

**Alisa Padon, PhD:** Alisa Padon is a Research Scientist at the Public Health Institute. Her research focuses on the impact of policies and marketing of alcohol, tobacco, cannabis and sugar-sweetened beverages on public health and youth, examining the intersection between the unique vulnerabilities of youth and the psychosocial and neurocognitive appeals and techniques used in marketing. She earned her masters' degree in biomedical ethics at the University of Pennsylvania, her doctorate in public health at the Johns Hopkins Bloomberg School of Public Health and she completed her post-doctoral work at the Annenberg School for Communication Tobacco Center of Regulatory Science at the University of Pennsylvania.