

BIOGRAPHICAL SKETCH

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NAME: Robert K. Jackler
eRA COMMONS USER NAME: JACKLER.ROBERT

POSITION TITLE:

Sewall Professor and Chair, Otolaryngology – Head & Neck Surgery;
Professor of Surgery and Neurosurgery
Stanford University School of Medicine
Principal Investigator, Stanford Research Into the Impact of Tobacco Advertising.

EDUCATION/TRAINING

INSTITUTION AND LOCATION	DEGREE (if applicable)	Completion Date MM/YYYY	FIELD OF STUDY
Brandeis University	AB	1972-1975	Biology
Boston University School of Medicine	MD	1975-1979	Medicine
University of California, San Francisco		1979-1984	Otolaryngology Residency
House Ear Institute		1985	Neurotology Fellowship

A. Personal Statement

I come to the field of tobacco advertising research from an unconventional background. In my administrative role, for over 16 years I have served as Chair of Otolaryngology - Head and Neck Surgery at Stanford University School of Medicine, a department with 55 faculty and 35 trainees. My clinical field is microsurgery of the ear, with a special interest in ear tumors. Neither of these roles are directly related to my tobacco research.

Drawn to the field when my mother was dying of lung cancer in the early 2000s, for over fifteen years the study of tobacco industry marketing has become my primary field of research as well as my intellectual and creative passion. Motivated by the lack of a comprehensive and well organized compendium of tobacco advertisements, and the relative paucity of scholarly research analyzing the marketing practices of the industry, I chose to focus my research on advertising. The overarching purpose of my research has been to reveal the behavior of the tobacco industry in recruiting and retaining its consumers with the goal of informing regulators and legislators as they consider tobacco policy.

As my tobacco research intensified, in 2006 I created a research group which studies the impact tobacco advertising, marketing, and promotion. Stanford Research into the Impact of Tobacco Advertising (SRITA) is an interdisciplinary collaboration involving faculty and trainees from medicine and the social sciences. SRITA is part of STRC (Stanford Tobacco Research Collaborative) with key collaborations with professors Bonnie Halpern-Felscher (Pediatrics), Judith Prochaska & Lisa Henriksen (Prevention Research), Robert Proctor (History), and Matthew Kohrman (Anthropology).

The initial priority of SRITA was to create a digital repository of tobacco advertising material to support scholarship, advocacy, judicial proceedings, and regulatory/legislative deliberations. The online collection has grown to become the world's largest repository of tobacco advertising images. Most images are high quality scan which are contained within a searchable, meta-data rich, annotated online database. As of October 2019, the online collection (tobacco.stanford.edu) is comprised of 55,579 tobacco advertisements including: 23,853 cigarette, 14,068 e-cigarettes, 4,753 pod e-cigarettes, 3,994 heat-not-burn devices, 1,239 cigars/pipes, 1,244 hookah, and 1,405 marijuana advertisements among others. SRITA online resource contains 543 tobacco advertising videos. Advertising comparison pairs (1,242) are available such as targeting women then versus now, African American versus mainstream advertisements, and e-cigarettes compared with traditional tobacco advertisements. As of October 2019, the SRITA online collection has had 637,589 unique users representing virtually every country in the world. The entire compendium of original tobacco advertisements from the 19th, 20th, and 21st centuries now reside in the archives of the National Museum of American History at the Smithsonian Institution.

As another means of communicating tobacco advertising behavior to a broad audience, SRITA created a museum exhibit ("*Not a Cough in a Carload: Images from the Campaign by the Tobacco Industry to Hide the Hazards of Smoking*") which has displayed to the New York Public Library, Harvard, Stanford, Vanderbilt, Washington Universities, and about a dozen other locations including 3 in Brazil. A Smithsonian National Museum of American History exhibit "*When More Doctors Smoked Camels*" launched in April 2018.

As our group seeks to influence policy, media attention is helpful in communicating the fruits of our research. The work of SRITA has been subject of articles in the New York Times, Time Magazine, Wall Street Journal, Washington Post, SF Chronicle, LA Times, Forbes, Times of London, Vox, Rolling Stone, Mother Jones, Wired, History Channel, The Atlantic, Smithsonian Magazine, and many other media outlets. Numerous TV and radio news shows have featured the work of SRITA including CNN, MSNBC, ABC, NPR, AP, Reuters, and Bloomberg.

As a Stanford University program, SRITA focuses upon original scholarship utilizing the unique resource of our advertising collection. Our early academic focus was primarily historical study of advertisements using images of physicians and targeted to physicians in medical journals as well as overt health claims so prominent in the 20th century. A 2015 study on the ethics of trial testimony of physicians in defense of the tobacco industry received wide media attention. SRITA research interests include targeting of special populations such as of women, youth, and African Americans.

In recent years, our research has focused primarily upon emerging tobacco products such as e-cigarettes and heat-not-burn devices. We have conducted numerous studies of the promotion of popular products such as JUUL and IQOS, social media marketing, cessation advertising, nicotine delivery, and the role of flavors in attracting youth. Our early 2019 white paper on "*JUUL Marketing in its First 3 Years on the Market*" has had major impact among regulators and legislators. In late 2019, we plan to release a major white paper on the "*Global Marketing of IQOS: The Philip Morris Campaign to Popularize 'Heat-Not-Burn' Tobacco.*" Aside from scholarship, SRITA has been extensively engaged in helping to inform policy through consultations with congress (testified to House Oversight Committee in July 2019 on the JUUL phenomenon), the FDA, and legislators, regulators, and attorneys general from numerous states.

B. Positions and Honors

STANFORD UNIVERSITY SCHOOL OF MEDICINE

2003 - Sewall Professor and Chair, Otolaryngology – Head & Neck Surgery
2003- Professor of Neurosurgery and Surgery
2006 – 2011 Associate Dean, Postgraduate Education

2006 - Principal Investigator: Stanford Research Into the Impact of Tobacco Advertising (SRITA)

UNIVERSITY OF CALIFORNIA, SAN FRANCISCO

1986-90 Assistant Professor of Otolaryngology
1991-94 Associate Professor of Otolaryngology & Neurological Surgery
1995-2003 Professor of Otolaryngology & Neurological Surgery
1999-01 Interim Chairman

Honors and Awards:

2000 Distinguished Service Award, American Academy of Otolaryngology-Head and Neck Surgery
2005 Honorary Fellow, Royal College of Surgeons (Edinburgh)
2011 Honorary Fellow, Royal College of Surgeons (London)
2014 Distinguished Alumnus Award: Boston University School of Medicine,
2015 Distinguished Alumnus Award: Boston University

Selected Professional Memberships

1980 - American Academy of Otolaryngology – Head and Neck Surgery
1884 - Association for Research in Otolaryngology
1986- Society of University Otolaryngologists
1987 - American Neurotology Society, President 2005
1987 - Deafness Research Foundation
1992 - American Otological Society
1995 - 06 Editor-in-Chief - Otology & Neurotology
2014 - Society for Nicotine and Tobacco Research

C. Contributions to Tobacco Science

Selected References: (out of 189 peer reviewed publications, 43 chapters, and 4 books)

Marketing of Flavored Tobacco Products:

Jackler RK, Ramamurthi D. Unicorns Cartoons: Marketing Sweet & Creamy e-Juice to Youth. *Tob Control* 2017; 26:471-475

Jackler RK. Chocolate-flavored nicotine. Taming the “wild west” of electronic cigarettes. *San Francisco Medicine*. 2014; 87: 114-116.

Jackler RK, Ramamurthi D, VanWinkle C, Bumanlag IM, Payyaz P. Alcohol Flavored Tobacco Products: *Tob Control*. 2018; 27: 294-300

Electronic Cigarette Advertising:

Ramamurthi D, Fadadu RP, **Jackler RK**. Electronic cigarette marketers manipulate anti-tobacco advertisements to promote vaping. *Tob Control* 2016: 2016; 25: 720-722.

Ramamurthi D, Gall PA, Ayoub N, **Jackler RK**. Leading-brand advertisement of quitting smoking benefits for e-cigarettes. *Am J Public Health*. 2016;106: 2057-2063.

Ramamurthi D, Chau C, **Jackler RK**. JUUL and other stealth vaporisers: hiding the habit from parents and teachers. *Tob Control*. 2018 Sep 15. pii: tobaccocontrol-2018-054455. doi: 10.1136/tobaccocontrol-2018-054455.

Jackler RK, Ramamurthi D. "Nicotine Arms Race:" JUUL and the high nicotine product market. <http://dx.doi.org/10.1136/tobaccocontrol-2018-054796>

Jackler RK, Chau C, Getachew BD, Whitcomb MM, Lee-Heidenrich J, Bhatt AM, Kim-O'Sullivan, Hoffman ZA, Jackler LM, Ramamurthi D. JUUL Advertising Over its First Three Years on the Market. White Paper (48 pages) Stanford University. (<http://tobacco.stanford.edu/juulanalysis>)

Heat-Not-Burn Tobacco Advertising:

Jackler RK, Ramamurthi D, Axelrod AK, Jung JK, Louis-Ferdinand NG, Reidel JE, Yu AWY, Jackler LM, Chau "Global Marketing of IQOS: The Philip Morris Campaign to Popularize "Heat-Not-Burn" Tobacco." SRITA White Paper (190 pages) Stanford University.

Social Media Tobacco Promotions:

Jackler RK, Li VY, Cardiff RAL, Ramamurthi D. Promotion of tobacco products of Facebook: policy versus practice. *Tob Control*. 2019; 28: 67-73.

Jackler RK, Ramamurthi D, Louis-Ferdinand NG. Rapid Growth of JUUL Hashtags After the Company Ceased Social Media Promotion. White Paper, Stanford University. (tobacco.stanford.edu/hashtagjuulgrowth)

Expert Witness Testimony by Physicians in Defense of the Tobacco Industry:

Jackler RK. Testimony by Otolaryngologists In Defense of Tobacco Companies 2009-2014. *Laryngoscope*. 2015;125: 2722-9.

Historical Research into Advertising Methods of the Tobacco Industry:

Jackler RK, Ayoub NF. 'Addressed to you not as a smoker... but as a doctor': doctor-targeted cigarette advertisements in JAMA. *Addiction*. 2018; 113: 1345-1363.

Samji HA, **Jackler RK**. "Not one single case of throat irritation": Misuse of the image of the otolaryngologist in cigarette advertising. *Laryngoscope* 118: 415-427, 2008

Lum KL, Polansky JR, **Jackler RK**, Glantz SA. Signed, sealed, and delivered: Big tobacco in Hollywood, 1927-1951. *Tobacco Control* 2008;17: 313-23

Jackler RK, Samji HA. The Price Paid – Mid 20th Century tobacco funded research designed to obfuscate the emerging truth that smoking causes head and neck cancer. *Laryngoscope* 2012; 122: 75-87

Video: Role the company played in the JUUL youth nicotine epidemic (http://tobacco.stanford.edu/tobacco_main/videolist_lectures.php)

Public Link to full curriculum vitae: <https://med.stanford.edu/profiles/robert-jackler>