

Alisa A. Padon
Curriculum Vitae

EDUCATION

- 2014 PhD, Health, Behavior and Society; Johns Hopkins Bloomberg School of Public Health (JHSPH). Dissertation title: “An Examination of the Role of Advertising Content in Underage Alcohol Consumption.” Advisor: Rajiv Rimal, PhD
- 2008 MBE, Medical Ethics and Health Policy, University of Pennsylvania
- 2004 BA, Psychology, Catholic University of America

RESEARCH EXPERIENCE

- 2025- Public Health Institute; Deputy Director I
- 2016- Public Health Institute; Research Scientist II
- 2014-2016 Tobacco Center of Regulatory Science, University of Pennsylvania Annenberg School for Communication; Postdoctoral Research Fellow
- 2011-2014 JHSPH, Center on Alcohol Marketing and Youth; Research Analyst/Fellow
- 2012-2013 Johns Hopkins Berman Institute of Bioethics; Research Analyst
- 2011-2012 JHSPH, Debra Roter Lab; Research Coordinator/Analyst
- 2011-2012 JHSPH-UNICEF collaboration; Research Coordinator/Analyst
- 2004-2006 University of Pennsylvania, Center for Cognitive Neuroscience; Research Coordinator/Analyst
- 2003-2004 Catholic University of America, Cognitive Aging Lab; Research Assistant

PROFESSIONAL EXPERIENCE

- 2011-2012 JHSPH, Smart Recycling & Take Back the Tap Campaigns; Project Manager
- 2008-2010 University of Pennsylvania, Institutional Review Board, Senior Administrator and Analyst
- 2007-2008 University of Pennsylvania, Perelman School of Medicine, Co-Instructor
- 2007-2008 University of Pennsylvania, Institutional Review Board, Administrator
- 2006-2007 University of Pennsylvania, Institutional Review Board, Administrative Assistant

PUBLICATIONS

Refereed Publications

- 2025 Chen-Sankey, J., La Capria, K., Meng, S., Mazzeo, R., Vijayakumar, N., **Padon, A.A.**, Wagoner, K., Moran, M., Rossheim, M., Berg, C., Jackson, K. (2025). Product features for promoting top-selling cannabis vape products in an online retail environment. *Addiction Research & Theory*. DOI: 10.1080/16066359.2025.2519601
- 2025 Avalos, L. Adams, S.R., Alexeeff, S.E., Oberman, N.R., Does, M.B., Steuerle, K.R., Ansley, D.R., Castellanos, C.L., **Padon, A.A.**, Silver, L.D., Young-Wolff, K.C. (2025). Maternal Prenatal Cannabis Use and Major Structural Birth Defects. *Birth Defects Research*. In press.

- 2025 Silver, L.D., Slama, N.E., Dong, H., **Padon, A.A.**, Pacula, R.L., Alexeeff, S.E., Sterling, S.A., Dyer, W.T., Campbell, C.I., Satre, D.D., Lu, Y., Does, M.B., Annam, J., Young-Wolff, K.C. (2025). Associations of local cannabis policy and retail availability in northern California with adverse adolescent mental health outcomes. *Substance Use & Misuse*. Doi: 10.1080/10826084.2025.2505145.
- 2025 **Padon, A.A.**, Ghahremani, D.G., Simard, B., Soroosh, A.J., Silver, L.D. (2025). Characteristics and Effects of Cannabis Advertisements with Appeal to Youth in California. *International Journal of Drug Policy*. Mar:137:104718. doi: 10.1016/j.drugpo.2025.104718
- 2025 Rhee, J., **Padon, A.**, Silver, L., Li, L., Nguyen, E., Paredes, J., Timberlake, D. (2025). Age-gating and marketing differences between storefront and non-storefront cannabis retailers. *Cannabis*.8(1): doi: 10.26828/cannabis/2024/000234
- 2024 Young-Wolff, K.C., Cortez, C.A., Nugent, J.R., **Padon, A.A.**, Prochaska, J.J., Adams, S.R., Slama, N.E., Soroosh, A.J., Does, M.B., Campbell, C.I., Ansley, D., Castellanos, C., Brown, Q.L. (2024). Sociodemographic differences in modes of cannabis use among pregnant individuals in Northern California. *Drug Alcohol Depend*. Dec 28:267:112546. doi: 10.1016/j.drugalcdep.2024.112546
- 2024 Simard, B.J., **Padon, A.A.**, Silver, L.D., Avalos, L.A., Soroosh, A.J., Young-Wolff, K.C. (2024). Racial, ethnic, and neighborhood socioeconomic disparities in local cannabis retail policy in California. *International Journal of Drug Policy*. 131. 10.1016/j.drugpo.2024.104542
- 2024 Young-Wolff, K.C., Asera, A., **Padon, A.A.**, Slama, N.E., Alexeeff, S.C., Pacula, R.L., Campbell, C.I. Sterling, S.A., Satre, D.D., Lu, W.Y., Dyer, W.T., Does, M.B., Silver, L.D. (2024). Association of local cannabis policy and retail availability with cannabis use and cannabis use disorder among adolescents in Northern California. *American Journal of Public Health*. 114(S8). doi: 10.2105/AJPH.2024.307787.
- 2024 Young-Wolff KC, Slama NE, Avalos LA, **Padon AA**, Silver LD, Adams SR, Does MB, Ansley D, Castellanos C, Campbell CI, Alexeeff SE. (2024). Cannabis use during early pregnancy following recreational cannabis legalization. *JAMA Health Forum*. 5(11):e243656. doi: [10.1001/jamahealthforum.2024.3656](https://doi.org/10.1001/jamahealthforum.2024.3656)
- 2024 Pechmann, C., Calder, D., Timberlake, D., Rhee, J., **Padon, A.A.**, Silver, L.D. (2024). Young adult retail purchases of cannabis, product category preferences and sales trends in California 2018-21: Differences compared with older adults. *Addiction*. 119(10):1774-1783. doi: 10.1111/add.16617
- 2024 Chen-Sankey, J., La Capria, K., Glasser, A., **Padon, A.A.**, Moran, M.B., Wagoner, K., Jackson, K.M., Berg, C.J. (2024). Associations between e-cigarette marketing exposure and e-cigarette use with nicotine and cannabis among U.S. adults, 2021. *Addictive Behaviors*. 157. <https://doi.org/10.1016/j.addbeh.2024.108090>
- 2024 Timberlake, D.S., Bruckner, T.A., Pechmann, C., Soroosh, A.J., Simard, B.J., **Padon, A.A.**, Silver, L.S. (2024). Cannabis vape product sales in California following CDC’s initial advisory about lung injuries. *Cannabis and Cannabinoid Research*. 9(5): <https://doi.org/10.1089/can.2023.0077>.

- 2024 Avalos, L.A., Adams, S., Alexeeff, S.E., Oberman, N.R., Does, M.B., Ansley, D., Goler, N., **Padon, A.A.**, Silver, L.D., Young-Wolff, K.C. (2024). Neonatal outcomes associated with in utero cannabis exposure: a population-based retrospective cohort study. *American Journal of Obstetrics and Gynecology*. 231(1): p132.e1-132.e13. <https://doi.org/10.1016/j.ajog.2023.11.1232>
- 2023 Bostean, G., Ponicki, W.R., **Padon, A.A.**, McCarthy, W.J., Unger, J.B. (2023). A statewide study of disparities in local policies and tobacco, vape and cannabis retail environments. *Prev Med Rep*. 35. <https://doi.org/10.1016/j.pmedr.2023.102373>
- 2023 Bostean, G., Palma, A., **Padon, A.A.**, Linstead, E., Ricks-Oddie, J., Douglas, J. A., & Unger, J. B. (2023). Adolescent use and co-use of tobacco and cannabis in California: The roles of local policy and density of tobacco, vape, and cannabis retailers around schools. *Prev Med Rep*. 7(33): 102198. doi:10.1016/j.pmedr.2023.102198
- 2023 Silver, L., **Padon, A.A.**, Li, L., Simard, B., Greenfield, T. (2023). Changes in sugar-sweetened beverage consumption in the first two years (2018 – 2020) of San Francisco’s tax: A prospective longitudinal study. *PLOS Global Public Health*. 3(1): e0001219. doi.org/10.1371/journal.pgph.0001219
- 2022 **Padon, A.A.**, Young-Wolff, K.C., Avalos, L., Silver, L.D. (2022). Local laws regulating cannabis in California two years post legalization: Assessing incorporation of lessons from tobacco control. *Cannabis*. 5(3):47-60. doi: 10.26828/cannabis/2022.03.005
- 2022 Tveleneva, A., Kim, S.J., Minich, M., Liu, J., **Padon, A.**, Silver, L. & Yang, S. (2022). Yet again conversations matter: The importance of interpersonal discussions, educational campaigns, and advertising on cannabis-related risk perceptions, attitudes, and intentions in at-risk young adults. *Journal of Health Communication*, doi: 10.1080/10810730.2022.2153291
- 2022 Young-Wolff, K.C., Slama, N.T., **Padon, A.A.**, Silver, L.D., Soroosh, A., Alexeeff, S.E. et al. (2022). Geographic accessibility of retail cannabis in Northern California and prenatal cannabis use during the COVID-19 pandemic. *JAMA Network Open*. 5(11):e2244086. DOI: 10.1001/jamanetworkopen.2022.44086
- 2022 Kim, S.J., Minich, M., Tveleneva, A., Liu, J., **Padon, A.A.**, Silver, L.D., Yang, S. (2022). Textual and pictorial enhancement of cannabis warning labels: An online experiment among at-risk U.S. young adults. *Drug and Alcohol Dependence*. 2022 June 6. doi: 10.1016/j.drugalcdep.2022.109520
- 2022 Tan, A.S.L., Weinreich, E., **Padon, A.**, Sanchez, M., Snyder, K.M., Vasilyeva, A., Sandh, S., Goldmann, E., Goodman, M., Ompad, D.C. (2022). Presence of Content Appealing to Youth on Cannabis-Infused Edibles Packaging. *Subst Use Misuse*. 2022 57(8):1215-1219 doi: 10.1080/10826084.2022.2069268
- 2021 Timberlake, D.S., Rhee, J. Silver, L.D., **Padon, A.A.**, Vos, R.O., Unger, J.B., Andersen-Rodgers, E. (2021). Impact of California’s tobacco and cannabis policies on the retail availability of little cigars/cigarillos and blunt wraps. *Drug and Alcohol Dependence*, Nov 1; 228:109064. doi: 10.1016/j.drugalcdep.2021.109064
- 2021 Young-Wolff, K.C., Adams, S.R., **Padon, A.**, Silver, L.D., Alexeeff, S., Van Den Eeden, S.K., Avalos, L.A. (2021). Association of cannabis retailer proximity and

- density and cannabis use among pregnant women in Northern California following legalization of cannabis for recreational use. *JAMA Network Open*. 4(3):e210694. doi: 10.1001/jamanetworkopen.2021.0694
- 2020 Silver, L.D., Naprawa, A, **Padon, A.A.** (2020). Assessment of incorporation of lessons from Tobacco control in city and county laws regulating legal marijuana in California. *Journal of the American Medical Association Network Open*, Jun 1;3(6):e208393. doi: 10.1001/jamanetworkopen.2020.8393
- 2018 **Padon, A.A.**, Rimal, R.N., Siegel, M., DeJong, W., Naimi, T.S., & Jernigan, D.H. (2018). Alcohol Brand Use of Youth-Appealing Advertising and Consumption by Youth and Adults. *Journal of Public Health Research*, 7(1). doi: 10.4081/jphr.2018.1269
- 2018 Barry, A.E., Valdez, D., **Padon, A.A.** & Russell, A. (2018). Alcohol advertising on Twitter – A topic model. *American Journal of Health Education*, 49(4):256-263. doi: 10.1080/19325037.2018.1473180
- 2018 Barry, A.E., **Padon, A.A.** Whiteman, S., Hicks, K., Carreon, A., Crowell, J., Willingham, K. & Merianos, A. (2018). Alcohol advertising on social media: Examining the content of popular alcohol brands on Instagram. *Substance Use & Misuse*. 53(14):2413-2420. doi: 10.1080/10826084.2018.1482345
- 2017 **Padon, A.A.**, Lochbuehler, K., Maloney, E.K., & Cappella, J.N. (2017). A randomized trial of the effect of youth appealing e-cigarette advertising on susceptibility to use e-cigarettes among youth. *Nicotine & Tobacco Research*, 20(8):954-961. doi: <https://doi.org/10.1093/ntr/ntx155>
- 2017 **Padon, A.A.**, Rimal, R.N., Siegel, M., DeJong, W. & Jernigan, D.H. (2017) Assessing Youth-Appealing Content in Alcohol Advertisements: Application of a Content Appealing to Youth (CAY) Index. *Health Communication*, 2: 164-173. DOI: 10.1080/10410236.2016.1250331
- 2017 **Padon, A.A.**, Maloney, E.K., & Cappella, J.N. (2017) Youth-Targeted E-cigarette Marketing. *Tobacco Regulatory Science*, 3(1): 95-101. doi: [10.18001/TRS.3.1.9](https://doi.org/10.18001/TRS.3.1.9)
- 2017 Jernigan, D.H., **Padon, A.**, Ross, C.S. & Borzekowski, D. (2017) Self-Reported Youth and Adult Exposure to Alcohol Marketing in Traditional and Digital Media. *Alcoholism, Clinical and Experimental Research*, 41(3): 618-625. doi: 10.1111/acer.13331
- 2016 **Padon, A.A.**, Rimal, R.N., Jernigan, D.H., Siegel, M., & DeJong, W. (2016) Tapping into motivations for drinking among youth: Normative Beliefs about Alcohol Use among Underage Drinkers in the United States. *Journal of Health Communication*, 21(10): 1079-1087. doi: 10.1080/10810730.2016.1222030
- 2015 Siegel, M., DeJong, W., Cioffi, D., Leon-chi, L., Naimi, T.S., **Padon, A.A.**, Jernigan, D.H. & Xuan, Z. (2015) Do alcohol advertisements for brands popular among underage drinkers have greater appeal among youth and young adults? *Substance Abuse*, 37, 222-229. doi: 10.1080/08897077.2015.1023485
- 2015 Ross, C.S., Maple, E., DeJong, W., Naimi, T.S., **Padon, A.A.**, Borzekowski, D.L.G. & Jernigan, D.H. (2015) The relationship between population-level exposure to alcohol advertising on television and brand-specific consumption among underage youth in the U.S. *Alcohol and Alcoholism*, 50, 358-364. doi: 10.1093/alcalc/agv016

- 2014 Ross, C.S. Maple, E., Siegel, M., DeJong, W., Naimi, T., Ostroff, J., **Padon, A.A.**, Borzekowski, D.L.G., & Jernigan, D.H. (2014) The relationship between brand-specific alcohol advertising on television and brand-specific consumption among underage youth. *Alcoholism: Clinical and Experimental Research*, 38, 2234-2242. doi: 10.1111/acer.12488.
- 2013 Siegel, M., DeJong, W., Naimi, T.S., Fortunato, E.K., Albers, A.B. Heeren, T., Rosenbloom, D.L., Ross, C., Ostroff, J., Rodkin, S., King III, C., Borzekowski, D.L.G., Rimal, R.N., **Padon, A.A.**, Eck, R.H., & Jernigan, D.H. (2013) Brand-specific consumption of alcohol among underage youth in the United States. *Alcoholism: Clinical and Experimental Research*, 37(7): 1195-1203. doi: 10.1111/acer.12084
- 2011 Gillihan, S.J., Xia, C., **Padon, A.A.**, Heberlein, A.S., Farah, M.J., & Fellows, L.K. (2011) Contrasting Roles for Dorsolateral and Ventromedial Prefrontal Cortex in Transient and Dispositional Affective Experience. *Social Cognitive and Affective Neuroscience*, 6(1): 128-137. doi: 10.1093/scan/nsq026
- 2008 Heberlein, A.S., **Padon, A.A.**, Gillihan, S.J., Farah, M.J., & Fellows, L.K. (2008). Ventromedial Frontal Lobe Plays a Critical Role in Facial Emotion Recognition. *Journal of Cognitive Neuroscience*, 20(4), 721-733. doi: 10.1162/jocn.2008.20049

Invited Publications

- 2017 **Padon, A.** & Rimal, R.N. Towards a global policy against alcohol marketing to youth: Challenges and recommendations for research. *Journal of Public Health Research*, 6(1268): 124-126. doi: 10.4081/jphr.2017.1268
- 2014 **Padon, A.A.** & Rimal, R.N. The Theory of Normative Social Behavior (TNSB). In T.L. Thompson & J.G. Golson (Eds.), *Encyclopedia of Health Communication*. Thousand Oaks, CA: Sage.
- 2011 **Padon, A.A.** & Baren, J. Achieving a Decision-Making Triad in Adolescent Sexual Health Care. In T.J. Silber & A. English (Eds.) *Ethical and Legal Issues in Adolescent Health Care (AMSTAR)*, 22(2): 183-194. PMID: 22106733

Book Chapters

- 2009 **Padon, A.A.** & Handler, S.D. (2009). "This Won't Hurt a Bit": Truth Telling to Children. In V. Ravitsky, A. Fiester & A.L. Caplan (Eds.) *The Penn Center Guide to Bioethics*. (461-471). New York, NY: Springer Publishing Company.

Manuscripts in preparation, submitted, or under review

AWARDS/HONORS

- 2014 Best Student Poster Award, "Linking alcohol advertising and underage drinking: Triangulation of data from content analysis, youth survey, and market exposure data." American Public Health Association (APHA) 142nd annual conference, November 15-19; New Orleans, LA
- 2014 Outstanding Student Poster Award, "The Daily Show and Youth-Targeted Alcohol Advertising: An Analysis of Primarily Youthful Content Appeal (PYCA)".

- American Academy of Health Behavior 14th annual conference, March 16-19; Charleston, SC
- 2004 Most Distinguished Psychology Major, Catholic University of America
- 2002 Appointed Cardinal Ambassador, Catholic University of America
- 2001-2004 Dean's List, Catholic University of America

RESEARCH GRANTS

- 2023 National Institutes of Health, R01DA058201, Young-Wolff PI, Padon Sub-PI
- 2021 State of California Department of Cannabis Control, 2000-S-ZE879, Ghahremani PI, Padon Sub-PI
- 2020 Youth Leadership Institute, Healthy Online Platforms for Everyone (HOPE) Grant, San Mateo County Behavioral Health and Recovery Services
- 2015 Post-Doctoral Fellowship Award, Annenberg School for Communication Tobacco Center of Regulatory Science, University of Pennsylvania
- 2013 Doctoral Distinguished Research Award, Department of Health, Behavior and Society, Johns Hopkins School of Public Health
- 2012 Doctoral Special Project Award, Department of Health, Behavior and Society, Johns Hopkins School of Public Health

Invited Presentations

- 2024 **Padon AA.** (2024) What is appealing to youth? Impacts of packaging, labeling, and advertising policy. CANNRA External Stakeholder Meeting, June 4-5; Minneapolis, MN.

COMPETITIVE CONFERENCE PRESENTATIONS

- 2024 **Padon, AA,** Soroosh, J. and Whitacre, R. The cannabis market in California: Marketing tactics, appeals to youth, and the policy response. Stanford Teaching Cannabis Awareness and Prevention 5th Annual Conference, April 17-18.
- 2024 Chen-Sankey J, La Capria K, Glasser A, **Padon AA,** Moran MB, Jackson KM, Berg CJ. (2024). Associations between e-cigarette marketing exposure and e-cigarette use with nicotine and cannabis among U.S. adults, 2021. Annual Conference of Research Society on Marijuana, Jul 19-21.
- 2024 Chen-Sankey J, La Capria K, Glasser A, **Padon AA,** Moran MB, Jackson KM, Berg CJ. (2024). Associations between e-cigarette marketing exposure and e-cigarette use with nicotine and cannabis among U.S. adults, 2021. A poster presentation at the 2024 Annual Meeting of the Society for Behavioral Medicine, Mar 13-16.
- 2023 **Padon, AA,** Whitacre, R., Silver, LD. Cannabis policy and opportunities for local action. Stanford Teaching Cannabis Awareness and Prevention 4th Annual Conference, April 26-27.
- 2023 Simard, B., **Padon, A.A.,** Silver, L., Avalos, L.A., Soroosh, A.J., Young-Wolff, K.C. Neighborhood socioeconomic and racial and ethnic disparities in local cannabis retail policy in California. Conference of the American Public Health Association, Nov 12-15.

- 2023 **Padon, A.A.**, Pechmann, C., Soroosh, A.J. & Rhee, J.U. Emerging adults in an emerging market: The 4 P's of cannabis marketing in California (Chair & Presenter). Conference of the Research Society on Marijuana, July 21-23.
- 2022 **Padon, AA**, Akyianu, A. Silver, LD. California cannabis policy – Success or failure? Stanford Teaching Cannabis Awareness and Prevention 3rd Annual Conference, April 27-28.
- 2021 **Padon, A.A.**, Soroosh, A.J., Silver, L. Local cannabis policy scorecards: A tool to promote public health and advance social equity in California's cannabis industry. Conference of the American Public Health Association, Oct 24-27.
- 2021 **Padon, A.A.**, Silver, L., Li, L., Greenfield, T. Longer-term impacts of sugar sweetened beverage taxes: Consumption before and 2-years after the San Francisco tax. Conference of the American Public Health Association, Oct. 24-27.
- 2021 Tveleneva, A., Kim, S.J., Minich, M., Liu, J., **Padon, A.A.**, Silver, L., Yang, S. Conversations Matter: The Importance of Positive and Negative Interpersonal Discussion on Cannabis-related Attitudes, Behaviors, and Policy Support in At-Risk Young Adults. 71st Annual International Communication Association Conference, May 27-31
- 2021 Yang, S., Kim, S.J., Tveleneva, A., Minich, M., **Padon, A.A.**, Liu, J., Silver, L. Superiority of pictorial cannabis warning labels: Experiment evidence on perceived message effectiveness and recall among at-risk young adults. 71st Annual International Communication Association Conference, May 27-31.
- 2021 Minich, M., Kim, S.J., Tveleneva, A., Liu, J., **Padon, A.A.**, Silver, L. Yang, S. Harshing the buzz: Message-induced negative affect mediates the effects of pictorial cannabis product warning labels on desired outcomes. 71st Annual International Communication Association Conference, May 27-31.
- 2020 **Padon, A.A.**, Silver, L., Briggance, S.B., Nakagawa, J. Mixed method measurement of youth cannabis use and beliefs in states with and without legalization. Conference of the American Public Health Association, Oct 24-28.
- 2020 Silver, L., **Padon, A.A.**, Naprawa, A, Marijuana policy and public health: Two years after legalization. Conference of the American Public Health Association, Oct 24-28.
- 2019 **Padon, A.A.**, Silver, L., Li, L., Greenfield, T. Support for Related Policies Before and One Year After the San Francisco SSB Soda Tax. Conference of the American Public Health Association, Philadelphia, PA, Nov 2-6.
- 2019 Silver, L., Naprawa, A, **Padon, A.A.**, Marijuana Policy and Public Health: What have we Learned from Tobacco Control? Conference of the American Public Health Association, Philadelphia, PA, Nov 2-6.
- 2019 Silver, L, and **Padon, A.A.** Balancing Public Health and Equity in Regulatory Policy. National Public Health and Marijuana Summit, Philadelphia, PA, 14 May.
- 2018 **Padon, A.A.** and Silver, L. Health Effects of Marijuana Use, Market Trends, and their Policy Implications. Public Health and Marijuana Summit, Portland, OR, 9-10 May.
- 2018 Zellers, L. **Padon, A.A.**, Silver, L. Avoiding Reefer Madness: State Public Health Approached to Regulating Cannabis for Non-Medical Use. Public Health Law Conference: Health Justice, Phoenix, AZ, 4-6 October.

- 2017 Silver, L. & **Padon, A.A.** Sugar Alert – Evaluating San Francisco’s Sugar Sweetened Beverage Advertising Warning Label Ordinance: Baseline Data. NCI DCCPS New Grantees meeting, Bethesda, MA, 18-19 September.
- 2017 Silver, L. & **Padon, A.A.** Public Health Considerations for Local Marijuana Regulation. National Cannabis Summit, Denver, CO, 28-30 August.
- 2017 Silver, L. & **Padon, A.A.** Evaluation of Sugar Sweetened Beverage (SSB) Advertising Prior to Implementation of the San Francisco Warning Label Ordinance. Healthy Eating Research Annual Grantee Meeting, Saint Paul, MN, 19-21 April.
- 2017 Chen, J.C. & **Padon, A.A.** Does e-cigarette information seeking predict e-cigarette perception and use? A cross-sectional analysis among U.S. adults. Society for Research on Nicotine and Tobacco Conference, Florence, Italy, 8-11 March.
- 2016 **Padon, A.A.**, Maloney, E.K & Cappella, J.C. Youth targeted e-cigarette marketing. Tobacco Control and Regulatory Science conference, Bethesda, MD, 16-18 May.
- 2015 **Padon, A.A.**, Rimal, R.N., Siegel, M. & Jernigan, D.H. Youth Appeal in Televised Alcohol Advertisements: Development of the Primarily Youthful Content Appeal (PYCA). Paper presentation at the International Communication Association (ICA) Conference: Communication Across the Lifespan, San Juan, PR, 21-25 May.
- 2015 **Padon, A.A.**, Jernigan, D.H., & Rimal, R.N. Linking Alcohol Advertising and Underage Drinking: Triangulating Content Analysis, Youth Survey, and Market Data. Paper presentation at the International Communication Association (ICA) Conference: Communication Across the Lifespan, San Juan, PR, 21-25 May.
- 2015 **Padon, A.A.**, Kranzler, E.C. & Maloney, E.K. Posting behavior and fan engagement of e-cigarette Facebook Pages. Society for Research on Nicotine and Tobacco Conference, Philadelphia, PA, 25-28 February.
- 2014 **Padon, A.A.**, Rimal, R.N., & Jernigan, D.H. Linking Alcohol Advertising and Underage Drinking: Triangulation of Data from Content Analysis, Youth Survey, and Market Exposure Data. American Public Health Association Annual Conference, New Orleans, LA, 15-19 November.
- 2014 Jernigan, D.H. & **Padon, A.A.** Youth Exposure to Alcohol Marketing in Digital and Social Media: Survey Findings. Alcohol Marketing Strategies and Youth: New Research Session. American Public Health Association Annual Conference, New Orleans, LA, 15-19 November.
- 2014 Hornik, R., Gibson, L., Liu, J., Lochbuehler, K., Jeong, M., Kybert-Momjian, A., Kranzler, E., Lee, S., Naugle, D., **Padon, A.A.** & Volinski, A. E-cigarette use, cognitions, and mass and social media exposures: Results from the Penn Youth and Young Adult Survey through October 2014. Tobacco Control and Regulatory Science conference, Bethesda, MD, 3-4 November.
- 2014 **Padon, A.A.** & Maloney, E. K. E-cigarette advertisements: Current and projected studies of adult and adolescent smokers. Tobacco Control and Regulatory Science conference, Bethesda, MD, 3-4 November.
- 2014 **Padon, A.A.**, Rimal, R.N., Coleclough, L., & Jernigan, D.H. The Daily Show and Youth-Targeted Alcohol Advertising: An Analysis of Marketing Appeals.

- American Academy of Health Behavior Conference, Charleston, SC, 16-19 March.
- 2013 **Padon, A.A.**, Rimal, R.N., Jernigan, D.H., Siegel, M., DeJong, W. Tapping into Motivations for Drinking among Youth: Normative Beliefs about Alcohol Use among Underage Drinkers in the United States. Paper presentation at the International Communication Association (ICA) Conference: Challenging Communication Research, London, UK, 17-21 June.
- 2013 Eck, R.H., **Padon, A.A.**, & Jernigan, D.H. Monitoring Alcohol Marketing: From Measured Media to the Digital Space. Alcohol Policy 16 Conference, Washington, DC, 3-5 April.
- 2013 **Padon, A.A.**, Rimal, R.N. Beyond Descriptive Norms: The Influence of Youth Injunctive Norms and Expected Outcomes on Drinking Patterns. Alcohol Policy 16 Conference, Washington, DC, 3-5 April.
- 2012 Smith, K.C., Rimal, R.N., Figueroa, M.E., Chatterjee, N., Velu, S., Pongurlekar, S., **Padon, A.A.** Coverage of HIV in the Indian News Media: What can social discourse reveal about national readiness for youth prevention and education? American Public Health Association Annual Conference, San Francisco, 28-31 October.
- 2009 **Padon, A.A.** & Joffe, S. Research involving children or minors: Concepts and values relating to the rights of minors, research with adolescents, and the “Rule of 7”. Prim&R Advancing Ethical Research Conference, Nashville, TN, 14-16 November.
- 2007 **Padon, A.A.** Duty to Aid. Paper presentation at the Politics and Economics of Global Poverty and Healthcare Conference, Hiram, OH, 21-24 June.
- 2006 Xia, C., **Padon, A.A.**, Gillihan, S.J., Heberlein, A.S., Farah, M.J., & Fellows, L.K. Damage to ventromedial frontal lobe alters affective experience in everyday life. Cognitive Neuroscience Society meeting, San Francisco, 8-11 April.
- 2005 **Padon, A.A.**, Heberlein, A.S., Gillihan, S.J., Farah, M.J., & Fellows, L.K. Dissociation between emotion recognition and subjective emotional experience in subjects with frontal lobe damage. Cognitive Neuroscience Society meeting, New York, 10-12 April.
- 2005 Gillihan, S.J., Farah, M.J., **Padon, A.A.**, Heberlein, A.S., & Fellows, L.K. Mood reactivity and recovery in patients with lesions of dorsolateral and ventromedial prefrontal cortex. Cognitive Neuroscience Society meeting, New York, 10-12 April.

TEACHING EXPERIENCE

- 2015 University of Pennsylvania. Media, Advocacy and Public Health. Course Co-Instructor.
- 2013 Johns Hopkins School of Public Health. *Extended Parallel Process Model (EPPM)*. Introduction to Persuasive Communication: Theories and Practice. Guest-lecturer.
- 2012 Johns Hopkins School of Public Health. *Principle of Authority*. Introduction to Persuasive Communication: Theories and Practice. Guest-lecturer.
- 2009 University of Pennsylvania, Perelman School of Medicine. Ethics of Human Subject Research. Course Co-Instructor.

Alisa A. Padon

2006-2009 Camden County College. Biomedical Ethics. Adjunct Professor.
2007 & 2008 University of Pennsylvania, Perelman School of Medicine. Reproductive Ethics.
Course Co-Instructor.

PROFESSIONAL AFFILIATIONS AND SERVICE

2021	Reviewer for Journal of Public Health
2020	Reviewer for Nicotine & Tobacco Research
2019	Reviewer for Health Education and Behavior
2019	Reviewer for Preventing Chronic Disease
2019	Reviewer for Journal of Studies on Alcohol and Drugs
2019	Reviewer for Journal of Adolescent Health
2018	Reviewer for British Medical Journal
2018	Reviewer for Health Communication
2017	Reviewer for Alcohol and Alcoholism
2017	Reviewer for Alcoholism: Clinical and Experimental Research
2016	Reviewer for Media and Communication
2016	Member of American Public Health Association
2015	Member of American Academy of Health Behavior
2015	Member of International Communication Association
2014	Reviewer for International Communication Association
2014	Reviewer for American Public Health Association
2013	Reviewer for Sexuality Research and Social Policy
2012	Reviewer for Journal of Public Health Policy
2011	Reviewer for Group Dynamics: Theory, Research and Practice
2006	Member of Neuroethics Society
2004	Member of Phi Beta Kappa Academic Honor Society
2004	Member of American Society for Bioethics and Humanities
2004	Member of Pi Gamma Mu Social Science Honor Society
2004	Member of Cognitive Neuroscience Society
2002	Member of Psi Chi National Honor Society

Other Skills

Certifications: Certified IRB Professional

Computer: Stata, Dedoose, NVivo, Excel, Word, PowerPoint