**Yuxian Cui, MSPH, MA**

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**2025508535**

**Education**

**George Washington University – Milken Institute School of Public Health**

**(2022/08 – now)**

Ph.D. in Social and Behavioral Sciences

GPA: 3.98/4.0

**Johns Hopkins University – Bloomberg School of Public Health**

**(2020/08 – 2022/05)**

MSPH, **Health Education & Health Communication**

*Thesis:* Effectiveness of Health Warning Labels on China Cigarette Packs

GPA: 4.0/4.0 (Master Tuition Scholarship)

**Johns Hopkins University**

**(2018/08 – 2019/12)**

Master of Arts, Public Management

GPA: 3.83/4.0

*Thesis:* Bullying in Baltimore County Public Schools

**Beijing Normal University – Hong Kong Baptist University United International College (UIC)**

**(2014/09 – 2018/06)**

Bachelor of Arts, Public Relations and Advertising

* Degree: First Class B.A. in Public Relations and Advertising (Hong Kong) Baptist University)
* GPA: 3.4/4.0 (TOP 5% of the School)
* Honor:
  + The Second-Class Scholarship of UIC (2016/12)
  + The Dean's list of UIC (2014-2015/2016-2017)
  + The President's Honor Roll of UIC (2015-2016)
  + Valedictorian (2018/06)

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**Professional Certifications**

**Health Education Certificate awarded by Johns Hopkins University (2021/05)**

The certificate reflects successful completion of required health education courses identified by Johns Hopkins University and National Commission for Health Education.

**Health Communication Certificate awarded by Johns Hopkins University (2021/05)**

The certificate reflects successful completion of required health communication courses identified by Johns Hopkins University and National Commission for Health Education.

**Certified Health Education Specialist awarded by National Commission for Health Education (2022/05; CHES/MCHES ID# 37161, valid through 03/31/2027)**

The Certified Health Education Specialist (CHES®) certification reflects the proficiency in possession, application, and interpretation of knowledge in the Eight Areas of Responsibility for Health Education Specialists delineated by the most current U.S.-based practice analysis study (Area I: Assessment of Needs and Capacity; Area II: Planning; Area III: Implementation; Area IV: Evaluation and Research; Area V: Advocacy; Area VI: Communication; Area VII: Leadership and Management; Area VIII: Ethics and Professionalism).

**Projects and Advocacy**

**CARMA (Cannabis Regulation, Marketing & Appeal Study): Advertising and Retail Recreational Marijuana Marketing and Young Adult Consumer Behavior (NIDA R01; MPIs: Berg, Cavazos-Rehg); 4/1/2022-2/28/2027:** This 5-year grant aims to conduct surveillance of retail marijuana marketing and young adult consumer behavior impact**.** Our findings highlighted cannabis marketing target youth with extensive, tailored exposures, which are crucial to inform regulatory, enforcement, and **health education** prevention efforts for youth.

**Implementing a Scalable Smoke-free Home Intervention in Armenia and Georgia (NCI R01; MPIs: Berg, Kegler); 2/1/2023-1/31/2028:** Over the course of five years, this study will adapt an evidence-based smoke-free home intervention for homes in Armenia and Georgia, develop capacity to deliver the **health education intervention** via local community partners and the national quitlines, and test the intervention in a hybrid effectiveness-implementation RCT.

**IQOS Marketing and Consumer Behavior in Israel and the US: Translating Existing Evidence to Advance US Regulation (NCI R01; MPIs: Berg, Levine); 09/18/2019- 08/31/2023:** Over the course of three years, this study examines the marketing practices of Philip Morris International in promoting the heat-not-burn product IQOS and the impact on consumer behavior among Israeli and US adults. Our published work showed that IQOS’ marketing targets youth and clusters its retailers near schools. These findings have been crucial in advancing the evidence base informing the US FDA’s tobacco regulatory efforts and related **health education interventions** to combat against the youth-oriented marketing.

**Conferences & Presentations**

1. Cui, Y., LoParco, C.R., Rossheim, M.E., McCready, D., Chen-Sankey, J., Romm, K.F., Wang, Y., Yang, Y.T., Cavazos-Rehg, P., & Berg, C.J. (submitted 2023, November). *Cannabis marketing strategies in the United States: an analysis of four prominent companies.* Submitted to Society of Behavioral Medicine, Philadelphia, Pennsylvania.
2. Cui, Y., Bar-Zeev, Y., Levine, H., LoParco, C.R., Duan, Z., Wang, Y., Abroms, L.

C., Khayat, A., & Berg C. J. (2024, March). *Heated tobacco product marketing: a mixed methods study examining exposure, perceptions, and impact among US and Israeli adults.* Society of Behavioral Medicine, Philadelphia, Pennsylvania.

1. LoParco, C. R., **Cui, Y.,** Duan, Z., Levine, H., Bar-Zeev, Y., Abroms, L. C., Wang, Y., Khayat, A., & Berg, C. J. (2023, July). *Theoretical correlates of cannabis use and intentions among US and Israeli adults.* Poster presented at the Research Society on Marijuana (RSMJ) Annual Meeting, Long Beach, California.
2. Duan, Z., **Cui, Y.,** Abroms, L. C., LoParco, C., Wang, Y., Levine, H., Bar-Zeev, Y., Khayat, A., & Berg, C. J. (2023, May). *Effects of health warning labels on perceptions and use among tobacco users.* Presentation at the Annual George Washington University Cancer Center Scientific Retreat, Washington DC.
3. LoParco, C. R., Berg, C. J., Pannell, A., Griffith, L., **Cui, Y**., & Cavazos-Rehg, P. (2023, March). *A review of social media platform policies that address cannabis marketing*. Presentation at the Annual Meeting of the American Academy of Health Behavior*,* San Francisco, CA.
4. Czaplicki, L., **Cui, Y.,** Barker, E. H., Shen, R., Xie, M., & Cohen, J. (2023, March). *Teenagers will certainly be curious’ - Chinese high school students’ perceptions of the intended audience and influence of tobacco marketing in China*. Society for Nicotine and Tobacco Research, San Antonio, TX.
5. Nian, Q., **Cui, Y.,** Cohen, J., Kennedy, R. D., Hoe, C., Wang, R., Jia,X., Qi, F., Wright, K., Wang, X., & Welding, K. (2023, March). *Changes in smoke-free compliance after the implementation of a ‘smoke-free government’ policy: an observational study in Qingdao, China*. Society for Nicotine and Tobacco Research, San Antonio, TX.

**Publications**

***Published***

1. Duan, Z., Abroms, L.C., Cui, Y., Wang, Y., LoParco, C.R., Levine, H.,  
   Bar-Zeev, Y., Khayat, A., & Berg, C.J. (In press). Exposure to e-cigarette  
   advertisements and non-advertising content in relation to use behaviors and  
   perceptions among US and Israeli adults. Tobacco Prevention and Cessation.
2. Duan, Z., Levine, H., Bar-Zeev, Y., Cui, Y., LoParco, C.R., Wang, Y.,  
   Abroms, L.C., Khayat, A., & Berg, C.J. (In press). The impacts of electronic  
   cigarette health warning labels on use intentions and perceptions: a  
   cross-sectional study of US and Israeli adults who use tobacco. Journal of  
   Public Health Research.
3. Wang, Y., LoParco, C. R., Cui, Y., Duan, Z., Bar-Zeev, Y., Levine, H., ... & Berg, C. J. (2023). Profiles of tobacco product use and related consumer characteristics in the US and Israel: A multiple-group latent class analysis. Global Public Health, 18(1), 2267652.
4. Duan, Z., Levine, H., Romm, K. F., Bar-Zeev, Y., Abroms, L. C., Griffith, L., Wang, Y., Khayat, A., **Cui, Y.,** & Berg, C. J. IQOS marketing strategies and expenditures in the United States from market entrance in 2019 to withdrawal in 2021. *Nicotine and Tobacco Research*. In press. https://doi.org/10.1093/ntr/ntad096.
5. **Cui, Y.,** LoParco, C. R., Bar-Zeev, Y., Duan, Z., Levine, H., Abroms, L. C., ... & Berg, C. J. (2023). Theory-based correlates of cannabis use and intentions among US and Israeli adults: a mixed methods study. *Substance abuse treatment, prevention, and policy*, *18*(1), 54.
6. LoParco, C. R., Cui, Y., Bar-Zeev, Y., Levine, H., Duan, Z., Wang, Y., Abroms, L. C., Khayat, A., Yang, Y. T., & Berg, C. J. (2023). Driving under the influence of cannabis versus alcohol: A mixed methods study examining perceptions and related risk behaviors among US and Israeli adults. *Addictive Behaviors.*
7. Romm, K. F., Cavazos-Rehg, P., Williams, R., Dopke, C., Cui, Y., LoParco, C. R., Wang, Y., \*Duan, Z., Yang, Y. T., & **Berg, C. J.**  (In press). Cannabis retailer communication about cannabis products, health benefits and risks: A mystery shopper study of retailers in 5 US cities. *Journal of Studies on Alcohol and Drugs*.
8. Berg, C. J., LoParco, C. R., **Cui, Y.,** Pannell, A., Kong, G., Griffith, L., Romm, K. F., Yang, Y. T., Wang, Y., & Cavazos-Rehg, P. A review of social media platform policies that address cannabis promotion, marketing and sales. *Substance Abuse Treatment, Prevention, and Policy*.
9. Berg, C. J., Romm, K. F., Pannell, A., Sridharan, P., Sapra, T., Rajamahanty, A., **Cui, Y.,** Wang, Y., Yang, Y. T., & Cavazos-Rehg, P. (2023) Cannabis retailer marketing strategies and regulatory compliance: A surveillance study of retailers in 5 US cities. *Addictive Behaviors*. 2023 Aug 1;143:107696.
10. **Cui, Y.,** Dai, Z., Cohen, J.E., Rosas, S., Smith, K.C., Welding, K., & Czaplicki, L. (2022). Culturally specific health-related features on cigarette packs sold in China. *Tobacco Control*. 2022 Aug 25. doi: 10.1136/tc-2022-057527
11. **Cui, Y., Peng, S., Czaplicki L., & Yang T. Protecting minors from tobacco products: public interest litigation enables enforcement in China. *Tobacco Control*. 2022 Sep 22.** **doi: 10.1136/tc-2022-057615.**
12. Nian, Q., Cohen, J.E., **Cui, Y.**, & Zhang, S. (2022) Tobacco retailers around schools in 10 cities across China. *Tobacco Control*. 2022 Jun 16. doi: 10.1136/tobaccocontrol-2022-057367.

***Under review***

1. Berg, C.J., Levine, H., LoParco, C.R., Cui, Y., Khayat, A., Duan, Z., Abroms, L.C., Wang, Y.,& Bar-Zeev, Y. Qualitative differences in perceptions of IQOS advertising messages among US and Israeli adults: modified exposure and risk statements, US FDA endorsement, and health warnings. Submitted to Tobacco Control, November, 2023.
2. LoParco, C.R., Cui, Y., McCready, D., Romm, K.F., Yang, Y..; Rossheim, M., Carlini, B., Vinson, K., Cavazos-Rehg, P.& Berg, C.J. State requirements for non-medical US cannabis retail personnel. Submitted to Nicotine and Tobacco Research, November, 2023.
3. Bar-Zeev, Y., Berg, C.J., Khayat, A., Abroms, L.C., Wang, Y., Duan, Z., LoParco, C.R., Cui, Y., Elbaz D., Levine H. Low compliance and proliferation of IQOS purchase cues at points-of-sales in Israel after the Israel’s Implementation of a display ban. Submitted to Tobacco Control, Nov, 2023.
4. **Cui, Y.,** Bar-Zeev, Y., Levine, H., LoParco, C.R., Duan, Z., Wang, Y., Abroms, L.C., Khayat, A. & Berg, C.J. Heated tobacco product marketing: a mixed methods study examining exposure and perceptions among US and Israeli adults. Submitted to Health Education Research, October, 2023.
5. Khayat, A., Bar-Zeev, Y., Kaufman, Y., Berg, C.J., Abroms, L.C., Duan, Z.,

LoParco, C.R., Wang, Y., Cui, Y., & Levine, H. IQOS news media coverage in Israel: a comparison across three subpopulation. Submitted to Tobacco Control, October, 2023.

1. Duan, Z., Berg, C.J., Bar-Zeev, Y., Abroms, L.C., Wang, Y., Khayat, A., Cui, Y., LoParco, C.R., Levine, H. Relative Perceptions of Heated Tobacco Products vs. Cigarettes and E-Cigarettes in Relation to Intention to Use and Intention to Suggest to Those Who Smoke Cigarettes. Submitted to Nicotine and Tobacco Research, October, 2023.
2. Khayat, A., Levine, H. Berg, C.J., Abroms, L.C., Duan, Z., Wang, Y.,

LoParco, C.R., Cui, Y., Elbaz D., & Bar-Zeev, Y. IQOS point-of-sale marketing in Israel: a comparison between Arab and Jewish neighborhoods. Submitted to Nicotine and Tobacco Research, August, 2023.

1. Wang, Y., Romm, K.F., Edberg, M., \*LoParco, C.R., \*Cui, Y., Bingenheimer, J., & Berg, C.J. (Under review). Two-part models identifying predictors of cigarette, e-cigarette, and cannabis use and change in use over time among young adults in the US. Submitted to American Journal on Addictions, June, 2023.

**Reviewers**

**Society for Nicotine and Tobacco Research (2023/10)**

Review abstracts submitted to SRNT 2024

**Scientific Reports (2023/11)**

Review the manuscript and provide a review report

**Qeios (2023/11)**

Review the manuscript and provide a review report

**Tobacco Prevention and Cessation (2023/11)**

Review the manuscript and provide a review report

**Awards & Skills:**

**Awards:**

**Alpha Kappa Alpha Educational Advancement Foundation, Inc**

Graduate Merit Award (11/2023)