

Yuxian Cui, MSPH, MA
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Education

George Washington University – Milken Institute School of Public Health (2022/08 – now)

Ph.D. in Social and Behavioral Sciences
GPA: 3.97/4.0

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)

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

Doctoral Dissertation Research: *Messaging to Reduce Cannabis Use among US Young Adults* (National Science Foundation #2415890)

This line of research aims to reduce cannabis use and related disparities among disproportionately-impacted groups, particularly YAs and racial, ethnic, sexual, and gender minorities, by understanding determinants (e.g., cannabis marketing and health warnings) of their risk perceptions and use decisions. The findings will make timely, critical advances in public health by providing insights of enhanced regulatory efforts, as well as **health education and communication implications**.

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. LoParco, C. R., Rossheim, M. E., Cui, Y., McCready, D. M., Romm, K. F., Wang, Y., Yang, Y. T., Cavazos-Rehg, P. A., Szlyk, H., Kasson, E., & Berg, C. J. (March 2025). Associations between cannabis messaging and derived psychoactive cannabis product perceptions, use, and use intentions among US young adults. Poster presented at the American Academy of Health Behavior (AAHB) Annual Meeting, San Diego, California.
2. LoParco, C. R., Rossheim, M. E., Cui, Y., McCready, D. M., Wang, Y., Yang, Y. T., Cavazos-Rehg, P. A., & Berg, C. J. (March 2025). Correlates of derived psychoactive cannabis product knowledge, use, and use intentions among US young adults. Poster presented at the American Academy of Health Behavior (AAHB) Annual Meeting, San Diego, California.
3. Wang, Y., Cavazos-Rehg, P.A., LoParco, C.R., Cui, Y., Berg, C.J., Initiation of cannabis use in relation to previous cigarette, e-cigarette, cigar, and alcohol use and the reverse relations: A discrete-time survival analysis. Poster presentation at APHA 2024 Annual Meeting and Expo, Minneapolis.
4. LoParco, C. R., Berg, C. J., Cui, Y., Romm, K. F., McCready, D. M., Wang, Y., Szlyk, H. S., Yang, Y. T., Kasson, E., Chakraborty, R., & Cavazos-Rehg, P. A. (July 2024). Latent class analysis of cannabis use characteristics and associations with problematic use outcomes, quitting-related factors, and mental health among US young adults. Poster presented at the Research Society on Marijuana (RSMJ) Annual Meeting, Toronto, Canada.
5. LoParco, C. R., Rossheim, M. E., Cui, Y., McCready, D. M., Romm, K. F., Wang, Y., Yang, Y. T., Cavazos-Rehg, P. A., & Berg, C. J. (July 2024). Derived psychoactive cannabis use among a national sample of US young adults. Poster presented at the Research Society on Marijuana (RSMJ) Annual Meeting, Toronto, Canada.
6. McCready, D. M., LoParco, C. R., Cui, Y., Rossheim, M. E., Chen-Sankey, J., Romm, K. F., Wang, Y., Yang, Y. T., Cavazos-Rehg, P. A., & Berg, C. J. (July 2024). A marketing analysis of four prominent US cannabis companies. Poster presented at the Research Society on Marijuana (RSMJ) Annual Meeting, Toronto, Canada.
7. 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.
8. 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.
9. 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.
10. 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.
 11. 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.
 12. 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.
 13. 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. Berg, C.J., Levine, H., LoParco, C.R., **Cui, Y.**, Khayat, A., Duan, Z., Abroms, L.C., Wang, Y., & Bar-Zeev, Y. (In press). IQOS advertising messages using modified risk, US FDA endorsement, and health warning content: a qualitative study examining perceptions among US and Israeli adults. *Nicotine and Tobacco Research*.
2. **Cui, Y.**, LoParco, C.R., Romm, K.F., Cavazos-Rehg, P.A., Yang, Y.T., McCreedy, D.M., Kasson, E., Wang, Y., & Berg, C.J. (In press). How are pro- and anti-cannabis messaging exposures related to US young adult cannabis use-related factors? *Health Education Research*.
3. Sargsyan, Z., Dekanosidze, A., Hayrumyan, V., Torosyan, A., **Cui, Y.**, Grigoryan, L., ... & Berg, C. J. (2024). Exposure to e-cigarette and heated tobacco product advertisements via digital, traditional media, and points-of-sale: An examination of associations with use intentions and perceived risk among adults in Armenia and Georgia. *Tobacco Prevention & Cessation*, 10, 10-18332.
4. Berg, C. J., Schleicher, N. C., Cavazos-Rehg, P. A., Romm, K. F., LoParco, C. R., **Cui, Y.**, ... & Henriksen, L. (2024). Neighborhood demographics in relation to marketing and regulation-related factors among cannabis retailers in 5 US cities. *Drug and Alcohol Dependence*, 112471.
5. Shotadze, M., Gumbardidze, L., Cui, Y., Baramidze, L., Kiladze, N., Sturua, L., & Berg, C. (2024). ATTITUDES AND BEHAVIORS RELATED TO REDUCING

SECONDHAND SMOKE EXPOSURE AMONG MEDICAL UNIVERSITY

STUDENTS IN THE COUNTRY OF GEORGIA. *Georgian Medical News*, (350), 68-72.

6. LoParco, C. R., Rossheim, M. E., Cui, Y., McCready, D. M., Romm, K. F., Wang, Y., ... & Berg, C. J. (2025). Derived psychoactive cannabis product perceptions and use among a sample of US young adults. *Addictive Behaviors*, 160, 108180.
7. Khayat, A., Bar-Zeev, Y., Kaufman, Y., Berg, C.J., Abrams, 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.
8. Berg, C.J., Romm, K.F., LoParco, C.R., Rossheim, M.E., **Cui, Y.**, Platt, E., Yang, Y. T., Wang, Y., Kasson, E., Szlyk, H.S., McCready, D.M., & Cavazos-Rehg, P.. (In press). Young adults' experiences with cannabis retailer marketing and related practices: differences among sociodemographic groups and associations with cannabis use-related outcomes. *Journal of Racial and Ethnic Health Disparities*.
9. **Cui, Y.**, Duan, Z., LoParco, C. R., Vinson, K., Romm, K. F., Wang, Y., ... & Berg, C. J. (2024). Changes in online marketing and sales practices among non-medical cannabis retailers in 5 US cities, 2022 to 2023. *Preventive medicine reports*, 42, 102755.
10. Bar-Zeev, Y., Berg, C.J., Khayat, A., Abrams, L.C., Wang, Y., Duan, Z., LoParco, C.R., **Cui, Y.**, Elbaz, D. & Levine, H. (2024). Low compliance and proliferation of IQOS purchase cues at points-of-sale: a comparative study before and after Israel's display ban. *Tobacco Control*.
11. LoParco, C. R., **Cui, Y.**, McCready, D., Romm, K. F., Yang, Y. T., Rossheim, M. E., ... & Berg, C. J. (2024). State Requirements for Non-Medical US Cannabis Retail Personnel. *Journal of Public Health Management and Practice*, 30(4), 517-525.
12. Abrams, L. C., Duan, Z., Bar-Zeev, Y., **Cui, Y.**, Wang, Y., LoParco, C. R., ... & Berg, C. J. (2024). Impact of exposures to Heated Tobacco Products in the media and through social connections on product perceptions and use. *Tobacco Prevention & Cessation*, 10.
13. Hayrumyan, V., Sargsyan, Z., Torosyan, A., Dekanosidze, A., Grigoryan, L., Alayan, N., Kegler, M. C., Sturua, L., Petrosyan, V., Bazarchyan, A., Haardörfer, R., **Cui, Y.**, and Berg, C. J. (2024). The inclusion of e-cigarettes and heated tobacco products in smoke-free home and car rules: A cross-sectional survey of adults in Armenia and Georgia. *Tobacco Induced Diseases*, 22(June), 99. <https://doi.org/10.18332/tid/189200>
14. LoParco, C. R., Dekanosidze, A., Torosyan, A., Grigoryan, L., Hayrumyan, V., Sargsyan, Z., ... & Berg, C. J. (2024). Factors associated with support for social enforcement of smoke-free policies in Georgia and Armenia. *Tobacco Prevention & Cessation*, 10.
15. **Cui, Y.**, Bar-Zeev, Y., Levine, H., LoParco, C. R., Duan, Z., Wang, Y., ... & Berg, C. J. (2024). Heated tobacco product marketing: a mixed-methods study examining exposure and perceptions among US and Israeli adults. *Health Education Research*, cyae018.
16. Czaplicki, L., Barker, H. E., Thrul, J., Cui, Y., Yang, T., & Cohen, J. E. (2024). Quantifying cigarette and e-cigarette marketing exposure among Chinese adolescents using ecological momentary assessment. *Nicotine and Tobacco Research*, ntae103.
17. Wang, Y., Romm, K. F., Edberg, M. C., Bingenheimer, J. B., LoParco, C. R., Cui, Y., & Berg, C. J. (2024). Two - part models identifying predictors of cigarette, e - cigarette, and cannabis use and change in use over time among young adults in the US. *The American journal on addictions*.
18. Duan, Z., Berg, C. J., Bar-Zeev, Y., Abrams, L. C., Wang, Y., Khayat, A., ... & Levine, H. (2024). Perceptions of Heated Tobacco Products (HTPs) Versus Cigarettes and e-

Cigarettes in Relation to Likelihood of Trying HTPs or Suggesting HTPs to Those who Smoke Cigarettes. *Nicotine and Tobacco Research*, ntae093.

19. 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. (2024). 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*.
20. Duan, Z., Abroms, L.C., Cui, Y., Wang, Y., LoParco, C.R., Levine, H., Bar-Zeev, Y., Khayat, A., & Berg, C.J. (2023). 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*.
21. Duan, Z., Levine, H., Bar-Zeev, Y., Cui, Y., LoParco, C. R., Wang, Y., ... & Berg, C. J. (2023). 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*, 12(4), 22799036231214396.
22. Duan, Z., Levine, H., Bar-Zeev, Y., Cui, Y., LoParco, C. R., Wang, Y., ... & Berg, C. J. (2023). Health warning labels on heated tobacco products and their impact on use intentions and risk perceptions: a cross-sectional study of adult tobacco users in the US and Israel. *Israel journal of health policy research*, 12(1), 33.
23. Barker, H. E., Czaplicki, L., Cui, Y., Shen, R., Nian, Q., Xie, M., & Cohen, J. E. (2023). Exposure to and appeal of tobacco ads and displays in China: a qualitative exploration of Chinese youth perceptions. *Nicotine and Tobacco Research*, ntad192.
24. 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.
25. 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>.
26. **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.
27. 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*.
28. 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*.
29. 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.

30. **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
31. **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.
32. 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. **Cui, Y.**, Wang, Y., LoParco, C. R., Romm, K. F., Cavazos-Rehg, P. A., Chakraborty, R., McCready, D. M., Yang, Y. T., & Berg, C. J.(Under review). Indicators of intergenerational transmission of cannabis use among US young adults. Submitted to Substance Use & Addiction, October 2024.
2. Khayat, A., Levine, H., Berg, C. J., Abrams, L. C., Duan, Z., Wang, Y., ... & Bar-Zeev, Y. (Under review). IQOS point-of-sale marketing: a comparison between Arab and Jewish neighborhoods in Israel. Resubmitted to Israel Journal of Health Policy Research, May, 2024.

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

Tobacco Prevention and Cessation (2023/11)

Review the manuscript and provide a review report

Drug and Alcohol Dependence (2023/12)

Review the manuscript and provide a review report

Society for Nicotine and Tobacco Research (2023/12)

Review abstracts submitted to SRNT 2024

Drug and Alcohol Dependence (2024/02)

Review the manuscript and provide a review report

JMIR Public Health and Surveillance (2024/05)

Review the manuscript and provide a review report

JMIR Formative Research (2024/08)

Review the manuscript and provide a review report

Journal of Medical Internet Research (2024/08)

Review the manuscript and provide a review report

Society for Nicotine and Tobacco Research (2024/09)

Review abstracts submitted to SRNT 2025

Journal of Medical Internet Research (2024/09)

Review the manuscript and provide a review report

Substance Use and Misuse (2024/09)

Review the manuscript and provide a review report

Journal of Medical Internet Research (2024/10)-3

Review the manuscript and provide a review report

Journal of Medical Internet Research (2024/11) - 2

Review the manuscript and provide a review report

BMC Public Health (2024/11)

Review the manuscript and provide a review report

Grants and Awards

Received (07/2024)

Doctoral Dissertation Research: Messaging to Reduce Cannabis Use among US Young Adults

Funding Agency: National Science Foundation (#2415890)

Role: Co-PI

PI: Dr. Berg

Direct Costs: \$29,878

Description: This one-year dissertation grant aims to support Ms. Cui's research regarding influences of marketing and related regulations on cannabis perceptions and use among young adults.

Received (11/2023)

Alpha Kappa Alpha Educational Advancement Foundation, Inc

Graduate Merit Award