



CANCER PREVENTION  
& CONTROL PROGRAM  
UNIVERSITY OF SOUTH CAROLINA

# COLLOQUIUM SERIES

*Celebrating 10 Years of Research*

## How should governments warn consumers about smoking?



### **James F. Thrasher, PhD**

Associate Professor

Department of Health Promotion, Education, and Behavior

Faculty Profile:

<http://www.sph.sc.edu/hpeb/facultystaffdetails.php?ID=529>

Dr. Thrasher's research generally focuses on assessing the effects of media and policy on smoking-related perceptions and behavior, with a particular emphasis on examining the consistency of media and policy effects across populations that differ in terms of sociocultural background and risk. He is the PI for the Mexico arm of the International Tobacco Control Policy Evaluation Project, which collects data from cohorts of smokers in over 20 countries in order to understand tobacco control policy effects. His NCI-funded research on the effects of different health warning labels on cigarette packages involves a variety of experimental and observational study designs, including cross-country research to determine which warning label characteristics are most effective over time. Another NCI-funded project he leads involves research capacity building to study the impact of tobacco marketing and movie smoking on youth smoking in Mexico and Argentina. Dr. Thrasher has recently expanded his research to include nutrition labeling policies and advocacy campaigns to reduce obesity.

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FRIDAY

**September**

**6**

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10 a.m. – 11:30 a.m.

Discovery I Building  
Room 140

915 Greene Street



UNIVERSITY OF  
**SOUTH CAROLINA**  
Arnold School of Public Health