

BIOGRAPHICAL SKETCH

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

POSITION TITLE:
Sewall Professor, 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	OHNS Residency
House Ear Institute		1985	Neurotology Fellowship

A. Personal Statement

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). 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. As of January 2021, the online collection (tobacco.stanford.edu) comprises 60,209 tobacco advertisements and has garnered 762,596 unique users. 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 where an ongoing exhibit is on display from our collection.

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.*" Recently, SRITA has published extensive

research papers on synthetic nicotine, tobacco industry public relations, and the marketing of menthol cigarettes.

Active projects include the marketing of recreational oral nicotine (pouches, lozenges, and gums) and greenwashing by tobacco companies. Aside from scholarship, SRITA has been extensively engaged in helping to inform policy through consultations with congress (testified in the House in July 2019 and the Senate in 2021 on the JUUL phenomenon), the FDA, and legislators, regulators, and attorneys general from numerous states. I am well positioned to support the proposed study.

B. Positions and Honors

STANFORD UNIVERSITY SCHOOL OF MEDICINE

2022 Sewall Professor Emeritus
2003 - 2021 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

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 Chair

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 202 peer reviewed publications, 43 chapters, and 4 books)

Electronic Cigarette Advertising:

Our study of e-cigarette advertising methods is designed to illuminate the youth-targeted methods used by the industry in to promote their nicotine delivery products. A special emphasis has been upon the marketing of JUUL, the leading e-cigarette product used among American middle and high school students. This research has had a major impact upon regulation, legislation, and litigation designed to reign in the excesses of this industry.

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. Feb 1, 2019. White Paper (48 pages) Stanford University.
(<http://tobacco.stanford.edu/juulanalysis>)

Jackler RK, Ramamurthi D. Nicotine arms race: JUUL and the high-nicotine product market. *Tob Control*. 2019 Nov;28(6):623-628

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.

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, Lu Z, Rughoobur I, Sanaie K, Krishna P, **Jackler RK**. Marketing of “Tobacco-Free” and “Synthetic Nicotine” Products. *SRITA Research Paper*. March 8, 2022. (35 pages) (<https://tobacco.stanford.edu/publications/>)

Tobacco Industry Public Relations Campaigns::

Jackler RK. Propaganda Crusades by Philip Morris International & Altria: “Smoke-Free Future” & “Moving Beyond Smoke” Campaigns. *SRITA Research Paper*. March 2, 2022. (<https://tobacco.stanford.edu/publications/>)

Marketing of Flavored Tobacco Products:

Sweet and fruity flavors are one of the primary factors which draw youth to experiment with e-cigarettes. We have focused on the study of youth-oriented dessert flavors and those which carry alcoholic beverage names or whimsical descriptors.

Jackler RK, Ramamurthi D, Willett J, Chau C, Muoneke M, Zeng A, Chang M, Chang E, Bahk JR, Ramakrishnan A. Advertising Created & Continues to Drive the Menthol Tobacco Market: Methods Used by the Industry to Target Youth, Women, & Black Americans.. *SRITA Research Paper*. 377 pages. October 4, 2022. (<https://tobacco.stanford.edu/publications/>)

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

Social Media Tobacco Promotions:

Social media promotion has been of the keys to the viral popularity of e-cigarettes among youth. We have examined the lack of congruity between social media channels (eg. Facebook) policies regarding tobacco promotion and their actual practice. Tobacco advertising permeates organic social media. We have also closely examined the social media techniques used by JUUL and the leading heated tobacco product IQOS including their extensive use of hashtag amplification.

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)

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 Research Paper (202 pages) Stanford University.

Historical Research into Advertising Methods of the Tobacco Industry:

Much can be learned about the derivatives of contemporary tobacco advertising through the study of historical advertising by companies promoting cigarettes and oral tobacco. For example, we have studied health reassurance messaging, celebrity endorsements, doctor targeted advertising, and college marketing programs.

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.

Qian ZJ, Hill MJ, Ramamurthi D, **Jackler RK**. Promoting Tobacco Use Among Students: The U.S. Smokeless Tobacco Company College Marketing Program. *Laryngoscope*. 2020 Nov 13. doi: 10.1002/lary.29265. Epub ahead of print. PMID: 33185280.

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

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

Ongoing Research Support

Internal funding through philanthropy and endowments. No active extramural support