



Jessica Liu

Postdoctoral Scholar, Adolescent Medicine

 NIH Biosketch available Online

Bio

BIO

Jessica Liu, PhD, MPH is a Postdoctoral Scholar at with the REACH Lab at Stanford University in the Department of Pediatrics, Division of Adolescent Health. Dr. Liu is a recent graduate of the Population Health Sciences PhD program in the Department of Social and Behavioral Sciences at the Harvard T.H. Chan School of Public Health, and she is an alumna of the MPH program in the Department of Social and Behavioral Sciences at Yale School of Public Health. Dr. Liu's research focuses on adolescent health and school-based prevention interventions, specifically the adolescent vaping epidemic. Dr. Liu has presented her research work at various scientific meetings as well as at state hearings to advocate for policy, such as for the Connecticut state-wide flavored tobacco sales restriction. She is also very passionate about teaching and mentoring, and hopes to pursue a career in academia as a professor. Fun fact – Dr. Liu's passion for teaching even extends to fitness, as she is a certified spin and group fitness instructor!

HONORS AND AWARDS

- Harvard University, Certificate of Distinction in Teaching (May 2022)
- Harvard T.H. Chan School of Public Health, Teaching Assistant Award (May 2022)
- Eric W. Mood New Professional Award, Association of Yale Alumni in Public Health (October 2023)

BOARDS, ADVISORY COMMITTEES, PROFESSIONAL ORGANIZATIONS

- Member, American Public Health Association (2017 - present)
- Member, Society for Adolescent Health and Medicine (2021 - present)
- Member, Society of Research on Nicotine and Tobacco (2021 - present)
- Section Councilor of the School, Health, and Wellness Section, American Public Health Association (2023 - present)

PROFESSIONAL EDUCATION

- Doctor of Philosophy, Harvard University (2023)
- Bachelor of Arts, University of California Berkeley (2015)
- Master of Public Health, Yale University (2019)
- BA, University of California, Berkeley, College of Letters and Sciences , Psychology and Public Health (2015)
- MPH, Yale University, Yale School of Public Health , Social and Behavioral Sciences (2019)
- PhD, Harvard University, Harvard T.H. Chan School of Public Health, Department of Social and Behavioral Sciences , Population Health Sciences (2023)

STANFORD ADVISORS

- Bonnie Halpern-Felsher, Postdoctoral Faculty Sponsor

Research & Scholarship

CURRENT RESEARCH AND SCHOLARLY INTERESTS

My research interests in public health focus on understanding young people's health-related risk behavior and developing effective educational interventions to address these risk behaviors. During my doctoral training at Harvard T.H. Chan School of Public Health, I studied adolescent co-use of tobacco and cannabis, resulting in twenty first-author publications. Utilizing both qualitative and quantitative methods, my doctoral dissertation focused on two related aspects: 1) patterns and reasons for adolescents' co-use of vaping nicotine and cannabis, and 2) assessment of school-based interventions to prevent and reduce co-use. Currently, as a postdoctoral scholar studying adolescent and young adult health at Stanford University, I continue to build upon my foundation of knowledge and research skills to design mixed-methods research studies to better understand the specific patterns and predictors of adolescent co-use, which in turn will inform the development and evaluation of evidence-based interventions to prevent and reduce co-use. During my postdoctoral fellowship, my goal is to advance and then apply my knowledge of community-based participatory research (CBPR) to research and program development, including how best involve stakeholders throughout the entire process of developing research projects and interventions. I greatly appreciate the need for evidence-based and community-informed interventions, and I want to contribute to strengthening and developing health prevention education programs through research as an independent investigator. In addition to my research interests, teaching and mentoring students, especially those less represented in science, has been a priority during my education and training as a public health academic. Throughout graduate school, I served as a teaching assistant for multiple undergraduate, master's, and doctoral-level courses, receiving multiple teaching awards for my work. As a daughter of Taiwanese immigrants, I am the first in my family to graduate from college, so I am excited to advance my lifelong career in academia, research, and mentoring.

Publications

PUBLICATIONS

- **How Age and E-cigarette Use Status Interact to Influence E-cigarette Ad Perceptions.** *Substance use & misuse*
Liu, J., Keller-Hamilton, B., Patterson, J. G., Lee, D. N., Wedel, A. V., Vázquez-Otero, C., Stevens, E. M.
2023; 58 (2): 257-265
- **Sexual orientation and gender identity differences in perceptions and product appeal in response to e-cigarette advertising.** *Tobacco induced diseases*
Liu, J., Patterson, J. G., Keller-Hamilton, B., Lee, D. N., Chrzan, K. R., Stevens, E. M.
2023; 21: 111
- **An Urgent Need for School-Based Diversion Programs for Adolescent Substance Use: A Statewide Survey of School Personnel** *JOURNAL OF ADOLESCENT HEALTH*
Liu, J., Butler, R., Turncliff, A., Gray, C., Lynch, S., Whittaker, J., Iroegbulem, V., Howell, D., Schuster, R. M.
2023; 73 (3): 428-436
- **Barriers and facilitators to address vaping in Massachusetts schools: a mixed-methods study of school-based stakeholders.** *Translational behavioral medicine*
Liu, J., Roberts, J., Reynolds, M. J., Hanby, E., Gundersen, D. A., Winickoff, J. P., Rees, V. W., Emmons, K. M., Tan, A. S.
2023; 13 (8): 589-600
- **Community and Opinion Leadership Effects on Vaping Discourse: A Network Analysis of Online Reddit Threads.** *Journal of health communication*
Rohde, J. A., Liu, J., Rees, V. W.
2023; 28 (8): 487-497
- **Vaping of Cannabis, Cannabidiol, and Synthetic Cannabis Among US Sexual Minority Youths.** *JAMA network open*
Liu, J., Tan, A. S., Lee, J.
2023; 6 (8): e2329041
- **Correlates of adolescent sole-, dual- and poly-use of cannabis, vaped nicotine, and combusted tobacco.** *Addictive behaviors*
Liu, J., Tan, A. S., Winickoff, J. P., Rees, V. W.
2023; 146: 107804
- **Absolute and relative e-cigarette harm perceptions among young adult lesbian and bisexual women and nonbinary people assigned female at birth.** *Addictive behaviors*

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- Patterson, J. G., Keller-Hamilton, B., Wedel, A., Vazquez-Otero, C., Liu, J., Lee, D., Stevens, E. M., Wagener, T. L.
2023; 146: 107788
- **Association of Vaping Identity and e-Cigarette Perceptions among Young Adults Who Vape.** *Substance use & misuse*
Lee, D. N., Liu, J., Oduguwa, K., Stevens, E. M.
2023; 58 (11): 1418-1424
 - **Characteristics Associated with Young Adults' Intentions to Engage with Anti-Vaping Instagram Posts.** *International journal of environmental research and public health*
Liu, J., Lee, D. N., Stevens, E. M.
2023; 20 (11)
 - **Key Informants' Perceptions of Health Equity and Racial Justice Impacts of the 2019 Massachusetts An Act Modernizing Tobacco Control** *Nicotine & Tobacco Research*
Tan, A. S., et al
2023
 - **Effects of brief exposure to misinformation about e-cigarette harms on Twitter on knowledge and perceptions of e-cigarettes.** *Digital health*
Liu, J., Wright, C., Elizarova, O., Dahne, J., Bian, J., Williams, P., Zulkiewicz, B., Tan, A. S.
2022; 8: 20552076221116780
 - **Associations between perceived source credibility, e-cigarettes, and e-cigarette ad perceptions.** *Preventive medicine reports*
Lee, D. N., Liu, J., Keller-Hamilton, B., Patterson, J. G., Wedel, A. V., Vázquez-Otero, C., Stevens, E. M.
2022; 28: 101862
 - **Contextual challenges in police-assisted substance use referral programs: Impact of COVID-19 and Black Lives Matter movement.** *Substance abuse*
Liu, J., Heckel, E., Coroiu, A., Rees, V. W.
2022; 43 (1): 486-494
 - **School-based programs to prevent adolescent e-cigarette use: A report card.** *Current problems in pediatric and adolescent health care*
Liu, J., Gaiha, S. M., Halpern-Felsher, B.
2022: 101204
 - **History of Adolescent Tobacco Prevention and Cessation Programs and Recommendations for Moving Forward** *Encyclopedia of Child and Adolescent Health*
Liu, J., Mathur Gaiha, S., Halpern-Felsher, B.
2022
 - **Youth Tobacco Use before and after Flavored Tobacco Sales Restrictions in Oakland, California and San Francisco, California** *Tobacco Control*
Liu, J., Hartman, L., Tan, A. S., Winickoff, J. P.
2022
 - **The First State Tobacco Flavor Ban: Perceptions of Adolescent Vaping and High School Tobacco Control Needs in a Changing Landscape.** *Journal of School Health*
Liu, J., et al
2022
 - **Reasons for E-cigarette Use, Vaping Patterns and Cessation Behaviors among U.S. Adolescents** *Nicotine and Tobacco Research*
Lindpere, V.
2022
 - **Does Tobacco Screening in Youth Primary Care Identify Youth Vaping?** *The Journal of adolescent health : official publication of the Society for Adolescent Medicine*
Liu, J., Halpern-Felsher, B., Harris, S. K.
2021
 - **How Emotional Responses and Perceived Relative Harm Mediate the Effect of Exposure to Misinformation about E-cigarettes on Twitter and Intention to Purchase E-cigarettes** *International Journal of Environmental Research and Public Health*
Liu, J., et al
2021
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- **Inside the adolescent voice: A qualitative analysis of the appeal of different tobacco products.** *Tobacco induced diseases*
Liu, J. n., Ramamurthi, D. n., Halpern-Felsher, B. n.
2021; 19: 15
- **Youth Appealing Features in Popular E-Cigarette Brand Advertising in the U.S. after Heightened Scrutiny in 2018** *Tobacco Control*
Liu, J., Vazquez-Otero, C., Berman, M., Stevens, E. M.
2021
- **Smokers' Likelihood to Engage with Misinformation of E-cigarette Relative Harms on Twitter: Results from a Randomized Controlled Experiment** *JMIR Public Health and Surveillance*
Liu, J., et al
2021
- **A Breath of Knowledge: Overview of Current Adolescent E-cigarette Prevention and Cessation Programs.** *Current addiction reports*
Liu, J., Gaiha, S. M., Halpern-Felsher, B.
2020: 1–13
- **What Does It Meme? A Qualitative Analysis of Adolescents' Perceptions of Tobacco and Marijuana Messaging.** *Public health reports (Washington, D.C. : 1974)*
Liu, J., McLaughlin, S., Lazaro, A., Halpern-Felsher, B.
2020: 33354920947399
- **The Juul Curriculum Is Not the Jewel of Tobacco Prevention Education** *JOURNAL OF ADOLESCENT HEALTH*
Liu, J., Halpern-Feisher, B.
2018; 63 (5): 527-528

PRESENTATIONS

- “Just Listen to Residents”: Enhancing Implementing Approaches to Smoke-Free Public Housing with Resident Engagement - 2023 Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting
- Sexual Orientation and Gender Differences in Ad Perceptions and Product Appeal in Response to ENDS Advertising - 2023 Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting
- Prevalence of Dual-use of Nicotine and Cannabis Vaping Products among Youth and Adults in Five New England States - 2023 Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting
- Adolescent Use and Co-use of Vaped and Combustible Products in Massachusetts - American Public Health Association 2022 Annual Meeting
- Implementation Barriers and Facilitators for Vaping Interventions among Massachusetts Schools: A Qualitative Study Among Stakeholders - American Public Health Association 2022 Annual Meeting
- Quit Intentions and Use of Cessation Resources among Residents of Low-Income Housing who Smoke - Society of Behavioral Medicine's 2022 Annual Meeting and Scientific Sessions
- Quit Intentions and Use of Cessation Resources among Residents of Low-Income Housing who Smoke - 2022 Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting
- Measuring Dual-vaping of Nicotine and Cannabis among Adolescents in Five New England States - 2022 Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting
- Preferences for Cessation Resources and Quit Intentions among Residents who Smoke in Low-Income Housing - Presentation at Summer 2021 Virtual Conference on Lead, Healthy Housing and Home Safety
- Updates on Cannabis Use in Vulnerable Populations - 4th Annual 2023 Teaching Cannabis Awareness & Prevention Conference
- Does Tobacco Screening in Youth Primary Care Identify Youth Vaping? - 2021 Annual Meeting of the Society for Adolescent Health and Medicine (SAHM)
- Youth Appeal of 2019 & 2020 Vaping Ads: A Content Analysis - 2021 American Academy of Health Behavior (AAHB) Annual Scientific Meeting
- Emotions and Perceived Relative Risk Mediate the Effects of E-cigarette Misinformation on Intentions to Purchase E-cigarettes - the 2021 D.C. Health Communication Conference
- Smokers' Likelihood to Engage with Misinformation of E-cigarette Relative Harms on Twitter: Results from a Randomized Controlled Experiment - 2021 Annual International Communication Association (ICA) Conference
- Smokers' Likelihood to Engage with Misinformation of E-cigarette Relative Harms on Twitter: Results from a Randomized Controlled Experiment - 2021 Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting
- Perceptions and Use of E-cigarettes as a Cessation Strategy among Smokers in Low-Income Housing - 2021 Society for Research on Nicotine and Tobacco Annual Meeting

- Perceptions, Use and Access to E-cigarettes and Other Cessation Resources among Smokers in Low-Income Housing - Society of Behavioral Medicine's 2021 Annual Meeting and Scientific Sessions
- A Qualitative Analysis of Adolescents' Appeal of Various Tobacco Products - American Public Health Association (APHA) 2019 Annual Meeting
- What Does It Meme? A Qualitative Analysis of Adolescents' Perceptions of Tobacco and Marijuana Messaging - American Public Health Association (APHA) 2019 Annual Meeting
- Perceptions of Mobile Tracking for Public Health Research and Innovation: Qualitative Findings - Connecticut Public Health Association (CPHA) Annual Meeting
- Graduate/Professional Student Event Staff: Increasing Safety at Undergraduate Events through Public Health - Oral Presentation at National Association of Student Personnel Administrators (NASPA) Strategies Conference
- Alternatives-to-Suspension (ATS) Approaches to Address Adolescent Substance Use: Current Research and Overview of REACH Lab's Healthy Futures ATS Curriculums - University of Michigan Smoke-Free Environments Law Project (SFLEP)
- Best Practice for Tobacco Prevention Interventions - Athletics Against Tobacco Webinar
- Adolescent Vaping: Multiple Substance Use and Implications for School-based Approaches - Harvard T.H. Chan School of Public Health, Maternal Child Health Seminar
- Applying to Public Health Graduate School and Graduate Student Life - Agnes Scott College, Public Health Internship Seminar
- Adolescent Dual-use of Cannabis and E-cigarettes: Implications for School-based Interventions - MassGeneral Hospital, Center for Addiction Medicine Grand Rounds
- Exposure to e-cigarette misinformation on Twitter: effects and engagement pathways - Cancer Research UK (CRUK): UK Electronic Cigarette Research Forum
- Advancing Smoke-free Policies in Multi-family Housing - Lead and Healthy Housing Conferences
- Cancer Prevention and COVID-19 – How to be flexible with research - YES for CURE Summer Enrichment Program