

Mid-term assessment protocol
Minutes of the meeting of the mid-term assessment Committee

The mid-term assessment was carried out on the basis of:

- doctoral student's report,
- opinion of the supervisor / supervisors / assistant supervisor,
- an oral or multimedia presentation by a doctoral student,
- discussions with the doctoral student.

The implementation of the doctoral student's individual research plan was assessed remotely via the "Zoom.us" platform. The course of the public part of the mid-term assessment Committee meeting was recorded on video.

Assessed PhD student

professional title, name and surname of the doctoral student	mgr Paulina Dera
supervisor/supervisors	M.D.PhD, Assoc. Prof. Łukasz Balwicki
assistant supervisor	PhD Olga Kalinowska-Beszczynska
scientific discipline	Health Sciences
the title of the doctoral dissertation project	New nicotine and tobacco products as a current public health hazard in Poland: analysis of marketing efforts.

Mid-term assessment Committee comments:

PhD student Paulina Dera has achieved the goals set in the Individual Research Plan. She has demonstrated effective work in her research, the most important goal achieved was the publication of the study: "Digital smoke signals: Event-driven online search trends in Heated Tobacco Products in Poland". In addition, she systematically collects data on changes in the market of new tobacco and nicotine products. She is also in the process of preparing her second study "Tobacco industry CSR activities in Poland between 2020-2023", the topic of which is related to the activities of the tobacco industry to improve its image and promotional activities. PhD student regularly participated in conferences, trainings, and scientific activities. While preparing materials for her research, she also participated in other projects, she was a leader in organizing "The Global Tobacco Interference Index Poland" in the 2021 and 2023 editions. Moreover, she received a grant for the ThisIsPublicHealth campaign, sponsored by Association of Schools and Programs of Public Health.

Mid-term assessment result of doctoral student Paulina Dera: positive / negative *

Name and surname of the doctoral student

* check appropriate

Detailed justification by the mid-term assessment Committee regarding the result of the mid-term evaluation:

The main goal of the project by PhD student Paulina Dera is to assess the marketing landscape in the tobacco industry market in Poland. The use of materials and methods in the project is qualitative and quantitative analysis of the market and promotional activities; marketing cases analysis; identifying marketing tools applied by tobacco industry; cross-sectional survey among tobacco users. Anticipated results: Detailed analysis of the marketing strategies used by the tobacco industry, which will be able to contribute to the planning of anti-smoking activities in Poland. PhD student Paulina Dera answered the questions posed by the committee. The committee found that the PhD student is properly implementing the assignments, she has made progress at an adequate level. The work she has done so far, primarily collecting data, will allow for development in the field of publishing further articles and her additional project activity has had a positive impact on the overall scientific activity. She fully deserves a positive assessment.

The mid-term assessment Committee composed of:

- 1) prof. dr hab. Katarzyna Zorena—Chairperson of the mid-term assessment Committee
- 2) prof. dr hab. Mirosława Cichorek
- 3) prof. dr hab. Robert Olek

The mid-term assessment was carried out on 25/09/2024

KIEROWNIK
Zakładu Immunologii
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Prof. dr hab. n.med. Katarzyna Zorena



Signature of the chairperson of the mid-term assessment Committee