



Rima Afifi

Professor
Community & Behavioral Health
rima-afifi@uiowa.edu

What is your interest in e-cigarette/vaping research?

I am particularly interested in understanding the determinants and context of e-cigarette use (and co-use with other substances) among adolescents, youth, and young adults. Within that area, I am interested in qualitative research, as well as in intervention development, implementation and evaluation for middle and high school students, as well as university students.

What expertise are you looking for in a research partner?

I think in order to tackle this issue among young people, we need to be as creative as the industry. So, I'd love to partner with someone who has expertise in social media, technology, engineering solutions to create some 'intervention product' (app, online game, etc) that is attractive to young people as JUUL but promotes prevention and control of e-cig use, and promotes health and wellbeing. I also would value quant method expertise.

What expertise can you offer a research partner?

I have expertise in youth health and wellbeing; in qualitative research methods; in intervention development, implementation and evaluation; in risk and protective factors including behavioral and social determinants; in tobacco control generally (mostly ATPs); and in global health. I can also bring a social justice and equity lens to research.