA**, Evans KR, Harrell MB, Loukas A, Lewis MJ, Delnevo CD, Perry CL. In their own words: young adults' menthol cigarette initiation, perceptions, experiences and regulation perspectives. *Nicotine Tob Res*. 2018;20(9):1076-1084. PMID: PMC6093366.
 - d. 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. PMID: PMC6820032

Complete List of Published Work in My Bibliography:

<https://www.ncbi.nlm.nih.gov/myncbi/olivia.wackowski.1/bibliography/public/>