

Stanford

Lisa Henriksen

Associate Professor (Research) of Medicine (Stanford Prevention Research Center)

Medicine - Stanford Prevention Research Center

CONTACT INFORMATION

- **Alternate Contact**

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Bio

ACADEMIC APPOINTMENTS

- Associate Professor (Research), Medicine - Stanford Prevention Research Center
- Sr Research Engineer, Medicine - Stanford Prevention Research Center
- Member, Stanford Cancer Institute

ADMINISTRATIVE APPOINTMENTS

- Pre-Major Advisor, Stanford University, (2007-2009)
- 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.

Publications

PUBLICATIONS

- **Causal effects of point-of-sale cigarette promotions and subjective social status on cigarette craving: a randomised within-person experiment.** *Tobacco control*
Andrews, M., Cooper, N., Mattan, B. D., Carreras-Tartak, J., Paul, A. M., Strasser, A. A., Henriksen, L., Falk, E. B.
2023
- **Kratom availability in California vape shops.** *Preventive medicine reports*
Bowdring, M. A., Leas, E. C., Vishwakarma, M., Schleicher, N. C., Prochaska, J. J., Henriksen, L.
2023; 35: 102380

- **Underage Sales of Tobacco in Dollar Stores and Top Grocery Stores, 2015-2020, U.S.** *American journal of preventive medicine*
Raskind, I. G., Lee, J. G., Henriksen, L.
2023; 65 (2): 313-316
- **Preemption in State Tobacco Minimum Legal Sales Age Laws in the US, 2022: A Policy Analysis of State Statutes and Case Laws.** *International journal of environmental research and public health*
Dobbs, P. D., Chadwick, G., Crosbie, E., Breslin, J., Henriksen, L.
2023; 20 (11)
- **Changes in the Point-of-Sale Among Vape Shops in 6 US Metropolitan Areas Over Time, 2018-2021.** *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*
Berg, C. J., Romm, K. F., Barker, D. C., Schleicher, N., Johnson, T. O., Wang, Y., Sussman, S., Henriksen, L.
2023
- **Rates of age verification for cigarette and e-cigarette purchases as a function of state T21 laws before and after implementation of the federal T21 law in the United States.** *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*
Romm, K. F., Wang, Y., Schleicher, N. C., Pannel, A., Williams, R., Berg, C. J., Henriksen, L.
2023
- **Rapid-response surveillance of the first US test market for VLN cigarettes.** *Tobacco control*
Henriksen, L., Johnson, T. O., Mahoney, M., Schleicher, N. C., Ali, A., Prochaska, J. J.
2023
- **New policy of people-first language to replace 'smoker', 'vaper' 'tobacco user' and other behaviour-based labels.** *Tobacco control*
Hefler, M., Durkin, S. J., Cohen, J. E., Henriksen, L., O'Connor, R., Barnoya, J., Hill, S. E., Malone, R. E.
2023; 32 (2): 133-134
- **The association between local tobacco retail licensing and adult cigarette smoking by race/ethnicity, income, and education in California (2012-2019).** *Preventive medicine reports*
Usidame, B., Xie, Y., Colston, D., Titus, A. R., Henriksen, L., Kelly, B. C., Fleischer, N. L.
2023; 31: 102064
- **Retail-focused tobacco control: equity and endgame implications.** *Tobacco control*
Henriksen, L.
2022; 31 (e2): e96-e98
- **State T21, Restrictions on Flavored E-Cigarette Products, and Non-Medical Cannabis Sales Legalization in Relation to Young Adult Reports of Vape Shop Age Verification and Product Offerings: A Multilevel Analysis.** *International journal of environmental research and public health*
Duan, Z., Wang, Y., Romm, K. F., Henriksen, L., Schleicher, N. C., Berg, C. J.
2022; 19 (22)
- **Relapse to problem drinking or trading up to spirits? Using U.S. national cross-sectional survey data to highlight possible negative impacts of potential tobacco retail changes.** *Substance abuse treatment, prevention, and policy*
Karriker-Jaffe, K. J., Henriksen, L., Smith, E. A., McDaniel, P. A., Malone, R. E., Kerr, W. C.
2022; 17 (1): 72
- **Impact of existing and potential e-cigarette flavor restrictions on e-cigarette use among young adult e-cigarette users in 6 US metropolitan areas.** *Preventive medicine reports*
Romm, K. F., Henriksen, L., Huang, J., Le, D., Clausen, M., Duan, Z., Fuss, C., Bennett, B., Berg, C. J.
2022; 28: 101901
- **Cannabidiol Knowledge, Perceptions, and Use Among Young Adults in 6 U.S. Metropolitan Areas.** *Cannabis and cannabinoid research*
Wysota, C. N., Henriksen, L., Romm, K. F., Duan, Z., Wang, Y., Huang, J., Berg, C. J.
2022
- **The Reshaping of the E-Cigarette Retail Environment: Its Evolution and Public Health Concerns.** *International journal of environmental research and public health*
Berg, C. J., Melena, A., Wittman, F. D., Robles, T., Henriksen, L.
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- **Nicotine pouch marketing strategies in the USA: an analysis of Zyn, On! and Velo.** *Tobacco control*

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- Duan, Z., Henriksen, L., Vallone, D., Rath, J. M., Evans, W. D., Romm, K. F., Wysota, C., Berg, C. J.
2022
- **Draining the tobacco swamps: Shaping the built environment to reduce tobacco retailer proximity to residents in 30 big US cities.** *Health & place*
Combs, T. B., Ornstein, J. T., Chaitan, V. L., Golden, S. D., Henriksen, L., Luke, D. A.
2022; 75: 102815
 - **The Impact of Recent Tobacco Regulations and COVID-19 Restrictions and Implications for Future E-Cigarette Retail: Perspectives from Vape and Vape-and-Smoke Shop Merchants.** *International journal of environmental research and public health*
Duan, Z., Romm, K. F., Henriksen, L., Schleicher, N. C., Johnson, T. O., Wagener, T. L., Sussman, S. Y., Schillo, B. A., Huang, J., Berg, C. J.
2022; 19 (7)
 - **Retail endgame strategies: reduce tobacco availability and visibility and promote health equity.** *Tobacco control*
Kong, A. Y., Henriksen, L.
2022; 31 (2): 243-249
 - **Follow the money: a closer look at US tobacco industry marketing expenditures.** *Tobacco control*
Levy, D. T., Liber, A. C., Cadham, C., Sanchez-Romero, L. M., Hyland, A., Cummings, M., Douglas, C., Meza, R., Henriksen, L.
1800
 - **Spatial clustering of hookah lounges, vape shops and all tobacco retailers near colleges.** *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*
Sun, D. L., Schleicher, N. C., Recinos, A., Henriksen, L.
1800
 - **Tobacco Couponing: A Systematic Review of Exposures and Effects on Tobacco Initiation and Cessation.** *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*
Liber, A. C., Sánchez-Romero, L. M., Cadham, C. J., Yuan, Z., Li, Y., Oh, H., Cook, S., Warner, K. E., Henriksen, L., Mistry, R., Meza, R., Fleischer, N. L., Levy, et al
2022
 - **Using place-based characteristics to inform FDA tobacco sales inspections: results from a multilevel propensity score model.** *Tobacco control*
Dai, H., Henriksen, L., Xu, Z., Rathnayake, N.
2021
 - **Are California's Local Flavored Tobacco Sales Restrictions Effective in Reducing the Retail Availability of Flavored Tobacco Products? A Multicomponent Evaluation.** *Evaluation review*
Andersen-Rodgers, E., Zhang, X., Vuong, T. D., Hendrix, L., Edora, C., Williams, R. J., Groves, L., Roeseler, A., Rogers, T., Voelker, D. H., Schleicher, N. C., Johnson, T. O., Henriksen, et al
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 - **Young people's e-cigarette risk perceptions, policy attitudes, and past-month nicotine vaping in 30 U.S. cities.** *Drug and alcohol dependence*
Vogel, E. A., Henriksen, L., Schleicher, N. C., Prochaska, J. J.
2021; 229 (Pt A): 109122
 - **The changing retail landscape for tobacco: dollar stores and the availability of cheap cigarettes among tobacco-related priority populations.** *Tobacco control*
Raskind, I. G., Vishwakarma, M., Schleicher, N. C., Andersen-Rodgers, E., Henriksen, L.
2021
 - **Associations of tobacco retailer density and proximity with adult tobacco use behaviours and health outcomes: a meta-analysis.** *Tobacco control*
Lee, J. G., Kong, A. Y., Sewell, K. B., Golden, S. D., Combs, T. B., Ribisl, K. M., Henriksen, L.
2021
 - **JUUL and other e-cigarettes: Socio-demographic factors associated with use and susceptibility in California.** *Preventive medicine reports*
Mathur Gaiha, S., Halpern-Felsher, B., Feld, A. L., Gaber, J., Rogers, T., Henriksen, L.
2021; 23: 101457
 - **Turning over a new leaf: Vape shop closings, openings and transitions in six U.S. Metropolitan statistical areas.** *Preventive medicine reports*
Barker, D. C., Henriksen, L., Voelker, D. H., Ali, A., Raskind, I. G., Schleicher, N. C., Johnson, T. O., Berg, C. J.
2021; 23: 101428
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- **Plant-based menthol cigarettes? Food industry trends and farm-to-pack cigarette advertising.** *Tobacco control*
Raskind, I. G., Prochaska, J. J., Epperson, A. E., Henriksen, L.
2021
- **Impact of Local Flavored Tobacco Sales Restrictions on Policy-Related Attitudes and Tobacco Product Access.** *Health education & behavior : the official publication of the Society for Public Health Education*
Feld, A. L., Rogers, T., Gaber, J., Pikowski, J., Farrelly, M. C., Henriksen, L., Johnson, T. O., Halpern-Felsher, B., Andersen-Rodgers, E., Zhang, X.
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- **Menthol cigarettes in black neighbourhoods: still cheaper after all these years.** *Tobacco control*
Henriksen, L., Schleicher, N. C., Fortmann, S. P.
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- **Reactions to sales restrictions on flavored vape products or all vape products among young adults in the US.** *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*
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- **Tobacco retail availability and cigarette and e-cigarette use among youth and adults: a scoping review.** *Tobacco control*
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2021
- **Perceived Susceptibility to and Seriousness of COVID-19: Associations of Risk Perceptions with Changes in Smoking Behavior.** *International journal of environmental research and public health*
Vogel, E. A., Henriksen, L., Schleicher, N. C., Prochaska, J. J.
2021; 18 (14)
- **Flavors And Implied Reduced-Risk Descriptors In Cigar Ads At Stores Near Schools.** *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*
Sterling, K., Vishwakarma, M., Ababseh, K., Henriksen, L.
2021
- **Thoughts on neologisms and pleonasm in scientific discourse and tobacco control** *TOBACCO CONTROL*
O'Connor, R., Durkin, S. J., Cohen, J. E., Barnoya, J., Henriksen, L., Hill, S. E., Malone, R. E.
2021; 30 (4): 359-360
- **Implementation of a comprehensive flavoured tobacco product sales restriction and retail tobacco sales.** *Tobacco control*
Gammon, D. G., Rogers, T., Gaber, J., Nonnemaker, J. M., Feld, A. L., Henriksen, L., Johnson, T. O., Kelley, T., Andersen-Rodgers, E.
2021
- **Sources of flavoured e-cigarettes among California youth and young adults: associations with local flavoured tobacco sales restrictions.** *Tobacco control*
Gaiha, S. M., Henriksen, L., Halpern-Felsher, B., Rogers, T., Feld, A. L., Gaber, J., Andersen-Rodgers, E.
2021
- **Association between density and proximity of tobacco retail outlets with smoking: A systematic review of youth studies.** *Health & place*
Marsh, L., Vaneckova, P., Robertson, L., Johnson, T. O., Doscher, C., Raskind, I. G., Schleicher, N. C., Henriksen, L.
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- **Underage sales signage in vape shops: Comparison of stores near and far from California colleges.** *Journal of American college health : J of ACH*
Ali, A., Barker, D. C., Vishwakarma, M., Schleicher PhDa, N. C., Johnson, T. O., Henriksen, L.
2021: 1-4
- **Cigarette Promotions in U.S. Pharmacies.** *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*
Seidenberg, A. B., Henriksen, L., Ribisl, K. M.
2021
- **Young adults' vaping, readiness to quit, and recent quit attempts: The role of co-use with cigarettes and marijuana.** *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*
Berg, C. J., Duan, X., Romm, K., Pulvers, K., Le, D., Ma, Y., Krishnan, N., Abrams, L. C., Getachew, B., Henriksen, L.
2020

- **Vape shop and consumer activity during COVID-19 non-essential business closures in the USA.** *Tobacco control*
Berg, C. J., Callanan, R., Johnson, T. O., Schliecher, N. C., Sussman, S., Wagener, T. L., Meaney, M., Henriksen, L.
2020
- **Vape shop identification, density and place characteristics in six metropolitan areas across the US.** *Preventive medicine reports*
Berg, C. J., Schliecher, N. C., Johnson, T. O., Barker, D. C., Getachew, B., Weber, A., Park, A. J., Patterson, A., Dorvil, S., Fairman, R. T., Meyers, C., Henriksen, L.
2020; 19: 101137
- **Vape shop owners/managers' opinions about FDA regulation of e-cigarettes.** *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*
Berg, C. J., Barker, D. C., Sussman, S., Getachew, B., Pulvers, K., Wagener, T. L., Hayes, R. B., Henriksen, L.
2020
- **Adolescents' Health Perceptions of Natural American Spirit's On-the-Pack Eco-Friendly Campaign.** *The Journal of adolescent health : official publication of the Society for Adolescent Medicine*
Epperson, A. E., Wong, S., Lambin, E. F., Henriksen, L., Baiocchi, M., Flora, J. A., Prochaska, J. J.
2020
- **Popularity of natural American Spirit cigarettes is greater in U.S. cities with lower smoking prevalence.** *Addictive behaviors*
Vogel, E. A., Henriksen, L., Johnson, T. O., Schliecher, N. C., Prochaska, J. J.
2020; 111: 106558
- **LOCAL LICENSING TO REGULATE TOBACCO RETAILERS IN CALIFORNIA: A STUDY OF POLICY DIFFUSION OVER TIME AND GEOGRAPHY**
Prochaska, J. J., Watts, M., Zellers, L., Rigdon, J., Chieng, A., Cloud, L., Schliecher, N., Henriksen, L.
OXFORD UNIV PRESS INC.2020: S665
- **State and regional gaps in coverage of 'Tobacco 21' policies** *TOBACCO CONTROL*
Leas, E., Schliecher, N., Recinos, A., Mahoney, M., Henriksen, L.
2020; 29 (2): 226–27
- **County-level associations between tobacco retailer density and smoking prevalence in the USA, 2012.** *Preventive medicine reports*
Golden, S. D., Kuo, T., Kong, A. Y., Baggett, C. D., Henriksen, L., Ribisl, K. M.
2020; 17: 101005
- **Exploring the Point-of-Sale Among Vape Shops Across the US: Audits Integrating a Mystery Shopper Approach.** *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*
Berg, C. J., Barker, D. C., Meyers, C., Weber, A., Park, A. J., Patterson, A., Dorvil, S., Fairman, R. T., Huang, J., Sussman, S., Livingston, M. D., Wagener, T. L., Hayes, et al
2020
- **Inequity in California's Smokefree Workplace Laws: A Legal Epidemiologic Analysis of Loophole Closures.** *American journal of preventive medicine*
Prochaska, J. J., Watts, M. H., Zellers, L., Huang, D., Daza, E. J., Rigdon, J., Peters, M. J., Henriksen, L.
2020
- **PhenX: Vector measures for tobacco regulatory research.** *Tobacco control*
Ribisl, K. M., Chaloupka, F. J., Kirchner, T. R., Henriksen, L., Nettles, D. S., Geisler, R. C., Hendershot, T. P., Swan, G. E., PhenX TRR Vector Working Group, Chaloupka, F. J., Ribisl, K., Henriksen, L., Kirchner, T. R., et al
2020; 29 (Suppl 1): s27–s34
- **Moving From Metrics to Mechanisms to Evaluate Tobacco Retailer Policies: Importance of Retail Policy in Tobacco Control.** *American journal of public health*
Luke, D. A., Ornstein, J. T., Combs, T. B., Henriksen, L. n., Mahoney, M. n.
2020; 110 (4): 431–33
- **Vape shop owners'/managers' attitudes about CBD, THC, and marijuana legal markets.** *Preventive medicine reports*
Berg, C. J., Getachew, B. n., Pulvers, K. n., Sussman, S. n., Wagener, T. L., Meyers, C. n., Park, A. n., Dorvil, S. n., Patterson, A. n., Weber, A. n., Hayes, R. B., Barker, D. C., Henriksen, et al
2020; 20: 101208

- **Retail Tobacco Marketing in Rural Versus Nonrural Counties: Product Availability, Discounts, and Prices.** *Health promotion practice*
Henriksen, L., Schleicher, N. C., Johnson, T. O., Roeseler, A., Zhu, S.
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- **PMI reduced-risk claims and upselling of IQOS via Reviti life insurance.** *Tobacco control*
Prochaska, J. J., Henriksen, L.
2019
- **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
- **State and regional gaps in coverage of 'Tobacco 21' policies.** *Tobacco control*
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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*
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- **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
- **Assurances of Voluntary Compliance: A Regulatory Mechanism to Reduce Youth Access to E-Cigarettes and Limit Retail Tobacco Marketing.** *American journal of public health*
Henriksen, L. n., Schleicher, N. C., Johnson, T. O., Lee, J. G.
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- **Local Retail Tobacco Environment Regulation: Early Adoption in the United States.** *Tobacco regulatory science*
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- **Association of Number of Indoor Tanning Salons With Neighborhoods With Higher Concentrations of Male-Male Partnered Households.** *JAMA network open*
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- **Assessment of Underage Sales Violations in Tobacco Stores and Vape Shops.** *JAMA pediatrics*
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- **Social Capital and Tobacco Retail Outlet Density: An Empirical Test of the Relationship.** *American journal of health promotion : AJHP*
Gonzalez, M. n., Sanders-Jackson, A. n., Henriksen, L. n.
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- **Tobacco Retail Density and Initiation of Alternative Tobacco Product Use Among Teens.** *The Journal of adolescent health : official publication of the Society for Adolescent Medicine*
Abdel Magid, H. S., Halpern-Felsher, B. n., Ling, P. M., Bradshaw, P. T., Mujahid, M. S., Henriksen, L. n.
2019
- **Natural American Spirit's pro-environment packaging and perceptions of reduced-harm cigarettes.** *Preventive medicine*
Epperson, A. E., Lambin, E. F., Henriksen, L. n., Baiocchi, M. n., Flora, J. A., Prochaska, J. J.
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- **What to do when tobacco advertisers exploit antitobacco social media campaigns to sell tobacco.** *Tobacco control*
Leas, E. C., Prochaska, J. J., Ayers, J. n., Nobles, A. L., Henriksen, L. n.
2019
- **Little filtered cigars: US sales, flavours, package sizes and prices.** *Tobacco control*
Gammon, D. G., Rogers, T. n., Coats, E. M., Nonnemaker, J. M., Henriksen, L. n.
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- **US Food and Drug Administration Inspection of Tobacco Sales to Minors at Top Pharmacies, 2012-2017** *JAMA PEDIATRICS*
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- **ENDS retailers and marketing near university campuses with and without tobacco-free policies** *TOBACCO INDUCED DISEASES*
Barker, D. C., Schleicher, N. C., Ababseh, K., Johnson, T. O., Henriksen, L.
2018; 16
- **Point-of-sale marketing and context of marijuana retailers: Assessing reliability and generalizability of the marijuana retail surveillance tool.** *Preventive medicine reports*
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2018; 11: 37-41
- **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., Haardorfer, 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
- **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*
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Epperson, A. E., Henriksen, L., Prochaska, J. J.
2017; 107 (5): 668-670
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Luke, D. A., Hammond, R. A., Combs, T., Sorg, A., Kasman, M., Mack-Crane, A., Ribisl, K. M., Henriksen, L.
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- Henriksen, L., Andersen-Rodgers, E., Zhang, X., Roeseler, A., Sun, D. L., Johnson, T. O., Schleicher, N. C.
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- **Disparities in tobacco marketing and product availability at the point of sale: Results of a national study.** *Preventive medicine*
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Henriksen, L., Mahoney, M.
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 - **Blog fog? Using rapid response to advance science and promote debate.** *Tobacco control*
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Epperson, A. E., Prochaska, J. J., Henriksen, L.
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 - **The Case for a Concerted Push to Reduce Place-Based Disparities in Smoking-Related Cancers.** *JAMA internal medicine*
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 - **Tobacco outlet density near home and school: Associations with smoking and norms among US teens.** *Preventive medicine*
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