

# Stanford

---

## Lisa Henriksen

- Sr Research Engineer, Medicine - Stanford Prevention Research Center
- Sr Research Scholar, Medicine - Med/Stanford Prevention Research Center

### CONTACT INFORMATION

- **Alternate Contact**

Trent Johnson, MPH - Program Manager

**Email** trentj@stanford.edu

**Tel** 650-723-0059

### Bio

---

#### ACADEMIC APPOINTMENTS

- Sr Research Engineer, Medicine - Stanford Prevention Research Center
- Member, Stanford Cancer Institute

#### ADMINISTRATIVE APPOINTMENTS

- Pre-Major Advisor, Stanford University, (2007- present)
- Senior Editor, Tobacco Control, BMJ Publishing Group, (2010- present)

#### PROFESSIONAL EDUCATION

- PhD, Stanford University , Communication

### Research & Scholarship

---

#### CURRENT RESEARCH AND SCHOLARLY INTERESTS

I study environmental influences on adolescent tobacco use, particularly the role of tobacco marketing in smoking initiation and maintenance. Currently funded research projects are a longitudinal school-based study about adolescent smoking and drinking, a geographic information systems (GIS) study about tobacco outlet density and smoking prevalence in California high schools, and laboratory experiments about the impact of tobacco advertising on urge and craving to smoke.

### Teaching

---

#### STANFORD ADVISEES

##### Postdoctoral Research Mentor

Ilana Raskind

### Publications

---

#### PUBLICATIONS

- **State and regional gaps in coverage of 'Tobacco 21' policies.** *Tobacco control*  
Leas, E. C., Schliecher, N., Recinos, A., Mahoney, M., Henriksen, L.  
2019

- **Little filtered cigars: US sales, flavours, package sizes and prices.** *Tobacco control*  
Gammon, D. G., Rogers, T., Coats, E. M., Nonnemaker, J. M., Henriksen, L.  
2019; 28 (3): 346–49
- **Concordance of Advertised Cigarette Prices with Purchase Receipts in the United States.** *Tobacco regulatory science*  
Schleicher, N. C., Johnson, T. O., D'Angelo, H., Luke, D. A., Ribisl, K. M., Henriksen, L.  
2018; 4 (3): 3–9
- **Prices for Tobacco and Nontobacco Products in Pharmacies Versus Other Stores: Results From Retail Marketing Surveillance in California and in the United States.** *American journal of public health*  
Henriksen, L., Schleicher, N. C., Barker, D. C., Liu, Y., Chaloupka, F. J.  
2016; 106 (10): 1858-1864
- **A Systematic Review of Neighborhood Disparities in Point-of-Sale Tobacco Marketing.** *American journal of public health*  
Lee, J. G., Henriksen, L., Rose, S. W., Moreland-Russell, S., Ribisl, K. M.  
2015; 105 (9): e8-18
- **Convenience store visits by US adolescents: Rationale for healthier retail environments** *HEALTH & PLACE*  
Sanders-Jackson, A., Parikh, N. M., Schleicher, N. C., Fortmann, S. P., Henriksen, L.  
2015; 34: 63-66
- **Comprehensive tobacco marketing restrictions: promotion, packaging, price and place** *TOBACCO CONTROL*  
Henriksen, L.  
2012; 21 (2): 147-153
- **Targeted Advertising, Promotion, and Price For Menthol Cigarettes in California High School Neighborhoods** *NICOTINE & TOBACCO RESEARCH*  
Henriksen, L., Schleicher, N. C., Dauphinee, A. L., Fortmann, S. P.  
2012; 14 (1): 116-121
- **Neighbourhood disparities in the price of the cheapest cigarettes in the USA.** *Journal of epidemiology and community health*  
Mills, S. D., Golden, S. D., Henriksen, L., Kong, A. Y., Queen, T. L., Ribisl, K. M.  
2019
- **The price of Natural American Spirit relative to other cigarette brands.** *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*  
Epperson, A. E., Johnson, T. O., Schleicher, N. C., Henriksen, L.  
2019
- **TOBACCO RETAIL ENVIRONMENT AND ALTERNATIVE TOBACCO PRODUCT USE AMONG TEENS**  
Magid, H., Halpern-Felsher, B., Bradshaw, P., Ling, P., Henriksen, L.  
ELSEVIER SCIENCE INC.2019: S17–S18
- **Place-Based Inequity in Smoking Prevalence in the Largest Cities in the United States.** *JAMA internal medicine*  
Leas, E. C., Schleicher, N. C., Prochaska, J. J., Henriksen, L.  
2019
- **Local Retail Tobacco Environment Regulation: Early Adoption in the United States** *TOBACCO REGULATORY SCIENCE*  
Combs, T. B., Brosi, D., Chaitan, V. L., He, E., Luke, D. A., Henriksen, L.  
2019; 5 (1): 76–86
- **US Food and Drug Administration Inspection of Tobacco Sales to Minors at Top Pharmacies, 2012-2017** *JAMA PEDIATRICS*  
Lee, J. L., Schleicher, N. C., Leas, E. C., Henriksen, L.  
2018; 172 (11): 1089–90
- **ENDS retailers and marketing near university campuses with and without tobacco-free policies** *TOBACCO INDUCED DISEASES*  
Barker, D. C., Schleicher, N. C., Ababsch, K., Johnson, T. O., Henriksen, L.  
2018; 16
- **Disparities in retail marketing for menthol cigarettes in the United States, 2015** *HEALTH & PLACE*  
Mills, S. D., Henriksen, L., Golden, S. D., Kurtzman, R., Kong, A. Y., Queen, T. L., Ribisl, K. M.

2018; 53: 62–70

- **The emerging marijuana retail environment: Key lessons learned from tobacco and alcohol retail research** *ADDICTIVE BEHAVIORS*  
Berg, C. J., Henriksen, L., Cavazos-Rehg, P. A., Haardoerfer, R., Freisthler, B.  
2018; 81: 26–31
- **Concordance of Advertised Cigarette Prices with Purchase Receipts in the United States** *TOBACCO REGULATORY SCIENCE*  
Schleicher, N. C., Johnson, T. O., D'Angelo, H., Luke, D. A., Ribisl, K. M., Henriksen, L.  
2018; 4 (3): 3–9
- **Point-of-sale marketing and context of marijuana retailers: Assessing reliability and generalizability of the marijuana retail surveillance tool.** *Preventive medicine reports*  
Berg, C. J., Henriksen, L., Cavazos-Rehg, P., Schauer, G. L., Freisthler, B.  
2018; 11: 37–41
- **Reasons for Marijuana and Tobacco Co-use Among Young Adults: A Mixed Methods Scale Development Study** *SUBSTANCE USE & MISUSE*  
Berg, C. J., Payne, J., Henriksen, L., Cavazos-Rehg, P., Getachew, B., Schauer, G. L., Haardorfer, R.  
2018; 53 (3): 357–69
- **The development and pilot testing of the marijuana retail surveillance tool (MRST): assessing marketing and point-of-sale practices among recreational marijuana retailers** *HEALTH EDUCATION RESEARCH*  
Berg, C. J., Henriksen, L., Cavazos-Rehg, P., Schauer, G. L., Freisthler, B.  
2017; 32 (6): 465–72
- **Marijuana as a 'concept' flavour for cigar products: availability and price near California schools.** *Tobacco control*  
Henriksen, L., Schleicher, N. C., Ababseh, K., Johnson, T. O., Fortmann, S. P.  
2017
- **Natural American Spirit Brand Marketing Casts Health Halo Around Smoking.** *American journal of public health*  
Epperson, A. E., Henriksen, L., Prochaska, J. J.  
2017; 107 (5): 668-670
- **Tobacco Town: Computational Modeling of Policy Options to Reduce Tobacco Retailer Density.** *American journal of public health*  
Luke, D. A., Hammond, R. A., Combs, T., Sorg, A., Kasman, M., Mack-Crane, A., Ribisl, K. M., Henriksen, L.  
2017; 107 (5): 740-746
- **Neighborhood variation in the price of cheap tobacco products in California: Results from Healthy Stores for a Healthy Community.** *Nicotine & tobacco research*  
Henriksen, L., Andersen-Rodgers, E., Zhang, X., Roeseler, A., Sun, D. L., Johnson, T. O., Schleicher, N. C.  
2017
- **Disparities in tobacco marketing and product availability at the point of sale: Results of a national study.** *Preventive medicine*  
Ribisl, K. M., D'Angelo, H., Feld, A. L., Schleicher, N. C., Golden, S., Luke, D. A., Henriksen, L.  
2017
- **Tobacco industry's T.O.T.A.L. interference.** *Tobacco control*  
Henriksen, L., Mahoney, M.  
2017
- **Inequalities in tobacco outlet density by race, ethnicity and socioeconomic status, 2012, USA: results from the ASPIRE Study.** *Journal of epidemiology and community health*  
Lee, J. G., Sun, D. L., Schleicher, N. M., Ribisl, K. M., Luke, D. A., Henriksen, L.  
2017
- **The flip side of Natural American Spirit: corporate social responsibility advertising.** *Tobacco control*  
Epperson, A. E., Prochaska, J. J., Henriksen, L.  
2017
- **Blog fog? Using rapid response to advance science and promote debate.** *Tobacco control*  
O'Connor, R., Gartner, C., Henriksen, L., Hill, S., Barnoya, J., Cohen, J., Malone, R. E.  
2017; 26 (2): 121

- **Taking Stock of Tobacco Control Program and Policy Science and Impact in the United States.** *Journal of addictive behaviors and therapy*  
Farrelly, M. C., Chaloupka, F. J., Berg, C. J., Emery, S. L., Henriksen, L., Ling, P., Leischow, S. J., Luke, D. A., Kegler, M. C., Zhu, S. H., Ginexi, E. M.  
2017; 1 (2)
- **The Case for a Concerted Push to Reduce Place-Based Disparities in Smoking-Related Cancers.** *JAMA internal medicine*  
Ribisl, K. M., Luke, D. A., Henriksen, L.  
2016
- **Tobacco retail policy landscape: a longitudinal survey of US states.** *Tobacco control*  
Luke, D. A., Sorg, A. A., Combs, T., Robichaux, C. B., Moreland-Russell, S., Ribisl, K. M., Henriksen, L.  
2016; 25: i44-i51
- **Standardized Tobacco Assessment for Retail Settings (STARS): dissemination and implementation research.** *Tobacco control*  
Henriksen, L., Ribisl, K. M., Rogers, T., Moreland-Russell, S., Barker, D. M., Sarris Esquivel, N., Loomis, B., Crew, E., Combs, T.  
2016; 25: i67-i74
- **Tobacco outlet density near home and school: Associations with smoking and norms among US teens.** *Preventive medicine*  
Schleicher, N. C., Johnson, T. O., Fortmann, S. P., Henriksen, L.  
2016; 91: 287-293
- **Is There a Relationship Between the Concentration of Same-Sex Couples and Tobacco Retailer Density?** *Nicotine & tobacco research*  
Lee, J. G., Pan, W. K., Henriksen, L., Goldstein, A. O., Ribisl, K. M.  
2016; 18 (2): 147-155
- **Retrospective analysis of changing characteristics of treatment-seeking smokers: implications for further reducing smoking prevalence.** *BMJ open*  
Leyro, T. M., Crew, E. E., Bryson, S. W., Lembke, A., Bailey, S. R., Prochaska, J. J., Henriksen, L., Fortmann, S. P., Killen, J. D., Killen, D. T., Hall, S. M., David, S. P.  
2016; 6 (6)
- **Effect of warning statements in e-cigarette advertisements: an experiment with young adults in the United States** *ADDICTION*  
Sanders-Jackson, A., Schleicher, N. C., Fortmann, S. P., Henriksen, L.  
2015; 110 (12): 2015-2024
- **Knowledge About E-Cigarette Constituents and Regulation: Results From a National Survey of U.S. Young Adults.** *Nicotine & tobacco research*  
Sanders-jackson, A. N., Tan, A. S., Bigman, C. A., Henriksen, L.  
2015; 17 (10): 1247-1254
- **A Systematic Review of Neighborhood Disparities in Point-of-Sale Tobacco Marketing** *AMERICAN JOURNAL OF PUBLIC HEALTH*  
Lee, J. G., Henriksen, L., Rose, S. W., Moreland-Russell, S., Ribisl, K. M.  
2015; 105 (9): E8-E18
- **Tobacco retailer proximity and density and nicotine dependence among smokers with serious mental illness.** *American journal of public health*  
Young-Wolff, K. C., Henriksen, L., Delucchi, K., Prochaska, J. J.  
2014; 104 (8): 1454-1463
- **A systematic review of store audit methods for assessing tobacco marketing and products at the point of sale** *TOBACCO CONTROL*  
Lee, J. G., Henriksen, L., Myers, A. E., Dauphinee, A. L., Ribisl, K. M.  
2014; 23 (2): 98-106
- **Endgame: engaging the tobacco industry in its own elimination.** *European journal of clinical investigation*  
Ioannidis, J. P., Henriksen, L., Prochaska, J. J.  
2013; 43 (12): 1366-1370
- **Racial differences in cigarette brand recognition and impact on youth smoking** *BMC PUBLIC HEALTH*  
Dauphinee, A. L., Doxey, J. R., Schleicher, N. C., Fortmann, S. P., Henriksen, L.  
2013; 13
- **Racial differences in cigarette brand recognition and impact on youth smoking.** *BMC public health*  
Dauphinee, A. L., Doxey, J. R., Schleicher, N. C., Fortmann, S. P., Henriksen, L.  
2013; 13: 170-?

- **A Longitudinal Study of Exposure to Retail Cigarette Advertising and Smoking Initiation** *PEDIATRICS*  
Henriksen, L., Schleicher, N. C., Feighery, E. C., Fortmann, S. P.  
2010; 126 (2): 232-238
- **Is adolescent smoking related to the density and proximity of tobacco outlets and retail cigarette advertising near schools?** *PREVENTIVE MEDICINE*  
Henriksen, L., Feighery, E. C., Schleicher, N. C., Cowling, D. W., Kline, R. S., Fortmann, S. P.  
2008; 47 (2): 210-214
- **The effect of retail cigarette pack displays on impulse purchase** *ADDICTION*  
Wakefield, M., Germain, D., Henriksen, L.  
2008; 103 (2): 322-328
- **Receptivity to alcohol marketing predicts initiation of alcohol use** *JOURNAL OF ADOLESCENT HEALTH*  
Henriksen, L., Feighery, E. C., Schleicher, N. C., Fortmann, S. P.  
2008; 42 (1): 28-35
- **The relationship between exposure to alcohol advertising in stores, owning alcohol promotional items, and adolescent alcohol use** *ALCOHOL AND ALCOHOLISM*  
Hurtz, S. Q., Henriksen, L., Wang, Y., Feighery, E. C., Fortmann, S. P.  
2007; 42 (2): 143-149
- **An evaluation of four measures of adolescents' exposure to cigarette marketing in stores** *NICOTINE & TOBACCO RESEARCH*  
Feighery, E. C., Henriksen, L., Wang, Y., Schleicher, N. C., Fortmann, S. P.  
2006; 8 (6): 751-759
- **Industry sponsored anti-smoking ads and adolescent reactance: test of a boomerang effect** *TOBACCO CONTROL*  
Henriksen, L., Dauphinee, A. L., Wang, Y., Fortmann, S. P.  
2006; 15 (1): 13-18
- **Association of retail tobacco marketing with adolescent smoking** *AMERICAN JOURNAL OF PUBLIC HEALTH*  
Henriksen, L., Feighery, E. C., Wang, Y., Fortmann, S. P.  
2004; 94 (12): 2081-2083
- **Reaching youth at the point of sale: cigarette marketing is more prevalent in stores where adolescents shop frequently** *TOBACCO CONTROL*  
Henriksen, L., Feighery, E. C., Schleicher, N. C., Haladjian, H. H., Fortmann, S. P.  
2004; 13 (3): 315-318
- **A content analysis of Web sites promoting smoking culture and lifestyle** *HEALTH EDUCATION & BEHAVIOR*  
Ribisl, K. M., Lee, R. E., Henriksen, L., Haladjian, H. H.  
2003; 30 (1): 64-78
- **Young adults' opinions of Philip Morris and its television advertising** *TOBACCO CONTROL*  
Henriksen, L., Fortmann, S. P.  
2002; 11 (3): 236-240
- **Effects on youth of exposure to retail tobacco advertising** *JOURNAL OF APPLIED SOCIAL PSYCHOLOGY*  
Henriksen, L., Flora, J. A., Feighery, E., Fortmann, S. P.  
2002; 32 (9): 1771-1789
- **Third-person perception and children - Perceived impact of pro- and anti-smoking ads** *COMMUNICATION RESEARCH*  
Henriksen, L., Flora, J. A.  
1999; 26 (6): 643-665
- **Reliability of children's self-reported cigarette smoking** *ADDICTIVE BEHAVIORS*  
Henriksen, L., Jackson, C.  
1999; 24 (2): 271-277
- **A longitudinal study predicting patterns of cigarette smoking in late childhood** *HEALTH EDUCATION & BEHAVIOR*  
Jackson, C., Henriksen, L., Dickinson, D., Messer, L., ROBERTSON, S. B.  
1998; 25 (4): 436-447

- **ANTHROPOCENTRISM AND COMPUTERS** *BEHAVIOUR & INFORMATION TECHNOLOGY*  
Nass, C. I., LOMBARD, M., Henriksen, L., Steuer, J.  
1995; 14 (4): 229-238
- **MACHINES, SOCIAL ATTRIBUTIONS, AND ETHOPOEIA - PERFORMANCE ASSESSMENTS OF COMPUTERS SUBSEQUENT TO SELF-EVALUATIONS OR OTHER-EVALUATIONS** *INTERNATIONAL JOURNAL OF HUMAN-COMPUTER STUDIES*  
Nass, C., Steuer, J., Henriksen, L., Dryer, D. C.  
1994; 40 (3): 543-559
- **TELEVISION AND SCHOOLING - DISPLACEMENT AND DISTRACTION HYPOTHESES** *AUSTRALIAN JOURNAL OF EDUCATION*  
Roberts, D. F., Henriksen, L., VOELKER, D. H., VANVUUREN, D. P.  
1993; 37 (2): 198-211