

SRNT 2025 Schedule

Thursday, March 13

10:00 AM - 11:30 AM

Grand Ballroom B

Podium Presentation 1: Paper Presentation 1 (PPS1)

UNMASKING INDUSTRY TACTICS: EXAMINING POLICY INFLUENCE, ADVERTISING STRATEGIES, AND REGULATORY EVASION IN TOBACCO CONTROL

◆◆ **“Speak Your Voice:” Tobacco Company Efforts to Persuade Consumers to Fight the Proposed Federal Menthol Cigarette and Flavored Cigar Bans in the U.S.**

Ollie Ganz, Andrea Villanti, Aila Altunbilek, Amanda Johnson, Jeannie Garmon, Olivia Wackowski, Kimberle Sterling

◆◆ **“Effective Messaging Against Youth E-Cigarette Use: Does Humor Make a Difference?”**

Caitlin Weiger, Michelle Jeong

◆◆ **Does “organic” and “natural” Advertising “get under the skin” and Affect Subjective effects, behavior, and exposure? Results from a Human Laboratory Deception Study**

Jennifer Pearson, Olufemi Erinoso, Alexis Hogan, Alexander Pheneger, Luciana Borges, Myra Lewis, Vera Vaz, Jonathan Schulz, Yoon-Bae Jun, Yeongkwon Son, Melissa Mercincavage

10:00 AM - 11:30 AM

Grand Ballroom D

Podium Presentation 1: Paper Presentation 2 (PPS2)

NAVIGATING SOCIAL INEQUITIES, RACIAL JUSTICE AND EQUITY IN TOBACCO USE AMONG BLACK/AFRICAN AMERICAN COMMUNITIES: RACIAL PERSPECTIVES ON POLICY AND PUBLIC HEALTH

◆◆ **“The Social Justice Message Has to Be Long and Loud”: African American/Black Perspectives on the Proposed Menthol Cigarette and Flavored Cigars Bans**

Kimberle Sterling, Jeannie Garmon, Ollie Ganz, Olivia Wackowski, Aila Altunbilek, Amanda Johnson, Craig S Fryer, Andrea Villanti

◆◆ **“Using a Hot Button Racial Issue to Save Their Profits”: Young Adult Perspectives on the Campaigns Against Menthol and Flavor Bans**

Craig Fryer, Jeannie Garmon, Damian M Waters, Amanda Johnson, Aila Altunbilek, Kimberle Sterling

◆◆ **Messaging Strategies to Counter Disinformation about Menthol Cigarette and Flavored Cigar Policies in U.S. Black and African American Adults**

Andrea Villanti, Ollie Ganz, Aila Altunbilek, Jeannie Garmon, Amanda Johnson, Olivia Wackowski, Craig S Fryer, Kimberle Sterling

SRNT 2025 Schedule

Thursday, March 13

11:45 AM - 1:15 PM

Churchill

Poster Session 1:

- ◆▶ **P180. News Coverage of the Proposed Menthol Cigarette and Flavored Cigar Bans in the Us – a Content Analysis**
Olivia Wackowski, Jeannie Garmon, Amanda Johnson, Aila Altunbilek, Ollie Ganz, Craig Fryer, Andrea Villanti, Kymberle Sterling

5:15 PM - 6:45 PM

Churchill

Poster Session 2:

- ◆▶ **P218. Cigarette RELIGHTING: Understanding PREVALENCE, REASONS, and Implications**
Michael Steinberg, Michelle Kennedy, William Young, Olivia Wackowski, Anna Mitarotondo, Marisa Tomaino, Daniel Gundersen, Irina Stepanov, Dorothy K. Hatsukami, Aleksandra Alcheva, Carolyn Heckma
- ◆▶ **P232. The Case for Black Men: Emergent Patterns of Tobacco and Cannabis Co-Use among Young Adults**
Craig Fryer, Stephanie Pike Moore, Kymberle Sterling
- ◆▶ **P293. Recommended Self-Report Measures for Research on menthol, mint, and Cooling-Flavored Nicotine and Tobacco Products**
Jenny Ozga, Krysten Bold, Daniel Giovenco, Adam Leventhal, Jennifer Unger, Andrea Villanti, Cassandra Stanton
- ◆▶ **P2103. Sleep Difficulties and Their Associations with Smoking Abstinence at 1- And 7-Month Follow-Ups among Adults Seeking Tobacco Cessation Treatment**
Chaelin Ra, Andrea Villanti, Michelle Bover Manderski, Melissa Mercincavage, Michael Steinberg

SRNT 2025 Schedule

Friday, March 14

8:30 AM - 10:00 AM

Salon 15-18

Podium Presentation 3: Symposium 9 (SYM 9)

EXPLORING CONSUMERS' PERCEPTIONS OF NICOTINE AND REDUCED NICOTINE CIGARETTES AND THE IMPACT OF CORRECTIVE MESSAGING ON ASSOCIATED CONSUMER TOBACCO USE BEHAVIORS TO INFORM A FUTURE NICOTINE PRODUCT STANDARD

Chair: Lauren Pacek, Presenters: Amanda Fidalgo, Brittany Merson, Andrea Villanti; Andrew Strasser; Discussant: Melissa Mercincavage

11:45 AM - 1:15 PM

Churchill

Poster Session 3:

- ◆◆ **P341. The Implementation of Local Cigar Pack Size and Price Policies in the US**
Jessica Jensen, Kathryn LaCapria, Stefanie Gratale, Sunday Azagba, Cristine Delnevo
- ◆◆ **P345. Differences in Own Brand Health Expectancies, Perceived Subjective Effects, and Organic Product Desirability between People who Smoke Natural American Spirit (NAS) and Non-Nas Cigarettes.**
Olufemi Erinoso, Alex Pheneger, Alexis Hogan, Myra Lewis, Vera Vaz, Luciana Borges, Yeongkwon Son, Melissa Mercincavage, Jennifer Pearson
- ◆◆ **P348. Trafficking Cigarettes and E-Cigarettes in New York City, Now and Then**
Kevin Schroth, Christopher Ackerman, Vidhatri Khadke, Aleksandra Blinova, Marisa Tomaino
- ◆◆ **P365. Effect of a State-Level Vaping Prevention Campaign on Beliefs and Behaviors in Young People**
Allison Glasser, Valerie Harder, Julia West, Maria Roemhildt, Lisa Osbahr, Rhonda Williams, Andrea Villanti
- ◆◆ **P381. How the Leading US Nicotine Pouch Brand Advertised Itself: A Content Analysis of ZYN Advertisements from 2019-2023 with a Comparative Perspective**
Joanne Chen Lyu, Jenny E. Ozga, Cassandra A. Stanton, Mary Hrywna, Ollie Ganz, Jennifer Cornacchione Ross, Akshika Sharma, Riya Aghi, Pamela M. Ling
- ◆◆ **P382. Targeting Three U.S. Priority Populations with Educational Nicotine Messages Using Curiosity-Eliciting Strategies**
Xinyi Wang, Ben Muzekari, Melissa Mercincavage, Andy Tan, David Lydon-Staley

SRNT 2025 Schedule

Friday, March 14

11:45 AM - 1:15 PM

Churchill

Poster Session 3:

- ◆ **P3123. Cigarette Characteristics Associated with Relighting Behaviors in a National Probability Sample of Adults who Smoke**
Aleksandra Alcheva, Katrina Yershova, Carolyn Heckman, Michelle Kennedy, William Young, Olivia Wackowski, Anna Mitarotondo, Daniel Gundersen, Michael Steinberg, Dorothy K. Hatsukami, Irina Stepanov
- ◆ **P3131. Cigarette Relighting among Sexual and Gender Minority populations: Prevalence and Impact of Measurement Choices in a Randomized Survey Experiment**
Michelle Bover Manderski, Ollie Ganz, Carolyn Heckman, Michael Steinberg

1:30 PM - 3:00 PM

Salon 7-10

Podium Presentation 4: Rapids 02

RAPID FIRE INNOVATIONS IN TOBACCO CESSATION: ADVANCING PERSONALIZED CARE, TECHNOLOGY, AND EQUITY

- ◆ **2024 Surgeon General's Report on Eliminating Tobacco-Related Disease and Death: Addressing Disparities**
Pebbles Fagan, Andrea Gentzke, Norval Hickman, Ryan David Kennedy, Kristy Marynak, Andrea Villanti

1:30 PM - 3:00 PM

Salon 13-16

Podium Presentation 4: Symposium 15 (SYM15)

DOCUMENTING AND ADDRESSING TOBACCO RELATED HEALTH DISPARITIES AMONG PEOPLE WITH DISABILITIES

- ◆ **Assessing Perceptions: An Analysis of Absolute and Relative Harm Perceptions of Cigarettes and E-Cigarettes in Disabled Populations Using Path Data**
Caitlin Weiger, Jonathan Schulz, Destiny Diaz, Olivia Wackowski

SRNT 2025 Schedule

Friday, March 14

5:00 PM - 6:30 PM

Churchill

Poster Session 4:

- ◆▶ **P43. Who is trying to quit vaping? Demographic and tobacco use characteristics of individuals who exclusively vape and participate in a New Jersey tobacco treatment program, 2019-2023**
Melissa Mercincavage, Michelle Kennedy, Nicolette E. Garthe, Michelle T. Bover Manderski, Nishi J. Gonsalves, Kimberly Jordan-Casarona, Monica Gilles, Chaelin K. Ra, Michael B. Steinberg
- ◆▶ **P423. Disparities in Blunt Use at the Intersection of Multiple Social Identities among Us Adults**
Allison Glasser, Jessica Jensen, Kymberle Sterling, Andrea Villanti
- ◆▶ **P429. Examining the Effectiveness of Cigarillo Smoking Prevention Messaging among Black Young Adults**
Lilianna Phan, Mignonne Guy, Jeff Niederdeppe, Daniel Vader, Jordan Wilson, Kymberle Sterling, Kelvin Choi
- ◆▶ **P450. Changing Knowledge about Nicotine and Cancer among Youth and Young Adults: Opportunities for Correction**
Andrea Villanti, Marisa Tomaino
- ◆▶ **P460. Impact of Repealing State Preemption Laws on Smoke-Free Indoor Air Policy Coverage in the United States**
Sunday Azagba, Todd Ebling, Alperen Korkmaz, Jessica Jensen, Fares Qeadan, Mark Hall
- ◆▶ **P484. Marketing on E-Cigarette and HTP Brand Social Media in the Philippines and Vietnam**
Jennifer Brown, Meagan Robichaud, Tuo-Yen Tseng, Maryam Ibrahim, Joanna Cohen
- ◆▶ **P4140. Exposure to Perceived Modified Risk Claims for Authorized and Not Authorized Tobacco Products among Adults who Smoke**
Destiny Diaz, Julia Chen-Sankey, Olivia Wackowski

SRNT 2025 Schedule

Saturday, March 15

8:00 AM - 9:30 AM

Salon 3-6

Podium Presentation 5: Symposium 19 (SYM19)

PUSHING PAST ROADBLOCKS AND CHARTING NEW DIRECTIONS IN TOBACCO RESEARCH ABOUT SOCIAL MEDIA

◆◆ **Developing the Online E-Cigarette Marketing Scale: A Psychometric Approach**

Presenter: Scott Donaldson

8:00 AM - 9:30 AM

Salon 7-10

Podium Presentation 5: Symposium 20 (SYM20)

EVALUATING COMPLIANCE, POLICY HURDLES, AND FUTURE DIRECTIONS OF TOBACCO 21 IMPLEMENTATION

Chair: Mary Hrywna, Presenters: Amanda Kong, Cristine Delnevo, Elisabeth Reed, Page Dobbs, Discussant: Kevin Schroth

9:45 AM - 11:15 AM

Salon 7-10

Podium Presentation 6: Rapids 03

RAPID FIRE DYNAMICS IN TOBACCO & NICOTINE: CANNABIS LAWS, TAX STRATEGIES, E-CIG POLICY, AND ENVIRONMENTAL ASPECTS

◆◆ **Retailer Compliance with Tobacco 21 Laws: An Analysis of Underage Purchase Attempts by Product, Store Type, and Brand**

Christopher Ackerman, Mary Hrywna, Amanda Y. Kong, Cristine Delnevo

9:45 AM - 11:15 AM

Salon 21-24

Podium Presentation 6: Paper 30

UNPACKING CIGAR, LITTLE CIGAR, AND CIGARILLO USE: TRENDS, PUBLIC PERCEPTION, AND INNOVATIVE HEALTH MESSAGING

◆◆ **Predictors of Support for a Reduced Nicotine Policy among People who Use Little Cigar and Cigarillos**

Charity Ntansah, Emily Hackworth, Lucy Popova, Reed Reynolds, Bo Yang, Katherine Henderson, David Ashley, Kymberle Sterling, James Thrasher

SRNT 2025 Schedule

Saturday, March 15

11:15 AM - 12:45 PM

Churchill

Poster Session 5:

- ◆▶ **P527. Exposure to and Engagement with Nicotine and Tobacco Content on Social media: Disparities by Sexual Identity among Adolescents and Young Adults**
Jenny Ozga, Erin Vogel, Lysie Ranker, Ollie Ganz, Paul Harrell, Joy Hart, Grace Kong, Helen Meissner, Dan Romer, Cassandra Stanton
- ◆▶ **P573. Piloting Rapid Tobacco Surveillance: Screening, Data Quality and Retention in the Crst Youth and Young Adult Cohort**
Andrea Villanti, Patrick Barnwell, An Mei Chen, Caitlin Uriarte, Karolin Wadie, Cristine Delnevo
- ◆▶ **P585. Young Adults' Visual Attention to Features of Social Media Marketing for Disposable E-Cigarettes and Associated Product Perceptions**
Julia Chen-Sankey, Caitlin Weiger, Kathryn LaCapria, Julia Vassey, Michelle Jeong, Lilianna Phan, Jennifer Unger, Jon-Patrick Allem, Carla Berg, Kelvin Choi
- ◆▶ **P586. The New Natural: A Scoping Literature Review on the Evolution of Misleading "Natural" Tobacco Marketing Descriptors**
Stefanie Gratale, Matthew Joy, Caitlin Weiger, Meghan Moran, Cristine Delnevo, Olivia Wackowski
- ◆▶ **P593. Rapid Assessment of Emerging Nicotine and Tobacco Products in the CRST Youth and Young Adult Cohort**
Karolin Wadie, An Mei Chen, Caitlin Uriarte, Patrick Barnwell, Cristine Delnevo, Andrea Villanti
- ◆▶ **P5100. Identifying Latent Classes of Dual cigarette/ENDS Users Based on Motivations for Ends use: Product Substitution versus Complementary Use**
Lauren Pacek, Ollie Ganz, Dana Rubenstein, F. Joseph McClernon

SRNT 2025 Schedule

Saturday, March 15

11:15 AM - 12:45 PM

Churchill

Poster Session 5:

- ◆ **P5123. Changes in Tobacco Product Advertising at Point of Sale: 2015-2024**
Christopher Ackerman, Mary Hrywna, Lauren Pacek, Michelle Jeong, Cristine Delnevo

- ◆ **P5129. Perceptions of Influencers and E-Cigarettes Explicitly Promoted, Implicitly Promoted, or Casually Depicted on Social Media: Focus Group Analysis**
Julia Vassey, Julia Chen-Sankey, Jennifer Unger

- ◆ **P5135. Wave 5 Recruitment Strategies, Costs, and Outcomes for Crst Youth and Young Adult Cohort Study**
Caitlin Uriarte, An Mei Chen, Karolin Wadie, Patrick V. Barnwell, Shyanika W. Rose, Judy G. van de Venne, Darren Mays, Emma Sakulich, Lisa Henriksen, Trent O. Johnson, Joseph G.L. Lee, Elisabeth Reed, Cristine D. Delnevo, Andrea C. Villanti