

# **Kurt Ribisl, Ph.D.**

**Program Leader, Cancer Prevention and Control Program; Co-Director, Cancer Control Education Program; Professor, Health Behavior, Cancer Prevention and Control at UNC-Chapel Hill**

Chapel Hill, NC, US

Kurt Ribisl's primary research interest is improving the reach of population-level efforts to reduce tobacco use, with emphasis on policy.

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## **Description**

Kurt M. Ribisl is a professor in the Department of Health Behavior at the UNC Gillings School of Global Public Health at the University of North Carolina at Chapel Hill. He is the Program Leader for Cancer Prevention and Control at UNC's Lineberger Comprehensive Cancer Center. He is also a member of the congressionally mandated Tobacco Products Scientific Advisory Committee (TPSAC) for the US Food and Drug Administration (FDA) Center for Tobacco Products.

Ribisl's primary research interest is evaluating and improving the reach of population-level efforts to reduce tobacco use, with a particular emphasis on policy and information technology. He specializes in studying policy issues related to the sales and marketing of tobacco products at the point of sale and on the Internet. He has researched tobacco product marketing, pricing, promotions, and youth access, as well as use of geographic information systems (GIS) in tobacco control. He has evaluated the impact of local, state, federal (e.g., Family Smoking Prevention and Tobacco Control Act), and global policies related to the sales and marketing of tobacco products. Dr. Ribisl is the principal investigator of the \$19.4M Center for Regulatory Research in Tobacco Communication funded by the NIH Tobacco Centers of Regulatory Science (TCORS) program (RFA-DA-13-003). He is also a multi-principal investigator (with Drs. Lisa Henriksen and Doug Luke) of the NCI-funded grant "Maximizing state & local policies to restrict tobacco marketing at point of sale" (1U01CA154281), which is collecting national data on tobacco product marketing, tobacco retailer density, and state tobacco control activities focused on the point of sale.

Ribisl received his doctorate in community psychology from Michigan State University and completed a postdoctoral fellowship in cardiovascular disease prevention and epidemiology at the Stanford Prevention Research Center, Stanford University School of Medicine. Dr. Ribisl is the author of over 110 scientific articles, and his research has been published in journals such as the American Journal of Public Health, Journal of the American Medical Association (JAMA), American Journal of Preventive Medicine, and Tobacco Control. He is the co-founder of Counter Tobacco, a point-of-sale resource ([www.countertobacc.org](http://www.countertobacc.org)), and of the nonprofit Counter Tools ([www.countertools.org](http://www.countertools.org)), which focuses on advancing place-based public health.

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## **Industry Expertise**

Health Care - Services, Research, Education/Learning

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## **Topics**

Tobacco Regulatory Science, Public Health, Community Outreach, Global Health, Qualitative Research, Grant Writing, Program Evaluation, Epidemiology, Health Promotion, Policy Analysis, Ehealth

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## **Affiliations**

American Public Health Association, American Society of Preventive Oncology, Society for Research in Nicotine and Tobacco

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## **Past Talks**

**Social reactions to graphic cigarette pack warnings: A pilot study**  
36th Annual Meeting of the Society of Behavioral Medicine

**Systematic review of measures used in graphic cigarette pack warning experiments**  
Society for Research on Nicotine and Tobacco 21st Annual Meeting

**The impact of graphic cigarette pack warnings: A meta-analysis of experimental studies**  
Sixty-fourth Annual Conference of the International Communication Association

**Creating State and Local Child Proof Tobacco Markets by 2020**  
National Conference on Tobacco or Health

**A novel evaluation of "World Tobacco Day" in Latin America**  
Annual Meeting and Convention of the American Public Health Association

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## **Education**

**Michigan State University**  
Ph.D. Community Psychology

**Michigan State University**  
M.A. Community Psychology

**Wake Forest University**  
B.A. Psychology

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## **Accomplishments**

**Health Teaching Innovation Award**  
Awarded by UNC Gillings School of Global Public .

**Health Education Teacher of the Year**  
Awarded by students of the UNC Center for Health Promotion and Disease Prevention.

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