

## Eric Leas

Herbert Wertheim School of Public Health and Longevity Science

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### Current Position:

2018 - Present UC San Diego Assistant Professor

### Education

2018	Stanford University	Postdoctoral Fellowship
2017	UC San Diego	PhD, Global 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>Capstone 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
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

<b>Student</b>	<b>Type of mentee</b>	<b>Year</b>	<b>Mentor Role</b>
Matthew Stone	PhD Student	2021	Dissertation Committee Member
Haley Ciborowski	PhD Student	2021	Dissertation Committee Member
Derek Johnson	Postdoctoral Fellow	2021	Research Advisor
Natalie Moy	Undergraduate Student	2021	Research Advisor
Nora Satybaldiyeva	PhD Student	2021	T32 Data Science 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	Postdoctoral Fellow	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

### Community Service

2021-2022 Program Committee, Annual Meeting of the Society for Research on Nicotine and Tobacco  
2019-2020 Program Committee, Annual Meeting of the Society for Research on Nicotine and Tobacco  
2015-2017 Organizer, Human Nature Group ([hng.ucsd.edu](http://hng.ucsd.edu))  
2015-2016 Student Representative, UCSD/SDSU Joint Doctoral Program  
2006-2009 Orphanage Volunteer, Rosarito, Mexico

### Journal Reviewer

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  
2017-present BMJ  
2017-present JAMA Internal Medicine  
2017-present Journal of Medical Internet Research  
2015-present Public Health Reports  
2014-present Nicotine and Tobacco Research  
2014-present BMJ Tobacco Control

### Grant Reviewer

2021-present Israeli Science Foundation

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### Active Grant Support

R21DA051356 (PI: Leas) 07/01/20 – 06/30/22  
NIH/NIDA Annual: \$157,542 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

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

T31IR1584 (PI: McCmenamin) 07/01/20 – 06/30/23  
TRDRP Annual: \$316,111 Entire Period: \$956,219  
Title: Trends in SES disparities in Smoking Behavior with 4 major, successful tobacco programs  
Role: Co-Investigator

28IR-0066 (PI: Trinidad) 07/01/18 – 06/01/21  
TRDRP Annual: \$311,546 Entire Period: \$621,910  
Title: Tobacco Policies and Smoking Disparities: Comparing California to the US  
Role: Co-Investigator

28KT-0004 (PI: Ayers) 07/01/18-06/30/21  
TRDRP Annual: \$200,000 Entire Period: \$600,000  
Title: Tobacco Posts on Social Media of Vulnerable, At-Risk Groups  
Role: Co-Investigator

1R01CA234539-01 (PI: Pierce, Benmarhnia) 09/01/18 – 08/31/21  
NIH/NCI Annual: \$417,686 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 Annual: \$1,017,852 Entire Period: \$9,621,817  
Title: PATH Study: Population Assessment of Tobacco and Health  
Role: Co-Investigator

### Pending Grant Support

R21DA055245 09/01/21 – 08/31/23  
NIH/NIDA Annual: ~\$210,000 Entire Period: \$434,500  
Title: The impact of menthol e-cigarette use on frequency of use, dependence and cigarette use  
Role: Principal Investigator

K01DA054303 (PI: Leas) 07/01/22 –11/30/27  
NIH/NIDA Annual: ~\$165,638 Entire Period: \$731,529  
Title: PATH Study: Characterizing the Epidemiology of Cannabidiol (CBD) Use among US adults  
Role: Principal Investigator

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### Peer Reviewed Publications

69. Leas EC, The Hemp Loophole—a Need to Clarify the Legality of Delta-8-THC and Other Hemp-Derived Tetrahydrocannabinol Compounds, *American journal of public health*, In Press
68. Pierce JP, Chen R, Kealey S, Leas EC, White MM, Stone MD, McMenamin SB, Trinidad DR, Strong DR, Benmarhnia T, Messer K, Increased relapse to cigarettes among quitters who switched to e-cigarettes or other tobacco products, *JAMA Network Open*, In Press
67. Leas EC, Policy Analyses Should Consider All Available Data, *JAMA Pediatrics*, In Press
66. Leas EC, Benmarhnia T, Strong DR, Pierce JP. Effects of menthol use and transitions in use on short-term and long-term cessation from cigarettes among US smokers, *Tob Control*, 2021. <https://doi.org/10.1136/tobaccocontrol-2021-056596>
65. Strong DR, Pierce JP, Pulvers K, Stone MD, Villaseñor A, Pu M, Dimofte CV, Leas EC, Oratowski J, Brighton E, Hurst S, Kealey S, Chen R, Messer K, The effect of graphic warning labels on cigarette packs on US Smokers' cognitions and smoking behavior after 3 months. *JAMA Netw Open*. In Press
64. Leas EC, Moy N, McMenamin SB, Shi Y, Benmarhnia T, Stone MD, Trinidad DR, White M. Availability and Promotion of Cannabidiol (CBD) Products in Online Vape Shops. *Int J Env Res Pub He*. 2021 Jan;18(13):6719. <https://doi.org/10.3390/ijerph18136719>  
\*This appears in a special issue edited by NIDA program officers
63. Ayers JW, Chu B, Zhu Z, et al. Spread of Misinformation About Face Masks and COVID-19 by Automated Software on Facebook. *JAMA Intern Med*. Published online June 07, 2021 <https://doi.org/10.1001/jamainternmed.2021.2498>
62. Ayers JW, Leas EC, Dredze M, Caputi TL, Zhe SH, Cohen JE, Philip Morris International Used the E-cigarette, or Vaping, product use Associated Lung Injury (EVALI) Outbreak to Market IQOS Heated Tobacco, *Tobacco Control*, 2021. <https://doi.org/10.1136/tobaccocontrol-2021-056661>
61. Johnson DC, Nobles AL, Caputi TL, Liu M, Leas EC, Strathdee SA, Smith DM, Ayers JW. Monitoring HIV testing and pre-exposure prophylaxis information seeking by combining digital and traditional data. *BMC Infect Dis*. 2021. 21(1):215. <https://doi.org/10.1186/s12879-021-05907-0>
60. Leas EC, Moy NH, Nobles AL, Ayers JW, Zhu SH, Purushothaman V, Google shopping queries for vaping products, JUUL and IQOS during the E-cigarette, or Vaping, product use Associated Lung Injury (EVALI) outbreak. *Tob Control*. 2021. <https://doi.org/10.1136/tobaccocontrol-2021-056481>
59. Pierce JP, Chen R, Leas EC, White MM, Kealey S, Stone MD, Benmarhnia T, Trinidad DR, Strong DR, Messer K. Use of E-cigarettes and Other Tobacco Products and Progression to Daily Cigarette Smoking. *Pediatrics*. 2021. 147(2). <https://doi.org/10.1542/peds.2020-025122>
58. Ayers JW, Poliak A, Johnson DC, Leas EC, Dredze M, Caputi T, Nobles AL. Suicide-Related Internet Searches During the Early Stages of the COVID-19 Pandemic in the US. *JAMA Netw Open*. 2021. 4(1):e2034261. <https://doi.org/10.1001/jamanetworkopen.2020.34261>
57. Chu B, Liu M, Leas EC, Althouse BM, Ayers JW. Effect size reporting among prominent health journals: a case study of odds ratios. *BMJ Evid Based Med*. 2020. <https://doi.org/10.1136/bmjebm-2020-111569>
56. Chen R, Pierce JP, Leas EC, White MM, Kealey S, Strong DR, Trinidad DR, Benmarhnia T, Messer K. Use of Electronic Cigarettes to Aid Long-Term Smoking Cessation in the United States: Prospective Evidence From the PATH Cohort Study. *Am J Epidemiol*. 2020. 189(12):1529-1537. <https://doi.org/10.1093/aje/kwaa161>
55. Sakuma KL, Pierce JP, Fagan P, T Nguyen-Grozavu F, Leas EC, Messer K, White MM, Tieu AS, Trinidad DR. Racial/Ethnic Disparities Across Indicators of Cigarette Smoking in the Era of Increased Tobacco Control, 1992- 2019. *Nicotine Tob Res*. 2020. <https://doi.org/10.1093/ntr/ntaa231>
54. Pierce JP, Leas EC, Benmarhnia T, McMenamin SB, Strong DR, Chen R, Messer K. E-cigarettes and cessation: the introduction of substantial bias in analyses of PATH Study. *Nicotine Tob Res*. 2020. <https://doi.org/10.1093/ntr/ntaa234>
53. Ayers JW, Althouse BM, Poliak A, Leas EC, Nobles AL, Dredze M, Smith D. Quantifying Public Interest in Police Reforms by Mining Internet Search Data Following George Floyd's Death. *J Med Internet Res*. 2020. 22(10):e22574. <https://doi.org/10.2196/22574>

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52. Leas EC, Nobles AL, Caputi TL, Dredze M, Zhu SH, Cohen JE, Ayers JW. News coverage of the E-cigarette, or Vaping, product use Associated Lung Injury (EVALI) outbreak and internet searches for vaping cessation. *Tob Control*. 2020. <https://doi.org/10.2196/22574>
51. Leas EC, Hendrickson EM, Nobles AL, Todd R, Smith DM, Dredze M, Ayers JW. Self-reported Cannabidiol (CBD) Use for Conditions With Proven Therapies. *JAMA Netw Open*. 2020. 3(10):e2020977. <https://doi.org/10.1001/jamanetworkopen.2020.20977>
50. Pierce JP, Strong DR, Stone MD, Villaseñor A, Dimofte CV, Leas EC, Oratowski J, Brighton E, Hurst S, Pulvers K, Kealey S, Chen R, Messer K. Real-world exposure to graphic warning labels on cigarette packages in US smokers: The CASA randomized trial protocol. *Contemp Clin Trials*. 2020. 98:106152. <https://doi.org/10.1016/j.cct.2020.106152>
49. Ayers JW, Leas EC, Johnson DC, Poliak A, Althouse BM, Dredze M, Nobles AL. Internet Searches for Acute Anxiety During the Early Stages of the COVID-19 Pandemic. *JAMA Internal Medicine*. 2020. 180(12). <https://doi.org/10.1001/jamainternmed.2020.3305>
48. Nguyen-Grozavu FT, Pierce JP, Sakuma KL, Leas EC, McMenamin S, Kealey S, Benmarhnia T, Emery SL, White MM, Fagan P, Trinidad DR. Widening disparities in cigarette smoking by race/ethnicity across education level in the United States. *Preventive Medicine*. 2020. 18:106220. <https://doi.org/10.1001/jamainternmed.2020.3305>
47. Nobles AL, Leas EC, Dredze M, Ayers JW. Examining Peer-to-Peer and Patient-Provider Interactions on a Social Media Community Facilitating Ask the Doctor Services. In *Proceedings of the International AAAI Conference on Web and Social Media 2020*. 14:464-475. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7386284/>
46. Strong DR, Leas EC, Noble M, White M, Frissell KC, Glasser A, Katz L, Taylor K, Compton WM, Conway KP, Lambert E. 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*. 2020. 30:108134. <https://doi.org/10.1016/j.drugalcdep.2020.108134>
45. Nobles AL, Leas EC, Noar S, Dredze M, Latkin CA, Strathdee SA, Ayers JW. Automated image analysis of instagram posts: Implications for risk perception and communication in public health using a case study of # HIV. *Plos one*. 2020. 15(5):e0231155. <https://doi.org/10.1371/journal.pone.0231155>
44. Nobles AL, Leas EC, Latkin CA, Dredze M, Strathdee SA, Ayers JW. #HIV: Alignment of HIV-Related Visual Content on Instagram with Public Health Priorities in the US. *AIDS and Behavior*. 2020. 8:1-9. <https://doi.org/10.1007/s10461-019-02765-5>
43. Leas EC, Trinidad DR, Pierce JP, Benmarhnia T, 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, *Prev Med*, 2020, 132:105954. <https://doi.org/10.1371/journal.pone.0231155>
42. Leas EC, Cohen JE, Ayers JW, A Philip Morris advertisement for its heated tobacco product IQOS sets a troubling precedent, *Tobacco Control*, 2020, 29(e1):e168-70. <https://doi.org/10.1136/tobaccocontrol-2019-055363>
41. Leas EC, Nobles AL, Caputi T, Dredze M, Smith D, Ayers JW, Trends in Internet Searches for Cannabidiol (CBD) in the United States, *JAMA Open*, 2019, 2(10):e1913853-. <https://doi.org/10.1001/jamanetworkopen.2019.13853>
40. Nobles AL, Leas EC, Caputi T, Zhu S, Strathdee S, Ayers JW, Responses to Addiction Help-Seeking from Intelligent Virtual Assistants on Amazon Alexa, Apple Siri, Google Assistant, Microsoft Cortana, and Samsung Bixby, *Nature Digital Medicine*, 2020, 3(1):1-3. <https://doi.org/10.1038/s41746-019-0215-9>
39. Nobles AL, Leas EC, Althouse BM, Dredze M, Longhurst CA, Smith DM, Ayers JW, Requests for Diagnoses of Sexually Transmitted Diseases on a Social Media Platform, *JAMA*, 2019, 322(17):1712-3. <https://doi.org/10.1001/jama.2019.14390>
38. Leas EC, Dredze M, Ayers JW. Ignoring data delays our reaction to emerging public health tragedies like 13 reasons why, *JAMA Psychiatry*, 2019. 77(1):102-3. <https://doi.org/10.1001/jamapsychiatry.2019.2755>

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37. Pierce J, Messer K, Leas EC, Kealey S, White MM, Benmarhnia T, A source of bias in studies of e-cigarettes and smoking cessation, *Nicotine & Tobacco Research*, 2019, 22(5):861-2. <https://doi.org/10.1093/ntr/ntz143>
36. Leas EC, Prochaska JJ, Ayers JW, Nobles AL, Henriksen LA, What to do when tobacco advertisers exploit anti-tobacco social media campaigns to sell tobacco, *Tobacco Control*, 2019. <https://doi.org/10.1136/tobaccocontrol-2019-054993>
35. Ayers J, Caputi T, Leas EC, The Need for Federal Regulation of Marijuana Marketing, *JAMA*, 2019. <https://doi.org/10.1001/jama.2019.4432>
34. Leas EC, Schleicher N, Recinos A, Mahoney M, Henriksen L, State and regional gaps in coverage of “Tobacco 21” policies, *Tobacco Control*, 2019. <https://doi.org/10.1136/tobaccocontrol-2019-054942>
33. Strong DR, Leas EC, Elton-Marshall T, Wackowski OA, Travers M, Bansal-Travers M, Hyland A, White M, Noble M, Cummings KM, Taylor K, Kaufman AR, Choi K, Pierce JP. Harm perceptions and tobacco use initiation among youth in Wave 1 and 2 of the Population Assessment of Tobacco and Health (PATH) Study. *Prev Med*. 2019;123:185-191. <https://doi.org/10.1016/j.ypmed.2019.03.017>
32. Leas EC, Schleicher NC, Prochaska JJ, Henriksen L. Place-Based Inequity in Smoking Prevalence in the Largest Cities in the United States. *JAMA Intern Med*. 2019;179(3):442-444. <https://doi.org/10.1001/jamainternmed.2018.5990>
31. Ayers JW, Dredze M, Leas EC, Caputi TL, Allem J-P, Cohen JE. Next generation media monitoring: Global coverage of electronic nicotine delivery systems (electronic cigarettes) on Bing, Google and Twitter, 2013-2018. *PLoS One*. 2018;13(11):e0205822. <https://doi.org/10.1371/journal.pone.0205822>
30. Pierce JP, Sargent JD, Portnoy DB, White M, Noble M, Kealey S, Borek N, Carusi C, Choi K, Green VR, Kaufman AR, Leas E, Lewis MJ, Margolis KA, Messer K, Shi Y, Silveira ML, Snyder K, Stanton CA, Tanski SE, Bansal-Travers M, Trinidad D, Hyland A. Association Between Receptivity to Tobacco Advertising and Progression to Tobacco Use in Youth and Young Adults in the PATH Study. *JAMA pediatrics*. 2018;172(5):444-451. <https://doi.org/10.1001/jamapediatrics.2017.5756>
29. Pierce JP, Leas EC, Benmarhnia T, Strong DR. Response, *Journal of the National Cancer Institute*, 2018;110(10):1144. <https://doi.org/10.1093/jnci/djy026>
28. Noar SM, Leas EC, Althouse BM, Dredze M, Kelley D, Ayers JW. Can a selfie promote public engagement with skin cancer? *Preventive medicine*. 2018;111:280-283. <https://doi.org/10.1016/j.ypmed.2017.10.038>
27. Lee JG, Schleicher NC, Leas EC, Henriksen L. US Food and Drug Administration Inspection of Tobacco Sales to Minors at Top Pharmacies, 2012-2017. *JAMA pediatrics*. 2018. <https://doi.org/10.1001/jamapediatrics.2018.2150>
26. Leas EC, Pierce JP, Dimofte CV, Trinidad DR, Strong DR. Standardised cigarette packaging may reduce the implied safety of Natural American Spirit cigarettes. *Tobacco control*. 2018;27(e2):e118-e123. <https://doi.org/10.1136/tobaccocontrol-2017-053940>
25. Caputi TL, Leas EC, Dredze M, Ayers JW. Online Sales of Marijuana: An Unrecognized Public Health Dilemma. *American journal of preventive medicine*. 2018;54(5):719-721. <https://doi.org/10.1016/j.amepre.2018.01.032>
24. Leas EC, Pierce JP, Benmarhnia T, Martha M. White, Madison L. Noble, Dennis R. Trinidad, David R. Strong. Effectiveness of pharmaceutical smoking cessation aids in a nationally representative cohort of American smokers. *JNCI: Journal of the National Cancer Institute*. 2018;110(6):581-587. <https://doi.org/10.1093/jnci/djx240>
23. Benmarhnia T, Pierce JP, Leas EC, White MM, Strong DR, Noble ML, Trinidad DR. Can E-Cigarettes and Pharmaceutical Aids Increase Smoking Cessation and Reduce Cigarette Consumption? Findings From a Nationally Representative Cohort of American Smokers. *Am J Epidemiol*. 2018;187(11):2397-2404. <https://doi.org/10.1093/aje/kwy129>
22. Trinidad DR, Pierce JP, Sargent JD, White MM, Strong DR, Portnoy DB, Green VR, Stanton CA, Choi K, Bansal-Travers M, Shi Y, Pearson JL, Kaufman AR, Borek N, Coleman BN, Hyland A, Carusi C, Kealey S, Leas EC, Noble ML, Messer K. Susceptibility to tobacco product use among youth in wave 1

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- of the population Assessment of tobacco and health (PATH) study. *Preventive medicine*. 2017;101:8-14. <https://doi.org/10.1016/j.ypmed.2017.05.010>
21. Strong DR, Messer K, Hartman SJ, Nodora J, Vera L, White MM, Leas E, Pharris-Ciurej N, Borek N, Pierce JP. Pre-adolescent receptivity to tobacco marketing and its relationship to acquiring friends who smoke and cigarette smoking initiation. *Annals of Behavioral Medicine*. 2017;51(5):730-740. <https://doi.org/10.1007/s12160-017-9896-y>
  20. Pierce JP, Sargent JD, White MM, Borek N, Portnoy DB, Green VR, Kaufman AR, Stanton CA, Bansal-Travers M, Strong DR, Pearson JL, Coleman BN, Leas E, Noble ML, Trinidad DR, Moran MB, Carusi C, Hyland A, Messer K. Receptivity to tobacco advertising and susceptibility to tobacco products. *Pediatrics*. 2017:e20163353. <https://doi.org/10.1542/peds.2016-3353>
  19. Leas EC, Pierce JP, Dimofte CV, Villaseñor A, Strong DR. US adult smokers' perceptions of Australia's cigarette warning labels: variance by warning content and consistency across sociodemographic subsegments. *Tobacco control*. 2017;26(4):485-486. <https://doi.org/10.1136/tobaccocontrol-2016-053006>
  18. Leas EC, Ayers JW, Strong DR, Pierce JP. Which cigarettes do Americans think are safer? A population-based analysis with wave 1 of the PATH study. *Tobacco control*. 2017;26(e1):e59-e60. <https://doi.org/10.1136/tobaccocontrol-2016-053334>
  17. Kroenke CH, Michael YL, Shu XO, Poole EM, Kwan ML, Nechuta S, Leas E, Caan BJ, Pierce JP, Chen WY. Post-diagnosis social networks, and lifestyle and treatment factors in the After Breast Cancer Pooling Project. *Psycho-oncology*. 2017;26(4):544-552. <https://doi.org/>
  16. Caputi TL, Leas E, Dredze M, Cohen JE, Ayers JW. They're heating up: Internet search query trends reveal significant public interest in heat-not-burn tobacco products. *PLoS one*. 2017;12(10):e0185735. <https://doi.org/10.1002/pon.4059>
  15. Benmarhnia T, Leas E, Hendrickson E, Trinidad DR, Strong DR, Pierce JP. 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*. 2017;20(5):659-659. <https://doi.org/10.1093/ntr/ntx110>
  14. Ayers JW, Leas EC, Allem J-P, Benton A, Dredze M, Althouse BM, Cruz TB, Unger JB. Why do people use electronic nicotine delivery systems (electronic cigarettes)? A content analysis of Twitter, 2012-2015. *PLoS one*. 2017;12(3):e0170702. <https://doi.org/10.1371/journal.pone.0170702>
  13. Ayers JW, Althouse BM, Leas EC, Dredze M, Allem J-P. Internet searches for suicide following the release of 13 Reasons Why. *JAMA internal medicine*. 2017;177(10):1527-1529. <https://doi.org/10.1001/jamainternmed.2017.3333>
  12. Allem J-P, Leas EC, Caputi TL, Dredze M, Althouse BM, Noar SM, Ayers JW. The Charlie Sheen effect on rapid in-home human immunodeficiency virus test sales. *Prevention Science*. 2017;18(5):541-544. <https://doi.org/10.1007/s11121-017-0792-2>
  11. Leas EC, Althouse BM, Dredze M, Obradovich N, Fowler J, Noar S, Allem JP, Ayers JW. Big data sensors of organic advocacy: the case of Leonardo DiCaprio and climate change. *PLoS one*. 2016;11(8):e0159885. <https://doi.org/10.1371/journal.pone.0159885>
  10. Ayers JW, Westmaas JL, Leas EC, Benton A, Chen Y, Dredze M, Althouse BM. Leveraging big data to improve health awareness campaigns: a novel evaluation of the Great American Smokeout. *JMIR public health and surveillance*. 2016;2(1). <https://doi.org/10.2196/publichealth.5304>
  9. Ayers JW, Leas EC, Dredze M, Allem J-P, Grabowski JG, Hill L. Pokémon GO—a new distraction for drivers and pedestrians. *JAMA internal medicine*. 2016;176(12):1865-1866. <https://doi.org/10.1001/jamainternmed.2016.6274>
  8. Ayers JW, Althouse BM, Leas EC, Alcorn T, Dredze M. Can Big Media Data Revolutionize Gun Violence Prevention? Presented at Data For Good Exchange. 2016. <https://arxiv.org/abs/1611.01148>
  7. Ayers JW, Althouse BM, Dredze M, Leas EC, Noar SM. News and internet searches about human immunodeficiency virus after Charlie Sheen's disclosure. *JAMA internal medicine*. 2016;176(4):552-554. <https://doi.org/10.1001/jamainternmed.2016.0003>

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6. Ayers JW, Althouse BM, Allem J-P, Leas EC, Dredze M, Williams RS. Revisiting the rise of electronic nicotine delivery systems using search query surveillance. *American journal of preventive medicine*. 2016;50(6):e173-e181. <https://doi.org/10.1016/j.amepre.2015.12.008>
5. Strong DR, Myers M, Linke S, Leas E, Hofstetter R, Edland S, Al-Delaimy WK. Gender differences influence overweight smokers' experimentation with electronic nicotine delivery systems. *Addictive behaviors*. 2015;49:20-25. <https://doi.org/10.1016/j.addbeh.2015.05.003>
4. Leas EC, Zablocki RW, Edland SD, Al-Delaimy WK. Smokers who report smoking but do not consider themselves smokers: a phenomenon in need of further attention. *Tobacco control*. 2015;24(4):400-403. <https://doi.org/10.1136/tobaccocontrol-2013-051400>
3. Leas EC, Myers MG, Strong DR, Hofstetter CR, Al-Delaimy WK. Recall of anti-tobacco advertisements and effects on quitting behavior: results from the California smokers cohort. *American journal of public health*. 2015;105(2):e90-e97. <https://doi.org/10.2105/AJPH.2014.302249>
2. Al-Delaimy WK, Myers MG, Leas EC, Strong DR, Hofstetter CR. E-cigarette use in the past and quitting behavior in the future: a population-based study. *American journal of public health*. 2015;105(6):1213-1219. <https://doi.org/10.2105/AJPH.2014.302482>
1. Leas EC, Dare A, Al-Delaimy WK. Is gray water the key to unlocking water for resource-poor areas of the Middle East, North Africa, and other arid regions of the world? *Ambio*. 2014;43(6):707-717. <https://doi.org/10.1007/s13280-013-0462-y>

### Conference Presentations

4. Leas EC, Inequities in the retail environment for tobacco: Problems and solutions. 2019. California Rising: Empowering Communities to Advance Health Equity
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

8. Zhu SH, Ayers JW, Ong J, Wang J, Leas EC, Zhuang YL. Most teens have heard about evali and most thought nicotine was the main culprit. 2020. The 26th Annual Conference of the Society for Research on Nicotine and Tobacco.
7. Lung HH, Raggio G, Nguyen-Grozavu FT, Leas EC, Pierce JP, Trinidad DR. Effects of e-cigarette use on age of regular cigarette smoking onset across race/ethnic groups. 2020. The 26th Annual Conference of the Society for Research on Nicotine and Tobacco.
6. Raggio G, Lung HH, Nguyen-Grozavu FT, Leas EC, Pierce JP, Trinidad DR. Race/ethnic differences in cigarette quit ratios by e-cigarette use. 2020. The 26th Annual Conference of the Society for Research on Nicotine and Tobacco.
5. Purushothaman V, Cuomo RE, Leas EC, Mackey TK, Strong DR. Longitudinal trends in tobacco and vape retail density in california (2015-2019). 2020. The 26th Annual Conference of the Society for Research on Nicotine and Tobacco.
4. Strong DR, Leas EC, Elton-Marshall T, Wackowski OA, Travers M, Bansal-Travers M, Hyland A, White M, Noble M, Cumming KM, Taylor K, Kaufman AR, Choi K, Pierce JP. Harm perceptions and tobacco use initiation among youth in Wave 1 and 2 of the Population Assessment of Tobacco and Health (PATH) Study, 2019. The 24th Annual Conference of the Society for Research on Nicotine and Tobacco  
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- Pierce JP. Widening disparities in cigarette smoking by education level across race/ethnic groups in the us. 2020. The 25th Annual Conference of the Society for Research on Nicotine and Tobacco.
3. Trinidad DR, Felicitas-Perkins JQ, Fagan P, Nguyen-Grozavu FT, White MM, Nguyen TL, Leas EC, Sakuma KK, Trends in the Age of Smoking Onset across Race/Ethnic Groups in California and the US, 2019. The 24th Annual Conference of the Society for Research on Nicotine and Tobacco.
  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
  1. Al-Delaimy WK, Leas EC, Dare A, Assi A. A pilot study of the health impact and perception of graywater reuse, 2012, The 24th Annual Conference of the International Society for Environmental Epidemiology.

### 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
3. Al-Delaimy WK, Zablocki RW, Myers MG, Strong DR, Edland SD, Hofstetter CR, Linke S, Leas EC. Quitting Behavior. The First Report on the California Smokers Cohort. California Department of Public Health 2014
2. Al-Delaimy WK, Zablocki RW, Myers MG, Strong DR, Edland SD, Hofstetter CR, Linke S, Leas EC. Smoking Behavior. The First Report on the California Smokers Cohort. California Department of Public Health 2014
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](http://www.altmetric.com)).

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

| [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

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

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

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

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### **Suicide-Related Internet Searches During the Early Stages of the COVID-19 Pandemic in the US** | [The New York Times](#) |

\* Ranked in the top 5% 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](#).

\* 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

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### **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

### **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

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### 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](#) |

### 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

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### **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](#)