

Eric Leas

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Current Position:

2018 - Present UC San Diego Assistant Professor

Education

2018	Stanford University	Fellowship
2017	UC San Diego	PhD, Public Health
2013	UC Los Angeles	MPH, Epidemiology
2011	UC San Diego	BA, Sociology: Science and Medicine

Employment History

Period	Organization	Location	Position
2018 – Present	UC San Diego	La Jolla, CA	Assistant Professor
2017 – 2018	Stanford University	Stanford, CA	Fellow
2012 – 2017	UC San Diego	La Jolla, CA	Research Assistant
2016	The Truth® Initiative	Washington, DC	Consultant
2014 – 2014	UNICEF	New York, NY	Consultant
2012 – 2012	USAID	Kigali, Rwanda	Intern
2011	UC San Diego	La Jolla, CA	Research Assistant

Teaching Experience

2018-20	Primary Instructor, UC San Diego, Course: <i>Research Practicum</i>
2019	Primary Instructor, UC San Diego, Course: R Summer Workshop
2015	Teaching Assistant, UC San Diego, Course: <i>Biostatistics</i>
2014	Tutor, UC San Diego, Course: <i>Analyzing Medical Data Using “R”</i>
2013	Teaching Assistant, UC Los Angeles, Course: <i>History of Rock and Roll</i>
2011	Teaching Assistant, UC San Diego, Course: <i>Epidemiological Methods</i>

Honors & Awards

2017	<i>Excellence in Research Award</i> , UC San Diego Public Health Program (Awarded to the graduated student who demonstrated the strongest research performance during the year)
2017	Meritorious abstract: <i>Standardized packaging may reduce the perception that American Spirit cigarettes are less harmful</i> . 2017. The 38th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine
2017	Outstanding student-abstract: <i>Standardized packaging may reduce the perception that American Spirit cigarettes are less harmful</i> . 2017. The 38th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine
2013	Drabkin/Bixby Global Health Fellowship
2010	Cardinal Health Foundation Scholarship

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Student Instructional Activities

Student	Type of mentee	Year	Mentor Role
Shelby Hoffaker	MPH Student	2023	Thesis Committee Chair
Tomas Mejorado	MPH Student	2023	Thesis Committee Chair
Nora Satybaldiyeva	PhD Student	2023	Dissertation Committee Chair
Nicolas Morales	Undergraduate Student	2023	Research Advisor
Raquel Harati	Research Staff	2023	Direct Supervisor
Haley Ciborowski	PhD Student	2022	Dissertation Committee Member
Matthew Stone	PhD Student	2021	Dissertation Committee Member
Derek Johnson	Postdoctoral Fellow	2021	Research Advisor
Natalie Moy	Undergraduate Student	2021	Research Advisor
Erik Hendrickson	PhD Student	2020	Research Advisor
Anahi Iberra	MPH Student	2020	Thesis Committee Member
Vidya Purushothaman	MPH Student	2020	Thesis Committee Member
Valerie Zhang	Undergraduate Student	2020	Honors Practicum Advisor
Kathryn Ramos	Undergraduate Student	2020	Honors Practicum Advisor
Nathaniel Badii	Undergraduate Student	2020	Honors Practicum Advisor
Alicia Nobles	Assistant Professor	2019	Research Advisor
Kimberly Ababseh	Research Staff	2018	Research and Career Advisor
Theodore Caputi	MPH Student	2018	Research Advisor
Julie Bergmann	PhD Student	2017	Statistics Advisor
Karyn Speidel	Undergraduate Student	2015	Teaching Assistant
Paula Aristizabal	MS Student with an MD	2014	Biostatistics Tutor

University & Public Service

2022-Present, Subject Matter Expert, US Community Preventive Services Task Force
2021-Present, Reviewer, Israeli Science Foundation
2021, Reviewer, UC San Diego Center for Empathy and Technology Seed Grant System
2020-2021, Member, UCSD SPH Grand Rounds Development Committee
2020, Reviewer, UCSD SPH Health Policy Division Hiring Committee
2020, Member, UCSD SPH Undergraduate Writing Curriculum Committee
2020, Member, UCSD SPH Undergraduate Culminating Project Evaluation Committee
2019-Present, Program Committee, The Society for Research on Nicotine and Tobacco
2019, Organizer, Public Health Research Day Poster Contest Committee
2018-2020, Author, Surgeon General's Report on Smoking and Health Disparities
2015-2017, Organizational Leader, Human Nature Group (hng.ucsd.edu)

Journal Reviewer

2022-present JAMA Health Forum
2022-present JAMA Network Open
2022-present Journal of Cannabis Research
2022-present Cannabis and Cannabinoid Research
2022-present Drug and Alcohol Dependence
2021-present JAMA
2021-present Addictive Behaviors
2021-present American Journal of Epidemiology
2020-present Pediatrics
2020-present American Journal of Preventive Medicine
2020-present Preventive Medicine
2020-present Addiction

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2017-present BMJ
2017-present JAMA Internal Medicine
2017-present Journal of Medical Internet Research
2014-present Nicotine and Tobacco Research
2014-present Tobacco Control

Active Grant Support

K01DA054303 (PI: Leas)	04/01/22 – 11/30/27	
NIH/NIDA		Entire Period: \$731,529
Title: Characterizing the Epidemiology of Cannabidiol (CBD) Use among US adults		
Role: Principal Investigator		
T32IP4684 (PI: Leas)	07/01/22 – 06/30/24	
TRDRP		Entire Period: \$575,483
Title: Search Engine Driven E-Commerce Surveillance of Tobacco Retailers		
Role: Principal Investigator		
NA (PI: Trinidad)	07/01/22 – 06/30/24	
CDPH		Entire Period: \$3,599,348
Title: Proposition 56 Evaluation and Endgame Campaign Goals Analysis		
R21DA051356 (PI: Leas)	08/01/20 – 07/31/22	
NIH/NIDA		Entire Period: \$315,542
Title: The effect of switching on or off menthol use on cigarette consumption, dependence, nicotine exposure and quitting success		
Role: Principal Investigator		
T31IR1584 (PI: McCmenamin)	07/01/20 – 06/30/23	
TRDRP		Entire Period: \$956,219
Title: Trends in SES disparities in Smoking Behavior with 4 major, successful tobacco programs		
Role: Co-Investigator		
28KT-0004 (PI: Ayers)	07/01/18-06/30/21	
TRDRP		Entire Period: \$600,000
Title: Tobacco Posts on Social Media of Vulnerable, At-Risk Groups		
Role: Co-Investigator		
1R01CA234539-01 (PIs: Pierce, Benmarhnia)	09/01/18 – 08/31/21	
NIH/NCI		Entire Period: \$1,296,677
Title: The role of ENDS use in changing rates of escalation and quitting of cigarette smoking		
Role: Co-Investigator		
HHSN271201600001C (PIs: Maklan, Pierce)	04/01/16 – 11/30/22	
NIH/NIDA		Entire Period: \$9,621,817
Title: PATH Study: Population Assessment of Tobacco and Health		
Role: Co-Investigator		

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Completed Grant Support

R21DA051356 (PI: Nobles) 06/01/20 – 10/31/21
UCOP Office of the President Entire Period: \$275,000
Title: Real-Time Population Mental Health Tracking During the COVID-19 Pandemic
Role: Co-Investigator

28IR-0066 (PI: Trinidad) 07/01/18 – 06/01/21
TRDRP Entire Period: \$621,910
Title: Tobacco Policies and Smoking Disparities: Comparing California to the US
Role: Co-Investigator

Peer Reviewed Publications

Full Citation List: <https://scholar.google.com/citations?user=sW9pH5oAAAAJ&hl=en>

(* Denotes Mentee First-Authored)

- 86 Ayers, J. W., Leas, E. C., Dredze, M., Caputi, T. L., Zhu, S.-H., & Cohen, J. E. (2023). Did Philip Morris International use the e-cigarette, or vaping, product use associated lung injury (EVALI) outbreak to market IQOS heated tobacco? *Tobacco Control*, 32(1), 131–132.
- 85 Leas, E. C., Benmarhnia, T., Strong, D. R., & Pierce, J. P. (2023). Effects of menthol use and transitions in use on short-term and long-term cessation from cigarettes among US smokers. *Tobacco Control*, 32(e1), e31–e36.
- 84 Leas, E. C., Trinidad, D. R., Pierce, J. P., McMenam, S. B., & Messer, K. (2023). Trends in cigarette consumption across the United States, with projections to 2035. *PloS One*, 18(3), e0282893.
- 83 Pierce, J. P., Leas, E. C., & Strong, D. R. (2023). Biochemical Validation of Dependence on JUUL and Other E-Cigarettes Among Youth. *Pediatrics*, e2022059158.
- 82 Chen, R., Pierce, J. P., Leas, E. C., Benmarhnia, T., Strong, D. R., White, M. M., Stone, M., Trinidad, D. R., McMenam, S. B., & Messer, K. (2022). Effectiveness of e-cigarettes as aids for smoking cessation: Evidence from the PATH Study cohort, 2017–2019. *Tobacco Control*.
- 81 Ciborowski, H. M., Hurst, S., Perez, R. L., Swanson, K., Leas, E., Brouwer, K. C., & Shakya, H. B. (2022). Through our own eyes and voices: The experiences of those “left-behind” in rural, indigenous migrant-sending communities in western Guatemala. *Journal of Migration and Health*, 5, 100096.
- 80 Leas, E. C., Benmarhnia, T., Strong, D. R., & Pierce, J. P. (2022). Use of menthol cigarettes, smoking frequency, and nicotine dependence among US youth. *JAMA Network Open*, 5(6), e2217144–e2217144.
- 79 Leas, E. C., Moy, N. H., Nobles, A. L., Ayers, J., Zhu, S.-H., & Purushothaman, V. (2022). Google Shopping queries for vaping products, JUUL and IQOS during the e-cigarette, or Vaping, product use associated lung injury (EVALI) outbreak. *Tobacco Control*, 31(e1), e74–e77.
- 78 Leas, E. C., Nobles, A. L., Shi, Y., & Hendrickson, E. (2022). Public interest in Δ 8-Tetrahydrocannabinol (Δ 8-THC) increased in US states that restricted Δ 9-Tetrahydrocannabinol (Δ 9-THC) use. *International Journal of Drug Policy*, 101, 103557.
- 77 Leas, E. C., Pierce, J. P., & Satybaldiyeva, N. (2022). Place-based inequities in cigarette smoking across the USA. *Tobacco Control*.
- 76 Patton, T., Abramovitz, D., Johnson, D., Leas, E., Nobles, A., Caputi, T., Ayers, J., Strathdee, S., & Bórquez, A. (2022). Characterizing Help-Seeking Searches for Substance Use Treatment From Google Trends and Assessing Their Use for Inveillance: Longitudinal Descriptive and Validation Statistical Analysis. *Journal of Medical Internet Research*, 24(12), e41527.
- 75 Pierce, J. P., Kealey, S., Leas, E. C., Pulvers, K., Stone, M. D., Oratowski, J., Brighton, E., Villaseñor, A., & Strong, D. R. (2022). Effect of Graphic Warning Labels on Cigarette Pack-Hiding Behavior Among Smokers: The CASA Randomized Clinical Trial. *JAMA Network Open*, 5(6), e2214242–e2214242.

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- 74 Pierce, J. P., Zhang, J., Crotty Alexander, L. E., Leas, E. C., Kealey, S., White, M. M., Strong, D. R., Trinidad, D. R., McMenamin, S. B., Chen, R., & others. (2022). Daily E-cigarette Use and the Surge in JUUL Sales: 2017–2019. *Pediatrics*.
- 73 Poliak, A., Satybaldiyeva, N., Strathdee, S. A., Leas, E. C., Rao, R., Smith, D., & Ayers, J. W. (2022). Internet searches for abortion medications following the leaked Supreme Court of the United States draft ruling. *JAMA Internal Medicine*, 182(9), 1002–1004.
- 72 Purushothaman, V., Cuomo, R. E., Leas, E., Li, J., Strong, D., & Mackey, T. K. (2022). Longitudinal analysis of tobacco and vape retail density in California. *Tobacco Induced Diseases*, 20(October), 1–12.
- 71 Stone, M., Dimofte, C., Strong, D., Pulvers, K., Crespo, N. C., Leas, E. C., & Pierce, J. P. (2022). Evaluating US smokers' willingness to pay for different cigarette packaging designs before and after real-world exposure in a randomised trial. *Tobacco Control*.
- 70 Strong, D. R., Leas, E., Noble, M., White, M., Glasser, A., Taylor, K., Edwards, K. C., Frissell, K. C., Compton, W. M., Conway, K. P., & others. (2022). Validation of the wave 1 and wave 2 Population Assessment of Tobacco and Health (PATH) study indicators of tobacco dependence using biomarkers of nicotine exposure across tobacco products. *Nicotine and Tobacco Research*, 24(1), 10–19.
- 69 Stone, M., Strong, D., Dimofte, C., Brighton, E., Oratowski, J., Yang, T., Alkuzweny, M., Asslani, A., Velasco, K., Skipworth, M., Crespo, N. C., Hurst, S., Leas, E. C., Pulvers, K., & Pierce, J. P. (2021). Role of affective reactivity induced by cigarette packaging including graphic warning labels: The CASA Study. *Tobacco Control*, tobaccocontrol-2021-056650. <https://doi.org/10.1136/tobaccocontrol-2021-056650>
- 68 Ayers, J. W., Chu, B., Zhu, Z., Leas, E. C., Smith, D. M., Dredze, M., & Broniatowski, D. A. (2021). Spread of misinformation about face masks and COVID-19 by automated software on Facebook. *JAMA Internal Medicine*, 181(9), 1251–1253.
- 67 Ayers, J. W., Poliak, A., Johnson, D. C., Leas, E. C., Dredze, M., Caputi, T., & Nobles, A. L. (2021). Suicide-related internet searches during the early stages of the COVID-19 pandemic in the US. *JAMA Network Open*, 4(1), e2034261–e2034261.
- 66 Chu, B., Liu, M., Leas, E. C., Althouse, B. M., & Ayers, J. W. (2021). Effect size reporting among prominent health journals: A case study of odds ratios. *BMJ Evidence-Based Medicine*, 26(4), 184–184.
- 65 Gunadi, C., Benmarhnia, T., White, M., Pierce, J. P., McMenamin, S. B., Leas, E. C., & Shi, Y. (2021). Tobacco price and use following California Proposition 56 tobacco tax increase. *PloS One*, 16(10), e0257553.
- 64 Johnson, D. C., Nobles, A. L., Caputi, T. L., Liu, M., Leas, E. C., Strathdee, S. A., Smith, D. M., & Ayers, J. W. (2021). Monitoring HIV testing and pre-exposure prophylaxis information seeking by combining digital and traditional data. *BMC Infectious Diseases*, 21(1), 1–7.
- 63 Leas, E. C. (2021). Further Considerations on the Association Between Flavored Tobacco Legislation and High School Student Smoking Rates. *JAMA Pediatrics*, 175(12), 1290–1291.
- 62 Leas, E. C. (2021). The hemp loophole: A need to clarify the legality of delta-8-THC and other hemp-derived tetrahydrocannabinol compounds. In *American Journal of Public Health* (Vol. 111, Issue 11, pp. 1927–1931). American Public Health Association.
- 61 Leas, E. C., Moy, N., McMenamin, S. B., Shi, Y., Benmarhnia, T., Stone, M. D., Trinidad, D. R., & White, M. (2021). Availability and promotion of cannabidiol (CBD) products in online Vape shops. *International Journal of Environmental Research and Public Health*, 18(13), 6719.
- 60 Leas, E. C., Nobles, A. L., Caputi, T. L., Dredze, M., Zhu, S.-H., Cohen, J. E., & Ayers, J. W. (2021). News coverage of the E-cigarette, or Vaping, product use Associated Lung Injury (EVALI) outbreak and internet searches for vaping cessation. *Tobacco Control*, 30(5), 578–582.
- 59 Nobles, A. L., Johnson, D. C., Leas, E. C., Goodman-Meza, D., Zúñiga, M. L., Ziedonis, D., Strathdee, S. A., & Ayers, J. W. (2021). Characterizing self-reports of self-identified patient

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- experiences with methadone maintenance treatment on an online community during COVID-19. *Substance Use & Misuse*, 56(14), 2134–2140.
- 58 Pierce, J. P., Chen, R., Kealey, S., Leas, E. C., White, M. M., Stone, M. D., McMenamin, S. B., Trinidad, D. R., Strong, D. R., Benmarhnia, T., & others. (2021). Incidence of cigarette smoking relapse among individuals who switched to e-cigarettes or other tobacco products. *JAMA Network Open*, 4(10), e2128810–e2128810.
- 57 Pierce, J. P., Chen, R., Leas, E. C., White, M. M., Kealey, S., Stone, M. D., Benmarhnia, T., Trinidad, D. R., Strong, D. R., & Messer, K. (2021). Use of e-cigarettes and other tobacco products and progression to daily cigarette smoking. *Pediatrics*, 147(2).
- 56 Pierce, J. P., Leas, E. C., Benmarhnia, T., McMenamin, S. B., Strong, D. R., Chen, R., & Messer, K. (2021). E-cigarettes and cessation: The introduction of substantial bias in analyses of PATH Study. *Nicotine and Tobacco Research*, 23(5), 876–877.
- 55 Sakuma, K.-L. K., Pierce, J. P., Fagan, P., Nguyen-Grozavu, F. T., Leas, E. C., Messer, K., White, M. M., Tieu, A. S., & Trinidad, D. R. (2021). Racial/ethnic disparities across indicators of cigarette smoking in the era of increased tobacco control, 1992–2019. *Nicotine and Tobacco Research*, 23(6), 909–919.
- 54 Strong, D. R., Pierce, J. P., Pulvers, K., Stone, M. D., Villaseñor, A., Pu, M., Dimofte, C. V., Leas, E. C., Oratowski, J., Brighton, E., & others. (2021). Effect of graphic warning labels on cigarette packs on US smokers' cognitions and smoking behavior after 3 months: A randomized clinical trial. *JAMA Network Open*, 4(8), e2121387–e2121387.
- 53 Ayers, J. W., Althouse, B. M., Poliak, A., Leas, E. C., Nobles, A. L., Dredze, M., & Smith, D. (2020). Quantifying public interest in police reforms by mining internet search data following George Floyd's death. *Journal of Medical Internet Research*, 22(10), e22574.
- 52 Ayers, J. W., Leas, E. C., Johnson, D. C., Poliak, A., Althouse, B. M., Dredze, M., & Nobles, A. L. (2020). Internet searches for acute anxiety during the early stages of the COVID-19 pandemic. *JAMA Internal Medicine*, 180(12), 1706–1707.
- 51 Chen, R., Pierce, J. P., Leas, E. C., White, M. M., Kealey, S., Strong, D. R., Trinidad, D. R., Benmarhnia, T., & Messer, K. (2020). Use of electronic cigarettes to aid long-term smoking cessation in the United States: Prospective evidence from the PATH cohort study. *American Journal of Epidemiology*, 189(12), 1529–1537.
- 50 Leas, E. C., Cohen, J. E., & Ayers, J. W. (2020). A Philip Morris advertisement for its heated tobacco product IQOS sets a troubling precedent. *Tobacco Control*, 29(e1), e168–e170.
- 49 Leas, E. C., Dredze, M., & Ayers, J. W. (2020). Ignoring data delays our reaction to emerging public health Tragedies like 13 reasons why. *JAMA Psychiatry*, 77(1), 102–103.
- 48 Leas, E. C., Hendrickson, E. M., Nobles, A. L., Todd, R., Smith, D. M., Dredze, M., & Ayers, J. W. (2020). Self-reported cannabidiol (CBD) use for conditions with proven therapies. *JAMA Network Open*, 3(10), e2020977–e2020977.
- 47 Leas, E. C., Prochaska, J. J., Ayers, J., Nobles, A. L., & Henriksen, L. (2020). What to do when tobacco advertisers exploit antitobacco social media campaigns to sell tobacco. *Tobacco Control*, 29(2), 243–244.
- 46 Leas, E. C., Schliecher, N., Recinos, A., Mahoney, M., & Henriksen, L. (2020). State and regional gaps in coverage of 'Tobacco 21' policies. *Tobacco Control*, 29(2), 226–227.
- 45 Leas, E. C., Trinidad, D. R., Pierce, J. P., & Benmarhnia, T. (2020). The effect of college attendance on young adult's cigarette, e-cigarette, cigarillo, hookah and smokeless tobacco use and its potential for addressing tobacco-related health disparities. *Preventive Medicine*, 105954.
- 44 Nguyen-Grozavu, F. T., Pierce, J. P., Sakuma, K.-L. K., Leas, E. C., McMenamin, S. B., Kealey, S., Benmarhnia, T., Emery, S. L., White, M. M., Fagan, P., & others. (2020). Widening disparities in cigarette smoking by race/ethnicity across education level in the United States. *Preventive Medicine*, 139, 106220.

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- 43 Nobles, A. L., Leas, E. C., Caputi, T. L., Zhu, S.-H., Strathdee, S. A., & Ayers, J. W. (2020). Responses to addiction help-seeking from Alexa, Siri, Google Assistant, Cortana, and Bixby intelligent virtual assistants. *NPJ Digital Medicine*, 3(1), 11.
- 42 Nobles, A. L., Leas, E. C., Dredze, M., & Ayers, J. W. (2020). Examining peer-to-peer and patient-provider interactions on a social media community facilitating ask the doctor services. *Proceedings of the International AAAI Conference on Web and Social Media*, 14, 464–475.
- 41 Nobles, A. L., Leas, E. C., Latkin, C. A., Dredze, M., Strathdee, S. A., & Ayers, J. W. (2020). # HIV: alignment of HIV-related visual content on Instagram with public health priorities in the US. *AIDS and Behavior*, 24, 2045–2053.
- 40 Nobles, A. L., Leas, E. C., Noar, S., Dredze, M., Latkin, C. A., Strathdee, S. A., & Ayers, J. W. (2020). Automated image analysis of instagram posts: Implications for risk perception and communication in public health using a case study of# HIV. *PLoS One*, 15(5), e0231155.
- 39 Pierce, J. P., Messer, K., Leas, E. C., Kealey, S., White, M. M., & Benmarhnia, T. (2020). A source of bias in studies of e-cigarettes and smoking cessation. *Nicotine and Tobacco Research*, 22(5), 861–862.
- 38 Pierce, J. P., Strong, D. R., Stone, M. D., Villaseñor, A., Dimofte, C. V., Leas, E. C., Oratowski, J., Brighton, E., Hurst, S., Pulvers, K., & others. (2020). Real-world exposure to graphic warning labels on cigarette packages in US smokers: The CASA randomized trial protocol. *Contemporary Clinical Trials*, 98, 106152.
- 37 Strong, D. R., Leas, E., Noble, M., White, M., Frissell, K. C., Glasser, A., Katz, L., Taylor, K., Compton, W. M., Conway, K. P., & others. (2020). Predictive validity of the adult tobacco dependence index: Findings from waves 1 and 2 of the Population Assessment of Tobacco and Health (PATH) study. *Drug and Alcohol Dependence*, 214, 108134.
- 36 Ayers, J., Caputi, T., & Leas, E. (2019). The Need for Federal Regulation of Marijuana Marketing. *JAMA*, 322(9), 895–895.
- 35 Leas, E. C., Nobles, A. L., Caputi, T. L., Dredze, M., Smith, D. M., & Ayers, J. W. (2019). Trends in internet searches for cannabidiol (CBD) in the United States. *JAMA Network Open*, 2(10), e1913853–e1913853.
- 34 Leas, E. C., Schleicher, N. C., Prochaska, J. J., & Henriksen, L. (2019). Place-based inequity in smoking prevalence in the largest cities in the United States. *JAMA Internal Medicine*, 179(3), 442–444.
- 33 Nobles, A. L., Leas, E. C., Althouse, B. M., Dredze, M., Longhurst, C. A., Smith, D. M., & Ayers, J. W. (2019). Requests for Diagnoses of Sexually Transmitted Diseases on a Social Media Platform. *JAMA*, 322(17), 1712–1713.
- 32 Strong, D. R., Leas, E., Elton-Marshall, T., Wackowski, O. A., Travers, M., Bansal-Travers, M., Hyland, A., White, M., Noble, M., Cummings, K. M., & others. (2019). Harm perceptions and tobacco use initiation among youth in Wave 1 and 2 of the Population Assessment of Tobacco and Health (PATH) Study. *Preventive Medicine*, 123, 185–191.
- 31 Ayers, J. W., Dredze, M., Leas, E. C., Caputi, T. L., Allem, J.-P., & Cohen, J. E. (2018). Next generation media monitoring: Global coverage of electronic nicotine delivery systems (electronic cigarettes) on Bing, Google and Twitter, 2013-2018. *PLoS One*, 13(11), e0205822.
- 30 Benmarhnia, T., Leas, E., Hendrickson, E., Trinidad, D. R., Strong, D. R., & Pierce, J. P. (2018). The potential influence of regulatory environment for e-cigarettes on the effectiveness of e-cigarettes for smoking cessation: Different reasons to temper the conclusions from inadequate data. *Nicotine and Tobacco Research*, 20(5), 659–659.
- 29 Benmarhnia, T., Pierce, J. P., Leas, E., White, M. M., Strong, D. R., Noble, M. L., & Trinidad, D. R. (2018). Can E-cigarettes and pharmaceutical aids increase smoking cessation and reduce cigarette consumption? Findings from a nationally representative cohort of American smokers. *American Journal of Epidemiology*, 187(11), 2397–2404.

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- 27 Leas, E. C., Pierce, J. P., Benmarhnia, T., White, M. M., Noble, M. L., Trinidad, D. R., & Strong, D. R. (2018). Effectiveness of pharmaceutical smoking cessation aids in a nationally representative cohort of American smokers. *JNCI: Journal of the National Cancer Institute*, 110(6), 581–587.
- 26 Leas, E. C., Pierce, J. P., Dimofte, C. V., Trinidad, D. R., & Strong, D. R. (2018). Standardised cigarette packaging may reduce the implied safety of Natural American Spirit cigarettes. *Tobacco Control*, 27(e2), e118–e123.
- 25 Lee, J. G., Schleicher, N. C., Leas, E. C., & Henriksen, L. (2018). US Food and Drug Administration inspection of tobacco sales to minors at top pharmacies, 2012-2017. *JAMA Pediatrics*, 172(11), 1089–1090.
- 24 Noar, S. M., Leas, E., Althouse, B. M., Dredze, M., Kelley, D., & Ayers, J. W. (2018). Can a selfie promote public engagement with skin cancer? *Preventive Medicine*, 111, 280–283.
- 23 Pierce, J. P., Leas, E. C., Benmarhnia, T., & Strong, D. R. (2018). RE: Magnitude of Clinical Benefit of Cancer Drugs Approved by the US Food and Drug Administration Response. *JNCI-JOURNAL OF THE NATIONAL CANCER INSTITUTE*, 110(10).
- 22 Pierce, J. P., Sargent, J. D., Portnoy, D. B., White, M., Noble, M., Kealey, S., Borek, N., Carusi, C., Choi, K., Green, V. R., & others. (2018). Association between receptivity to tobacco advertising and progression to tobacco use in youth and young adults in the PATH study. *JAMA Pediatrics*, 172(5), 444–451.
- 21 Allem, J.-P., Leas, E. C., Caputi, T. L., Dredze, M., Althouse, B. M., Noar, S. M., & Ayers, J. W. (2017). The Charlie Sheen effect on rapid in-home human immunodeficiency virus test sales. *Prevention Science*, 18, 541–544.
- 20 Ayers, J. W., Althouse, B. M., Leas, E. C., Dredze, M., & Allem, J.-P. (2017). Internet searches for suicide following the release of 13 Reasons Why. *JAMA Internal Medicine*, 177(10), 1527–1529.
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Conference Presentations

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3. Leas EC, Ayers JW, Advocacy and Influence in a new media landscape: what can we learn from Big Media Data? 2017. The 38th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine
2. Leas EC, Dimofte C, Strong D, Standardized packaging may reduce the perception that American Spirit cigarettes are less harmful. 2017. The 38th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine
1. Strong DR, Dimofte C, Leas EC, Hurst S, Villasenor A, Oratowski-Coleman J, Jeong E, Pierce J, Appeal Of Tobacco Product Packaging: Influences Of Removing Brand Imagery. 2016. The 22nd Annual Conference of the Society for Research on Nicotine and Tobacco.

Conference Posters

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12. Strong DR, Stone MD, Leas EC, Alicea A, Manley H, Pierce JP, When Using Packaging With Graphic Warnings, Increased Pack Hiding Associated With Lower Satisfaction From Smoking Cigarettes. 2023. The 28th Annual Conference of the Society for Research on Nicotine and Tobacco.
11. Satybaldiyeva N, Kepner W, Hendrickson EM, Nobles A, DiMartino L, Leas EC, 21 Hemp-Derived Cannabinoids and Counting: Identification of Novel Hemp-Derived Cannabis Products Through Product Reviews on an Online Forum. The 2022 Annual Meeting and Expo of the American Public Health Association
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2. Leas EC, Ayers JW, Advocacy and Influence in a new media landscape: what can we learn from Big Media Data? 2017. The 38th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine
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Chapters & Reports

5. Henriksen LA, Leas EC, Retail Policy Impacts on Smoking Inequities. In: Addressing Tobacco-Related Disparities: A Report of the Surgeon General. In Press
4. Al-Delaimy WK, Zablocki RW, Myers MG, Strong DR, Edland SD, Hofstetter CR, Linke S, Leas EC. Price influence and media exposure. The First Report on the California Smokers Cohort. California Department of Public Health 2014

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1. Tobacco Facts and Figures. California Department of Public Health. 2012

Invited Presentations

3. Leas EC, What to do when tobacco advertisers exploit antitobacco social media campaigns to sell tobacco. 2020. Presented as a webinar for the CDC Office on Smoking and Health (OSH) Media Network
2. Leas EC, Applications of Social Network Theory to Behavior Change Marketing, Stanford University, 2018, Course: Theoretical Foundations and Design of Behavioral Intervention Trials
1. Leas EC, Applications of Social Network Theory to Behavior Change Marketing, Stanford University, 2017, Course: Theoretical Foundations and Design of Behavioral Intervention Trials

Selected Media Coverage

Note: Altmetric is a measure used to rank articles in terms of the attention they receive (www.altmetric.com).

New York Times Reporter Dana G Smith and I Discuss Delta-8-THC

| [The New York Times](#) |

I Discuss Delta-8-THC on Podcast Cannabis Science Today

| [Cannabis Science Today](#) |

Slate Reporter Hannah Docter-Loeb and I Discuss Hemp-Derived Cannabinoids

| [Slate](#) |

Slate Reporter Niranjana Rajalakshmi and I Discuss the FDA's Position on Cannabidiol CBD

| [Slate](#) |

New York Times Reporter Dana G Smith and I Discuss Delta-8-THC

| [The New York Times](#) |

Internet Searches for Abortion Medications Following the Leaked Supreme Court of the United States Draft Ruling

| [ABC News](#) | [US News & World Report](#) | [CNN](#) | [TODAY](#) | [WebMD](#) |

* Ranks in the top 1% of all research scored by Altmetric

Use of Menthol Cigarettes, Smoking Frequency, and Nicotine Dependence Among US Youth

| [US News & World Report](#) | [The Hill](#) |

* Ranks in the top 1% of all research scored by Altmetric

Daily E-cigarette Use and the Surge in JUUL Sales: 2017–2019

| [WIRED](#) |

* Ranks in the top 1% of all research scored by Altmetric

Effects of menthol use and transitions in use on short-term and long-term cessation from cigarettes among US smokers

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| [STATNews](#) | [@NIDAnews](#) |

* STATNews is a subsidiary of the Boston Globe

* @NIDAnews in the official Twitter account of the National Institute on Drug Abuse who sponsored this paper

* Ranks in the top 2% of all research scored by Altmetric

Spread of Misinformation About Face Masks and COVID-19 by Automated Software on Facebook

| [Forbes](#) | [US News & World Report](#) | [The Hill](#) |

* Ranked in the top 1% of all research scored by Altmetric

Suicide-Related Internet Searches During the Early Stages of the COVID-19 Pandemic in the US

| [The New York Times](#) |

* Ranked in the top 3% of all research scored by Altmetric

Self-reported Cannabidiol (CBD) Use for Conditions With Proven Therapies

| [US News & World Report](#) |

* Ranked in the top 2% of all research scored by Altmetric

* Read invited commentary by Wilson M. Compton, deputy director of the National Institute on Drug Abuse: [The Need for Evidence Regarding Cannabidiol](#)

Use of E-cigarettes and Other Tobacco Products and Progression to Daily Cigarette Smoking

| [WIRED](#) | [ABC News](#) | [ABC News Radio](#) | [KPBS](#) | [US News & World Report](#) | [KUSI](#) |

* Ranked in the top 1% of all research scored by Altmetric

Internet Searches for Acute Anxiety During the Early Stages of the COVID-19 Pandemic

| [Yahoo!](#) | [CNBC](#) | [CNN](#) | [NYPost](#) | [San Diego Union Tribune](#) |

* Ranked in the top 1% of all research scored by Altmetric

Responses to Addiction Help-Seeking from Alexa, Siri, Google Assistant, Cortana, and Bixby Intelligent Virtual Assistants

| [Yahoo!](#) | [Forbes](#) | [Medscape](#) | [WebMD](#) | [The Sun](#) | [The Sunday Times](#) | [MEAWW](#) | [O' Globo](#) | [Becker's Hospital Review](#) | [Drugs.com](#) | [US News & World Report](#) |

* Via [Agence France-Presse](#) this study was covered in numerous print outlets, including the Sunday Times (of South Africa), The Malaysian Mail, Times of India, Times of London, etc.

What to do when tobacco advertisers exploit antitobacco social media campaigns to sell tobacco

* Invited to present to CDC Office on Smoking and Health (OSH) Media Network, attended by media department directors across all 50 US states as well as media directors and CDC OSH anti-tobacco campaigns.

Requests for Diagnoses of Sexually Transmitted Diseases on a Social Media Platform

| [NBC](#) | [CNN](#) | [ABC](#) | [US News & World Report](#) | [CNBC](#) | [Forbes](#) | [New York Post](#) | [Raw Story](#) | [Medscape](#) | [Daily Mail](#) | [Refinery 29](#) | [Healio](#) | [BGR](#) | [Futurism](#) | [Cnet](#) | [Stuff](#) | [Business Insider](#) | [Drugs.com](#) | [10 Daily](#) | [MedPage Today](#) | [Health Day](#) | [iNews](#) | [Union Tribune](#) | [New Zealand Herald](#) | [Mpravda](#) | [Yahoo!](#) | [News Beezer](#) | [Silicon Republic](#) | [Mic](#) | [Becker's Health IT](#) | [Global Times China](#) | [The Star](#) | [Healthline](#) | [Vice](#) | [Bustle](#) | [Breitbart](#) | [MSN](#) | [Mens Health](#) | [Dr. Oz](#) |

* [Susannah Fox](#), the former Chief Technology Office of the US Department of Health and Human Services for the Obama Administration, covered our article on her [blog](#).

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- * Ranked in the top 1% of all research scored by Altmetric
- * Read article commentary in [Nature Reviews Urology](#)
- * Watch Medscape's [Impact Factor](#) with [Dr. F. Perry Wilson](#)
- * Via [Agence France-Presse](#) this study was covered in more than 1,000 print outlets, including Phnom Penh Post, Bangkok Post, Sunday Times (of South Africa), Times of India, Times of London, etc.

Trends in Internet Searches for Cannabidiol (CBD) in the United States

| [ABC](#) | [USA Today](#) | [Time](#) | [Good Morning America](#) | [Vice](#) | [US News & World Report](#) | [Vice](#) | [STAT News](#) | [Healthline](#) | [Daily Mail](#) | [The Washington Post](#) | [Union Tribune](#) |

- * Ranked in the top 1% of all research scored by Altmetric

The Need for Federal Regulation of Marijuana Marketing

| [New York Times](#) | [NPR](#) | [KPBS](#) | [Barrons](#) | [Kaiser Health News](#) | [Union Tribune](#) |

- * Ranked in the top 1% of all research scored by Altmetric

Next Generation Media Monitoring: Global Coverage of Electronic Nicotine Delivery Systems (Electronic Cigarettes) on Bing, Google and Twitter, 2013-2018

- * Visit [TobaccoWatcher.org](#) to replicate this analysis in a few clicks

Place-based Inequity in Smoking Prevalence in the Largest Cities in the United States

| [LA Times](#) | [Reuters](#) |

- * Ranked in the top 5% of all research outputs scored by Altmetric

US Food and Drug Administration Inspection of Tobacco Sales to Minors at Top Pharmacies, 2012-2017

| [Stanford Scope Blog](#)† | [Reuters](#) | [Truth Initiative](#) | [CNBC](#)‡ | [FDA](#)‡

† Blog has >100K monthly readers and associated Twitter account (@StanfordMed) has >220K followers

‡ Study potentially prompted FDA visit to Walgreens to discuss violations

Can E-Cigarettes and Pharmaceutical Aids Increase Smoking Cessation and Reduce Cigarette Consumption? Findings From a Nationally Representative Cohort of American Smokers

- * Ranked in the top 5% of all research outputs scored by Altmetric, primarily due to twitter activity surrounding the article

Association Between Receptivity to Tobacco Advertising and Progression to Tobacco Use in Youth and Young Adults in the PATH Study

| [US News & World Report](#) |

- * Ranked in the top 5% of all research outputs scored by Altmetric

Online Sales of Marijuana: An Unrecognized Public Health Dilemma

| [NBC](#) | [US News & World Report](#) | [Salon](#) | [Inquisitr](#) | [Futurism](#) | [Civilized](#) | [Fresh](#) | [Inverse](#) |

- * Ranked in the top 1% of all research scored by Altmetric

Effectiveness of Pharmaceutical Smoking Cessation Aids in a Nationally Representative Cohort of American Smokers

| [Stanford Scope Blog](#)† | [UCSF Tobacco Control Blog](#) ‡ |

* Study covered on page 520 of the [Surgeon General's Report on Smoking Cessation](#)

* Ranked in the top 5% of all research scored by Altmetric

† Blog has >100K monthly readers and associated Twitter account (@StanfordMed) has >220K followers

‡ Frequently used blog for Tobacco control experts

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Can a Selfie Promote Public Engagement with Skin Cancer?

| [Daily Mail](#) | [Sun](#) | [Independent](#) | [Mirror](#) | [Allure](#) | [LADbible](#) | [Cosmopolitan](#) | [Hollywood Life](#) | [Yahoo!](#) | [Refinery 29](#) | [Buzz](#) | [International Business Times](#) | [IB Times UK](#) | [Women's Health](#) | [MSN](#) | [US News & World Report](#) | [Unilad](#) | [Honey](#) | [Global News](#) | [Fox News](#) | [Live Science](#) | [Parade](#) | [Yahoo! v2](#)

- * Watch a viral Facebook video documenting our [study](#)
- * Health Leader's "10 Most Memorable Stories of 2017"
- * Ranked in the top 1% of all research scored by Altmetric

They're Heating Up: Internet Search Query Trends Reveal Significant Public Interest in Heat-Not-Burn Tobacco Products

| [Global News](#) | [Discover Magazine](#) | [Daily Mail](#) | [The Sun](#) | [Joe](#) | [Web MD](#) | [MedPage Today](#) | [US News & World Report](#) | [CVB](#) | [The Scope](#) | [Healthline](#) | [Seeker](#) | [Union Tribune](#) | [UPI](#) |

- * As Philip Morris promotes heat-not-burn in the United States [many](#) cite this study
- * Ranked in the top 1% of all research scored by Altmetric

Internet Searches for Suicide Following the Release of *13 Reasons Why*

| [NBC](#) | [CNN](#) | [Reuters](#) | [New York Times](#) | [Washington Post](#) | [Wired](#) | [Mashable](#) | [Daily Mail](#) | [Telegraph](#) | [Global News](#) | [Forbes](#) | [Vice](#) | [iNews](#) | [Reuters](#) | [Medical News Today](#) | [International Business Times](#) | [Newsweek](#) | [Time](#) | [Pacific Standard](#) | [Live Science](#) | [Washington Times](#) | [Billboard](#) | [Refinery 29](#) | [RT](#) | [Perez Hilton](#) | [Gizmodo](#) | [Inverse](#) | [Inquisitr](#) | [US News & World Report](#) | [New York Magazine](#) | [VOA](#) | [USA Today](#) | [Romper](#) | [the Cut](#) | [Sydney Morning Herald](#) | [MSN](#) | [The Atlantic](#) | [Business Insider](#) | [The Wrap](#) | [ABC \(Australia\)](#) | [Mic](#) | [Variety](#) | [Cosmopolitan](#) | [Uproxx](#) | [Slate](#) | [Huffington Post](#) | [Forbes](#) (editorial) | [Oxygen](#) | [Self](#) | [Newsy](#) | [Vox](#) | [NPR Science Friday](#) |

- * Ranked in the top 1,000 of more than 11 million research articles scored by Altmetric
- * Ranked in the top 25 most circulated articles in JAMA Internal Medicine according to Altmetric
- * Read the JAMA Internal Medicine [Editorial](#)
- * Read my coauthor's editorial in [Salon](#)
- * Read Netflix cast's response to the [criticism](#)

The Charlie Sheen Effect on Rapid In-home Human Immunodeficiency Virus Test Sales

| [CNN](#) | [Global News](#) | [Vice](#) | [New York Magazine](#) | [Live Science](#) | [Daily Mail](#) | [O Globo](#) | [SVT](#) | [Healthline](#) | [ABC News](#) | [Newsweek](#) | [US News & World Report](#) | [Health Day](#) | [SheKnows](#) | [Attn](#) | [Der Spiegel](#) | [Gazeta](#) | [n+1](#) | [CTV](#) | [RTL](#) | [Prensa Libre](#) | [La Razon](#) | [BT](#) | [Europa Press](#) | [Inquirer](#) | [Medical Daily](#) | [TMZ](#) | [MSN](#) | [Inquisitr](#) | [Huffington Post](#) | [Business Insider](#) | [International Business Times](#) | [Forbes](#) | [Wonderwall](#) | [Fortune](#) | [Union Tribune](#) |

- * Ranked in the top 0.1% of all research scored by Altmetric
- * Was then the 2nd all-time most circulated article in Prev Sci according to Altmetric
- * As the title suggests, this is a follow up to the oft-cited 2016 [study](#)

Why Do People Use Electronic Nicotine Delivery Systems (Electronic Cigarettes)? A Content Analysis of Twitter, 2012-2015

| [Live Science](#) | [InVerse](#) | [Men's Fitness](#) | [Vice](#) | [A.V. Club](#) | [Medical Express](#) | [Mental Daily](#) | [iTech](#) | [Huffington Post](#) | [Union Tribune](#) |

- * Ranked in the top 1% of all research scored by Altmetric

Can Big Media Data Revolutionize Gun Violence Prevention?

| [Tech at Bloomberg](#) | [Politico](#) | [Five Thirty Eight](#) |

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Pokémon GO - A New Distraction for Drivers and Pedestrians

| [ABC News](#) | [NBC News](#) | [BBC](#) | [NPR](#) | [CNN](#) | [Fox News](#) | [Global News](#) | [Reuters](#) | [Vice](#) | [MSN](#) | [Yahoo!](#) | [Los Angeles Times](#) | [New York Magazine](#) | [US News & World Report](#) | [Forbes](#) | [Fortune](#) | [Bustle](#) | [Daily Mail](#) | [The Mirror](#) | [Le Figaro](#) | [Le Journal De Montreal](#) | [Dagens Medisin](#) | [Dagens Nyheter](#) | [Parent Herald](#) | [Medical Express](#) | [Science News](#) | [Live Science](#) | [Health Day](#) | [Medical News Today](#) | [Touch Arcade](#) | [Kotaku](#) | [VG 247](#) | [Gizbot](#) | [Game Rant](#) | [Inquisitr](#) | [Uproxx](#) | [The Wrap](#) | [Boston Herald](#) | [Smithsonian](#) | [Rolling Stone](#) | [Union Tribune](#) |

* Pokémon GO's driving danger was subsequently [addressed](#) by the games' maker

* "Trended" on Facebook

* Ranked in the top 50 most circulated articles in JAMA Internal Medicine according to Altmetric

Big Data Sensors of Organic Advocacy: The Case of Leonardo DiCaprio and Climate Change

| [Washington Post](#) | [Bloomberg](#) | [Independent](#) | [Forbes](#) | [Time](#) | [Slate](#) | [New York Magazine](#) | [Yahoo!](#) | [ZME Science](#) | [The Daily Caller](#) | [Huffington Post](#) | [Mother Nature Network](#) | [Check 24](#) | [Union Tribune](#) |

* Read related [commentary](#)

* Ranks in the top 1% of all research scored by [Altmetric](#)

Revisiting the Rise of Electronic Nicotine Delivery Systems using Search Query Surveillance

| [Medical Daily](#) | [Science 2.0](#) | [US News & World Report](#) | [Health](#) |

The Charlie Sheen Effect: News and Internet Searches for HIV

| [Today Show](#) | [ABC News](#) | [CBS News](#) | [NBC News](#) | [Australian ABC](#) | [BBC](#) | [CBC](#) | [CNN](#) | [Fox News](#) | [Los Angeles Times](#) | [Newsweek](#) | [The Mirror](#) | [Yahoo!](#) | [MSN](#) | [AOL](#) | [Vox](#) | [Us Weekly](#) | [WebMD](#) | [New York Magazine](#) | [Dr. Oz](#) | [Huffington Post](#) | [Hollywood Reporter](#) | [Perez Hilton](#) | [Inquisitr](#) | [Mic](#) | [Medical Daily](#) | [Newsy](#) | [Discovery News](#) | [The Week](#) | [Global News](#) | [Tech at Bloomberg](#) | [Tech Times](#) | [Web to Med](#) | [Union Tribune](#) |

* "Trended" on Facebook and Twitter

* Ranked in the top 0.001% of all research scored by [Altmetric](#)

* Ranked in the top 75 most circulated articles in JAMA Internal Medicine according to Altmetric

Leveraging Big Data to Improve Health Awareness Campaigns: A Novel Evaluation of the Great American Smokeout

| [CBS News](#) | [New York Magazine](#) | [The Atlantic](#) | [LifeZette](#) | [Medical Daily](#) | [US News & World Report](#) | [Vox Italy](#) | [Health Day](#) | [Union Tribune](#) |

* Read related [commentary](#)

* Read series in New York Magazine's Science of Us by [Jeese Singal #1, #2, #3, #4](#)

* Ranked in the top 1% of all research scored by [Altmetric](#)