

Curriculum Vitae

Yonaira M. Rivera, PhD, MPH

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EDUCATION

Doctor of Philosophy, Social and Behavioral Sciences **May 2020**

Johns Hopkins University – Bloomberg School of Public Health, Baltimore, MD

Dissertation: Exploring cancer prevention and screening information engagement on Facebook among U.S. Latinos

Advisors: Katherine C. Smith, PhD and Meghan B. Moran, PhD

Master of Public Health, Behavioral Sciences and Health Education **May 2010**

Emory University – Rollins School of Public Health, Atlanta, GA

Thesis: Exploring the reasons and ways Puerto Rican college students search for safer sex information

Chair: Hannah Cooper, ScD

Bachelor of Science, Biotechnology (Honors Program) **May 2006**

Rutgers University – Douglass College, New Brunswick, NJ

PROFESSIONAL EXPERIENCE

- Fall 2020 – Present **Assistant Professor**
Department of Communication, School of Communication & Information, Rutgers University, New Brunswick, NJ
Associate Member, Cancer Prevention and Control Program, Cancer Institute of New Jersey
Member, Center for Cancer Health Equity, Cancer Institute of New Jersey
- 2018 **Instructor**
Public Health Studies Program, Johns Hopkins University, Baltimore, MD
- 2016 – 2018 **Graduate Research Assistant** (G-58915 & PCORI #3725)
Department of Health, Policy & Management, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
- 2016 – 2017 **Graduate Research Assistant** (K01DA037903)
Department of Health, Behavior & Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
- 2016 – 2017 **Graduate Teaching Assistant**
Department of Health, Behavior & Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
- 2013 –2015 **Community Health Educator – National Cancer Institute’s Center for Reducing Cancer Health Disparities’ National Outreach Network**
Moffitt Cancer Center-Ponce School of Medicine Partnership (U54CA163068), Health Outcomes & Behavior, H. Lee Moffitt Cancer Center & Research Institute, Tampa, FL
- 2010 – 2012 **Program Analyst**
Pinellas County Government, Department of Health and Human Services, Clearwater, FL

2009 – 2010	Graduate Teaching Assistant Department of Behavioral Sciences & Health Education, Rollins School of Public Health, Emory University, Atlanta, GA
2008 – 2010	Assistant Policy Analyst Office of the Director/Strategy & Innovation, Centers for Disease Control & Prevention, Atlanta, GA
2006 – 2007	ORISE Research Fellow Office of Vaccines Research and Review, Center for Biologics Evaluation & Research, Food & Drug Administration, Bethesda, MD
2005 – 2006	Laboratory Assistant University of Medicine & Dentistry of New Jersey Research Tower, Rutgers University, New Brunswick, NJ

AWARDS & HONORS

2021-2023 2021	Recipient of Loan Repayment Program in Health Disparities Research, NCI/NIH Honoree in recognition for testifying before the U.S. Senate Subcommittee on Communications, Media, and Broadband regarding the impact of misinformation on vaccine hesitancy among Latinx communities, Rutgers University's Chancellor & Provost 2020-2021 Celebration of Faculty Excellence Award Ceremony
2020	Best Rapid-Fire Oral Presentation at the PRISM Health Symposium 2020
2019	Doctoral Distinguished Research Award, Johns Hopkins Bloomberg School of Public Health
2019	Excellence in U.S. Public Health Practice Award finalist, Johns Hopkins Bloomberg School of Public Health
2018	Center for Qualitative Studies in Health and Medicine's Dissertation Enhancement Award, Johns Hopkins Bloomberg School of Public Health
2018-2020	Ruth L. Kirschstein National Research Service Award – Individual Predoctoral Fellowship to Promote Diversity in Health-Related Research, NIH (F31 CA224615)
2018-2019	Center for Reducing Cancer Health Disparities GMaP Region 1 Research Project Support Program Award, NCI/NIH (P30 CA177558-05S3)
2017-2018	Gordis Teaching Fellow, Johns Hopkins University Public Health Program
2015-2018	Ruth L. Kirschstein NCI Predoctoral Fellow (T32 CA009314)
2014	"Best of the Best!" Best Poster Presentation Award at the 2014 International Cancer Education Conference: Building Global Bridges, Providing Quality Cancer Education
2009	Emory University's Office of Community and Diversity 2010 "We are Emory!" 100 Community Builders
2009	Rollins School of Public Health Global Field Experience Global Frameworks Fund Recipient
2005-2006	Gamma Sigma Alpha Honors Fraternity, Rutgers University
2004	Hispanic Scholarship Fund Award
2002-2006	James Dickson Carr Scholar, Rutgers University
2002-2006	Douglass Scholars Program, Rutgers University
2002-2006	Douglass Project SUPER (STEM Research Program), Rutgers University
2002-2006	Robert C. Byrd Scholarship Award

PUBLICATIONS

Peer-Reviewed Articles

Published

1. **Rivera, Y. M.,** Moran, M., Thrul, J., Joshu, C., & Smith, K.C. (In press). Contextualizing Engagement with Health Information on Facebook: Using the Social Media Content and Context Elicitation Method. *Journal of Medical Internet Research*. DOI: 10.2196/25243

2. **Rivera, Y. M.**, Moran, M., Thrul, J., Joshu, C., & Smith, K.C. (2021). When engagement leads to action: Understanding the impact of cancer (mis)information among Latino Facebook users. *Health Communication*. DOI: 10.1080/10410236.2021.1950442; PMID: 34256676, PMCID: PMC8755854
3. Melin, K., Zhang, C., Zapata, J.P., **Rivera, Y.M.**, Fernandez, K. Shacham, E., Malave-Rivera, S.M., & Rodriguez-Diaz, C.E. (2021). Factors associated with intention to vaccinate against COVID-19 in Puerto Rico: An online survey of adults. *International Journal of Environmental Research and Public Health*. DOI: 10.3390/ijerph18157743; PMID: 34360042, PMCID: PMC8345654
4. Sutton, J., **Rivera, Y. M.**, Kirk Sell, T., Moran, M., Bennett, D. M., Schoch-Spana, M., Stern, E., & Turetsky, D. (2020). Longitudinal risk communication: A research agenda for communicating in a pandemic. *Health Security*.
5. Snyder, C., Brundage, M., **Rivera, Y. M.**, & Wu, A. (2019). A PRO-cision Medicine Methods Toolkit to Address the Challenges of Personalizing Cancer Care Using Patient-Reported Outcomes. *Medical Care*, 57. DIO: 10.1097/MLR.0000000000001089
6. Snyder, C., Smith, K., Holzner, B., **Rivera, Y. M.**, Bantug, E., Brundage, M., & Panel, P. D. (2018). Making a picture worth a thousand numbers: Recommendations for graphically displaying patient-reported outcomes data. *Quality of Life Research*, 28, 345–356. DIO: 10.1007/s11136-018-2020-3
7. **Rivera, Y. M.** (2018). Reducing cancer health disparities among U.S. Latinos: A Freireian approach. *International Journal of Human Rights in Healthcare*, 11(5), 368-379. DIO: 10.1108/IJHRH-02-2018-0021; PMID: 31032065, PMCID: PMC6485949
8. McIntyre, J., Jiménez, J., **Rivera, Y. M.**, Sutton, S. K., Asencio, G., Castro, E., Gwede, C. K., Brandon, T. H., Vadaparampil, S. T., Simmons, V. N., Corchado, J., Moreno, L., Wells, K. J., & Quinn, G. P. (2017). Comparison of health communication channels for reaching hispanics about Biobanking: A pilot trial. *Journal of Cancer Education*, 1-9. DOI: 10.1007/s13187-017-1214-7
9. **Rivera, Y. M.**, Moreno, L., Briant, K. J., Vélez, H., Jiménez, J., Torres, J., Vadaparampil, S., Muñoz-Antonia, T., & Quinn, G. Q. (2016). Developing sustainable cancer education programs: Training public health students to deliver Cancer 101 in Puerto Rico. *Journal of Cancer Education*, 1-8. DOI 10.1007/s13187-016-1076-4.
10. **Rivera, Y. M.**, Vélez, H., Canales, J., Jiménez, J. C., Moreno, L., Torres, J., Vadaparampil, S., Muñoz-Antonia, T., & Quinn, G. P. (2015). When a common language is not enough: Transcreating Cancer 101 for communities in Puerto Rico. *Journal of Cancer Education*, 1-8. DOI 10.1007/s13187-015-0912-2.
11. **Rivera, Y. M.**, Cooper, H. L., & Rodríguez-Díaz, C. E. (2013). Exploring the reasons and ways Puerto Rican college students search for safer sex information. *Sexuality Research and Social Policy*, 10(3), 208-220.
12. Khurana, S., Suguitan Jr, A. L., **Rivera, Y.**, Simmons, C. P., Lanzavecchia, A., Sallusto, F., Manischewitz, J., King, L.R., Subbarao, K., & Golding, H. (2009). Antigenic fingerprinting of H5N1 avian influenza using convalescent sera and monoclonal antibodies reveals potential vaccine and diagnostic targets. *PLoS Med*, 6(4), e1000049.
13. Sinsimer, K. S., Gratacós, F. M., Knapinska, A. M., Lu, J., Krause, C. D., Wierzbowski, A. V., Maher, L.R., Scrudato, S., **Rivera, Y. M.**, Gupta, S., & Turrin, D. K. (2008). Chaperone Hsp27, a novel subunit of AUF1 protein complexes, functions in AU-rich element-mediated mRNA decay. *Molecular and Cellular Biology*, 28(17), 5223-5237.

In Preparation

1. **Rivera, Y. M.**, Moran, M., de la Maza, J., Thrul, J., Joshu, C., & Smith, K.C. (2021). The role of culture and cognitive heuristics in assessing the credibility of cancer (mis)information on Facebook among U.S. Latinos.

1. Molino, A. R., Andersen, K. M., Sawyer, S. B., Đòàn, L. N., **Rivera, Y. M.**, James, B. D., Fox, M. P., Murray, E. J., D'Agostino McGowan, L., & Jarrett, B.A. (2021). The expert next door: A commentary on interactions with friends and family during the SARS-CoV-2 pandemic. *American Journal of Epidemiology*. (In Press).
2. Brundage, M., Wu, A., **Rivera, Y. M.**, & Snyder, C. (2020). Promoting effective use of patient-reported outcomes in clinical practice: themes from a "Methods Toolkit" paper series. *Journal of Clinical Epidemiology*, 122, 153-159. DOI: 10.1016/j.jclinepi.2020.01.022
3. DiStefano, M. J., **Rivera, Y. M.**, Thrul, J., & Ali, J. (2019). Promoting justice in locating and tracking research participants through social media. *American Journal of Bioethics*, 19(6), 71-73. DOI 10.1080/15265161.2019.1602187

Book Chapters (peer-reviewed)

1. **Rivera, Y. M.** & Brawley, O. (2019). Ethics, public health and noncommunicable diseases: Treating cancer as a public health ethics issue (B. Saloner, Ed.). In N. Kass, A. C. Mastroianni & J. Kahn (Eds.), *Oxford Handbook of Public Health Ethics*. Oxford, UK: Oxford University Press.
2. **Rivera, Y. M.** & Clegg-Smith, K. (2018). Energy balance-based strategies to reduce consequences of prostate cancer: How to communicate with men. In N. A. Berger & E. Platz (Eds.), *Energy Balance and Prostate Cancer, Vol. 14* (167-181). New York, NY: Springer.

Reports

1. Sell, T.K., Hosangadi, D., Smith, E., Trotochaud, M., Vasudevan, P., Gronvall, G.K., **Rivera, Y.**, Sutton, J., & Ruiz, A. (2021, March 23). *National priorities to combat misinformation and disinformation for COVID-19 and future public health threats: A call for a national strategy*. Baltimore, MD: Johns Hopkins Center for Health Security.
2. Santiago, C., Esiely, H., Ramos, M., Muñoz-Blanco, S., & **Rivera, Y. M.** (2019). *Grassroots and community partnerships to achieve health equity in Puerto Rico after Hurricane María: 2019 community needs assessment of Sector Maná*. Baltimore, MD.
3. *Pinellas County Board of County Commissioners 2012 workshop session: The economic impact of poverty. Pinellas County, May 2012*. Participating County Departments: Health and Human Services, Justice and Consumer Services, Community Development, Economic Development, Code Enforcement, and Planning. Senior writer for Department Director Gwendolyn Warren.
4. *Pinellas County Department of Health and Human Services: Board of County Commissioners 2012 workshop session – Fiscal year 2012*. Pinellas County, February 2012. Senior writer for Department Director Gwendolyn Warren.
5. *Pinellas County Department of Health and Human Services: Pathways to health and self-sufficiency – Fiscal year 2012*. Pinellas County, August 2011. Senior writer for Department Director Gwendolyn Warren.

CONFERENCE PRESENTATIONS & POSTERS

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| January 2022 | Rivera, YM. <i>Exploring the role of social media in cancer health disparities: Understanding cancer (mis)information engagement among Latino/a Facebook users</i> . Invited speaker for the Population Science Efforts to Evaluate and Address Cancer Health Disparities session at the 2022 Rutgers University & Princeton University Cancer Research Symposium (online). |
| December 2020 | Rivera, YM. <i>Understanding the impact of engagement with cancer (mis)information among Latino Facebook users</i> . Rapid fire oral presentation at the PRISM Health Symposium 2020 (online). |

- October 2020 Witt, A. **Rivera, YM**. *Images of post-mastectomy scarring on Instagram: An evaluation of content moderation and the implications for public health*. Oral presentation at the Association of Internet Researchers 2020 Annual Conference: life (online).
- November 2019 **Rivera, YM**, Moran, MB, Smith, K. *When engagement leads to action: Understanding the impact of cancer (mis)information among Latino Facebook users*. Poster presentation at the American Public Health Association 2019 Annual Meeting and Expo, Philadelphia, PA.
- October 2019 Pignetti, D, Potts, L, Bruns, A, **Rivera, YM**, Rodríguez-Díaz, C. *Coping with Traumatic Research Topics in Internet Research*. Roundtable discussion at the Association of Internet Researchers 2019 Annual Conference: Trust in the System, Brisbane, Australia.
- October 2019 **Rivera, YM**, Smith, K, Moran, MB. *“Why would someone intentionally lie?”: Assessing the credibility of cancer (mis)information on Facebook*. Oral presentation at the Association of Internet Researchers 2019 Annual Conference: Trust in the System, Brisbane, Australia.
- July 2019 **Rivera, YM**, Moran, MB, Smith, K. *Beneath the tip of the iceberg: A qualitative approach to capturing engagement with cancer information on Facebook*. Oral presentation at the International Association of Media and Communication Research 2019 Annual Conference: Communication, Technology and Human Dignity: Disputed Rights, Contested Truths, Madrid, Spain.
- November 2018 **Rivera, YM**, Munoz-Blanco, S, Caban-Aleman, C, Tirado-Morales, D. *“Alegria para Maná: Providing mental health support to community leaders in rural areas after Hurricane María*. Poster presentation at the American Public Health Association 2018 Annual Meeting and Expo, San Diego, CA.
- October 2018 Brundage M, Wu A, **Rivera Y**, Cano S, Dueck A, Jensen R, King M, Oliver B, Reeve B, Revicki D, Shi Q, Snyder C. *PRO-cision Medicine Toolkit Paper Authors. Methods for Aiding Interpretation of PRO Scores*. Oral presentation at the International Society for Quality of Life Research 25th Annual Conference, Dublin, Ireland.
- October 2018 Wu A, Brundage M, **Rivera Y**, Barbera L, Blackford A, Girgis A, Haverman L, Mooney K, Sloan J, Stricker C, Velikova G, Snyder C. *PRO-cision Medicine Toolkit Paper Authors. Methods for Developing Guidance for Acting on PRO Results*. Oral presentation at the International Society for Quality of Life Research 25th Annual Conference, Dublin, Ireland.
- October 2018 Snyder C, Smith K, Bantug E, Holzner B, **Rivera Y**, Brundage M; PRO Data Presentation Delphi Panel. *Best Practice Recommendations for Presenting PRO Data in Peer-Reviewed Journals*. Oral presentation at the International Society for Quality of Life Research 25th Annual Conference, Dublin, Ireland.
- October 2017 Brundage, M, Bantug, E, Smith, KC, Holzner, B, **Rivera, Y**, Snyder, C, PRO Data Presentation Delphi Panel. *Recommendations for Presenting Patient-Reported Outcomes Data to Patients and Clinicians: Results from a Modified-Delphi Consensus Process*. Oral presentation at the International Society for Quality of Life Research 24th Annual Conference, Philadelphia, PA.
- November 2015 San Miguel, SL, Ayala-Marín, A, Briant, KJ, Desai, N, Gatus, L, Gómez-Aristizabal, D, González, E, González, ME, Heredia, NI, Lazo, N, Ortiz, R, Rangel, L, **Rivera, YM**, Sánchez, J, Serrano, M, Treviño, RA. *National Outreach Network Community Health Educators: An effective framework to reduce cancer health disparities among Latinos*. Poster presentation at the Eighth American Association for Cancer Research Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved, Atlanta, GA.

- November 2015 Moreno, L, **Rivera, YM**, Vélez, H, Jiménez, J, Vadaparampil, ST, Antonia, TM, Torres, J, Quinn, GP. *Sustainability and health education: Training public health students to deliver cancer information in Puerto Rico*. Poster presentation at the Eighth American Association for Cancer Research Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved, Atlanta, GA.
- November 2014 **Rivera, YM**, Canales, JE, Vélez, H, Jiménez, J, Muñoz-Antonia, T, Torres, JA, Quinn, GP. *Public Health students assess the cultural adaptation of Cancer 101 curriculum for Puerto Rican community*. Poster presentation at the Seventh American Association for Cancer Research Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved, San Antonio, TX.
- October 2014 **Rivera, YM**, Canales, JE, Vélez, H, Jiménez, J, Muñoz-Antonia, T, Matta, J, Quinn, GP. *Cancer 101: Using an expert panel to adapt an evidence-based Spanish language cancer education curriculum for Public Health students to educate communities in Puerto Rico*. Poster presentation at the 2014 International Cancer Education Conference: Building Global Bridges, Providing Quality Cancer Education, Clearwater Beach, FL.
- October 2014 *Different Avenues, Same Direction: Health Education at Moffitt Cancer Center*. **Invited panelist** representing Community Health Educators at Moffitt Cancer Center. 2014 International Cancer Education Conference: Building Global Bridges, Providing Quality Cancer Education Moffitt Cancer Center Tour, Tampa, FL.
- July 2014 Castro, E, Jiménez, J, Quinn, GP, Ramos, A, Vélez, H, **Rivera, YM**, Brandon, TH, Simmons, VN, Gwede, C, Vadaparampil, ST, Cortes, C, Nazario, CM. *Community-academia partnership efforts for identifying and prioritizing cancer education prevention needs in Southern Puerto Rico*. Poster presentation at the Center to Reduce Cancer Health Disparities' 2014 Partnerships to Advance Cancer Health Equity Investigators Workshop, Rockville, MD.
- May 2014 **Rivera, YM**, McIntyre, J, Gonzalez, WE, Ramos, A, Antonia, TM, Jiménez, J, Quinn, GP. *Reaching the Hispanic community via ¡Salud! Serie de charlas*. Poster presentation at the 2014 Moffitt Scientific Symposium, Tampa, FL.
- December 2013 **Rivera, YM**, McIntyre, J, Adams, D, Jiménez, J, Brandon, TH, Simmons, VN, Vadaparampil, ST, Gwede, C, Meade, CD, Gonzalez, WE, Nazario, CM, Castro, E, Asencio, G, Vélez, H, Antonia, TM, Quinn, GP. *Adaptation of a Spanish-language educational DVD about biobanking for Hispanics in Puerto Rico and Florida*. Poster presentation at the Sixth American Association for Cancer Research Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved, Atlanta, GA.
- September 2009 **Rivera, YM**. *Identifying how and why Puerto Rican college students search for safe sexual health information*. Global Field Experience Brown Bag Presentations, Global Field Experience Global Frameworks Fund. Rollins School of Public Health, Emory University. Atlanta, GA.
- November 2005 **Rivera, YM**. *Effects of β -endorphin on rat Natural Killer cell cytolytic factors and STAT3 activation*. International Undergraduate Research Symposium at University of São Paulo. São Paulo, Brazil.
- August 2004 **Rivera, YM**. *Approach to prepare 4,5-Bis-benzothiazol-2-yl-thiazol-2-ylamine derivatives to be studied by emission spectroscopy*. Summer 2004 Pre-College Research Symposium. Model Institution of Excellence (MIE) Department of Science and Technology, Metropolitan University of Puerto Rico. San Juan, PR.

FUNDING

Ongoing

2021-2022

Contextualizing cancer (mis)information engagement & dissemination among adult Latino social media users

Funding source: NCI - Rutgers Cancer Institute of New Jersey's Cancer Center Support Grant
P30 CA072720

Direct costs: \$59,998

Role: Principal Investigator

This project was selected as the 2020 Cancer Prevention and Control Pilot Award (fall cycle) through the Rutgers Cancer Institute of New Jersey's Cancer Center Support Grant. The goal of the research project is to cancer (mis)information engagement & dissemination among adult Latino social media users.

Complete

2018-2020

Exploring cancer messaging engagement among Latino adults age 40-75 on Facebook

Funding source: NCI – Ruth L. Kirschstein National Research Service Award Individual Predoctoral Fellowship to Promote Diversity in Health-Related Research

1 F31 CA224615-01A1

Direct costs (annual): \$44,524

Role: Principal Investigator

This award supports my doctoral training in cancer health disparities and social media research. The goal of this qualitatively-driven mixed methods is to explore how and why Latino adults age 40-75 without a history of cancer engage with cancer prevention and screening (mis)information on Facebook; identify factors of engagement that contribute to further action; and understand Latino adults assess the credibility of this (mis)information.

2018-2019

Exploring cancer messaging engagement among Latino adults age 40-75 on Facebook

Funding source: NCI – CRCHD GMaP Region 1 Research Project Support Program

3 P30 CA177558-05S3

Direct costs: \$9,259

Role: Pre-doctoral Principal Investigator

The NCI GMaP Region 1 North Research Project Support Program is intended to enhance diversity and support career development in cancer-related disparities research. This program supported data collection and dissemination efforts for my dissertation.

2018-2019

Grassroots and Community Partnerships to Achieve Health Equity in Puerto Rico after Hurricane María: Community Needs Assessment and Capacity Building in Sector Maná by Puerto Rico Stands

Funding source: Bloomberg American Health Initiative – Johns Hopkins University

Ex-SE-02-19006

Direct costs: \$10,000

Role: Co-Investigator

The goal of this project was to establish a collaborative partnership with the local community that provides them with tools to tackle local public health issues three phases: a community needs assessment; capacity building workshops for capacity building and project prioritization; and implementation of infrastructure to implement the first project selected by the community.

2014-2015 **Developing a Cancer 101 training program for Masters-level Public Health students to deliver cancer education to community members in Puerto Rico (PI: Muñoz-Antonia)**
Funding source: NCI – Administrative Supplements to Strengthen NCI-Supported Community Outreach Capacity through Community Health Educators (CHEs) of the National Outreach Network (NON)
3 U54 CA163068-03S1
Parent Program: Ponce School of Medicine – Moffitt Cancer Center Partnership (5 U54 163068 02)
Direct costs: \$36,190
Role: CHE – Project Coordinator

The goal of this administrative supplement (Year 2) was to develop a *Cancer 101* training program for MPH students to deliver cancer education to community members in Puerto Rico.

2013-2014 **Culturally Adapting the Spanish version of Cancer 101 for Hispanic Public Health Educators in Puerto Rico (PI: Teresita Muñoz-Antonia)**
Funding source: NCI – Administrative Supplements to Strengthen NCI-Supported Community Outreach Capacity through CHEs of the NON
3 U54 CA153509-04S1
Parent Program: Ponce School of Medicine – Moffitt Cancer Center Partnership (5 U54 163068 02)
Direct costs: \$41,627
Role: CHE – Project Coordinator

The goal of this administrative supplement (Year 1) was to culturally adapt the Spanish version of the *Cancer 101* curriculum to deliver cancer education to community members in Puerto Rico.

TEACHING & MENTORING

Instructor

Rutgers University

Fall 2021-Present 17.503.558: *Mediated Health Communication* (Graduate course)

Fall 2020-Present 04.192.408: *Health Messages and Campaign Design* (Undergraduate course)

Johns Hopkins University

Fall 2018 AS.280.441: *Social Media and Public Health* (Undergraduate course)

Ponce Health Sciences University

Spring 2015 MPH 6701: *Principles of Health Education in Practice* (Graduate course) (Co-instructor)

Guest Lectures

December 2021 *Content analysis 'in action': A mixed methods approach to analyzing social media data.* COM 16.194.623: Research Design (Dr. K. Greene). Department of Communication, School of Communication & Information. New Brunswick, NJ. (Graduate course)

December 2021 Panelist for the School of Communication & Information's PhD ProSeminar's interdisciplinary panel on race, gender & class (first year course for new PhD students)

November 2021 *Grassroots and community partnerships to achieve health equity in Puerto Rico after Hurricane María.* PUBH 6510.10: Community-Oriented Primary Care-Principles and Practice (Dr. T.S. Karver & Dr. C. Rodríguez-Díaz). Department of Prevention and Community Health, Milken School of Public Health, George Washington University. Washington, D.C. (Graduate course)

- October 2021 *Risk communication during COVID-19: Updates.* PH.410.653: Contemporary Issues in Health Communication (Dr. M. Moran). Department of Health, Johns Hopkins Bloomberg School of Public Health. Baltimore, MD. (Graduate course)
- November 2020 *Leveraging social media for health communication campaigns.* PSI 3003: Health Communication (Dr. J. de la Maza). Department of Psychology, School of Social Sciences UC – Pontificia Universidad Católica de Chile. Santiago, Chile. (Graduate course)
- November 2020 *Insights into leveraging social media for health communication campaigns.* COM 16.194.622: Health Communication (Dr. M. Matsaganis). Department of Communication, School of Communication & Information. New Brunswick, NJ. (Graduate course)
- October 2020 Panelist for the School of Communication & Information’s PhD ProSeminar’s interdisciplinary panel on health communication (first year course for new PhD students)
- September 2020 *Risk communication during COVID-19.* PH.410.653: Contemporary Issues in Health Communication (Dr. M. Moran). Department of Health, Johns Hopkins Bloomberg School of Public Health. Baltimore, MD. (Graduate course)
- Online course *Social media analysis.* PH.224.690: Qualitative Research Theory and Methods – Online Course (Dr. C. Kennedy). Department of International Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health. Baltimore, MD. (Graduate course)
- Online course *Cancer 101 12-module training program.* MPH 7220: Cancer 101. (Dr. Julio Jiménez). School of Public Health, Ponce Health Sciences University. Ponce, PR. (Graduate course)
- February 2019 *Document analysis & social media.* PH.224.690: Qualitative Research Theory and Methods (Dr. C. Kennedy). Department of International Health, Johns Hopkins Bloomberg School of Public Health. Baltimore, MD. (Graduate course)
- January 2019 *Theories in Public Health I & II.* AS.280.360: Clinical & Public Health Behavior Change (Dr. L. Cheskin). Department of Public Health Studies, Johns Hopkins University. Baltimore, MD. (Undergraduate course)
- February 2010 *Innovative research methods: Facebook as a recruitment tool.* BSHE 538: Qualitative Research (Dr. K. Elifson). Department of Behavioral Science and Health Education, Rollins School of Public Health, Emory University. Atlanta, GA. (Graduate course)
- February 2010 *Applying theory to a qualitative study design: Using Social Cognitive Theory as a guide.* BSHE 550R: Theory-Driven Research in the Behavioral Sciences (Dr. A. Owen-Smith). Department of Behavioral Science and Health Education, Rollins School of Public Health, Emory University. Atlanta, GA. (Graduate course)

Mentees

Advisees

Arpita Jindani (PhD expected 2026)

Research Advisor

Nicole Mendoza (PhD expected 2026)

Lauren Lee (PhD expected 2025)

Danran Lyu (BA Communication, expected 2022)

Special Study Advisor

Janani Subramanian (BA Communication, 2021)

Undergraduate Applied Experience Supervisor
Petra Tsocheva (BA Communication, 2021)

Practicum Preceptor

Celina Santiago (MPH, 2019 – Johns Hopkins Bloomberg School of Public Health)
Ernesto Báez Medina (MPH Epidemiology, 2016 – Ponce Health Sciences University)
Stephanie Rivera Soto (MPH Epidemiology, 2015 – Ponce Health Sciences University)

Bloomberg School of Public Health Public Health Connection Mentoring Program (Johns Hopkins University)

Leta Ashebo (Public Health Studies, 2021)
Kathryn Rees (BA Public Health Studies, 2016)

Rollins School of Public Health Mentoring Program (Emory University)

Rachel Kappel (MPH Behavioral Sciences & Health Education, 2020)
ShaLexus Danzy (MPH Global Health, 2019)
Liz Jaramillo (MPH Global Health, 2018)
Sara Shilling (MPH Behavioral Sciences & Health Education, 2017)
Vanetta Thomas (MPH Behavioral Sciences & Health Education, 2015)
Jennifer Beaver (MPH Behavioral Sciences & Health Education, 2014)

Hispanic Scholarship Fund Second-Year Mentoring Program

Lianne Elias (BS, 2015 – Saint Leo University)

SERVICE

Ad-hoc Peer Review

Health Communication; Journal of Medical Internet Research; Journal of Children and Media; Health Education Research; BMJ Open; Ethnicity and Health; Puerto Rico Health Sciences Journal

Organizations & Leadership Activities

2017-Present	Co-founder, Puerto Rico Stands, Inc. <ul style="list-style-type: none">An interdisciplinary, grassroots organization committed to the long-term recovery of Puerto Rico (PR); specific projects include linking medical and grassroots organizations in PR to communities in need; assisting with community capacity building efforts; and exploring technology solutions to help first responder and volunteer relief efforts
2017-2018	Research-in-Progress Seminar Series Co-chair, NCI Predoctoral T32 Cancer Training Program, Johns Hopkins Bloomberg School of Public Health (JHSPH)
2017-2018	Pre-Doctoral Mentoring Lunch Co-chair, NCI Predoctoral T32 Cancer Training Program, JHSPH
2016-2017	Professional Development and Networking Chair, Latino Public Health Network, JHSPH
2013-2015	NCI Center to Reduce Cancer Health Disparities' National Outreach Network Workgroup member (Latino Community Health Educators, Resources, and Measures workgroups)
2009-2010	Co-founder & Vice-President, Health Organization for Latin America, Rollins School of Public Health (RSPH)
2009-2010	Core Competencies Coordinator, Behavioral Scientists and Health Educators In Training, RSPH
2002-2005	President and Member, Rutgers Unión Estudiantil Puertorriqueña, Rutgers University
2004	Hispanic Alliance for Career Enhancement Leadership Development Program for Latino Student Leaders

Governmental Testimony

April 2021 Oral and written testimony at the hearing "[Shot of Truth: Communicating Trusted Vaccine Information](#)" held by the Subcommittee on Communications, Media, & Broadband of the U.S. Senate Committee on Commerce, Science, & Transportation

Invited Talks, Panels & Seminars/Webinars

January 2022 "Using social media for cancer education: Understanding how Latinos and Latinas engage with health information and misinformation on social media platforms," Invited speaker for the Rutgers Cancer Institute of New Jersey's Community Outreach and Engagement Science Café – Conversation with a Scientist Series

January 2022 "Audience engagement on social media to reduce cancer health disparities," Invited speaker for the National Cancer Institute's Center for Reducing Cancer Health Disparities' National Outreach Network of Community Health Educators Communications Seminar Series

November 2021 "Using Social Media and eHealth to Address Health Disparities: Promises and Perils," Invited speaker for the National Cancer Institute's Research in Understudied Populations and Cancer Disparities Webinar Series, Division of Cancer Control & Population Sciences' Epidemiology and Genomics Research Program

May 2021 "Understanding the impact of engagement with cancer (mis)information among Latino Facebook users," Zoom invited speaker for Northwestern University's Latinx Digital Media Virtual Seminar Series Spring 2021

May 2021 Panelist at the 1st Joint e-Symposium by Rutgers University and Hellenic Mediterranean University: Combating Discrimination in Healthcare and Fighting Health Disparities in Greece and the U.S.A

February 2021 "Fighting Misinformation: Infrastructure, Power and Ways Ahead," Zoom invited speaker for a panel co-hosted by Rutgers' COVID-19 Communication/(Mis)information Working Group and the Science Communication Initiative

February 2021 "Understanding the impact of engagement with cancer (mis)information among Latino Facebook users," Cancer Prevention & Control Program Monthly Meeting presentation for the Rutgers Cancer Institute of New Jersey via Zoom.

January 2021 "The role of social media in mis/disinformation during the pandemic," Zoom invited panelist for an international seminar on Risk Communication in the Time of COVID-19 hosted by the Catholic University of Chile's Centro de Políticas Públicas.

October 2020 "Racial Equity, Vaccination & Health Communication: A Roundtable Discussion," Zoom panel for *1Day Sooner* and *Stronger.org*

September 2020 Zoom panelist for the Congressional Black Caucus' Conference Cybersecurity Webinar Series

August 2020 "Regreso a la escuela parte 2: Manejando el regreso a la universidad en tiempos de COVID-19," Facebook Live panel for *Crear con Salud, Inc.*

March 2020 "Cómo detectar y evitar información errónea sobre el coronavirus," Facebook Live community education workshop for *Coronavirus PR: Red Comunitaria de Respuesta*

March 2018 Panel moderator for JHU Office of Diversity and Inclusion's Race in America forum "Six Months after Maria: Public Health Issues in Puerto Rico"

Other Volunteer Activities

Summer 2020	CONVERGE COVID-19 Working Groups for Public Health and Social Sciences Research, Longitudinal Risk Communication Workgroup
2019-2020	Health Misinformation Working Group Member, Credibility Coalition
June 2018	Career Exploration guest speaker at the Hispanic Outreach Center's InterCultural Advocacy Institute, Clearwater, FL
August 2014	Tampa Bay Community Cancer Network: Youth Ambassadors Reaching Out Career Day
November 2013	Moffitt Cancer Center <i>Day of Remembrance</i> Memorial Service
August 2009	RSPH Orientation Week Behavioral Sciences and Health Education Student Panel
March 2009, 2010	<i>Visit Emory</i> Behavioral Sciences and Health Education Student Panel
August 2009	RSPH <i>Rollin Steer Day</i> Clyde Shepard Nature Preserve Site Leader
March 2006	<i>Common Grounds</i> Hurricane Katrina Relief Volunteer
Spring 2005	Big Buddy Program at Lincoln Elementary School, New Brunswick, NJ
2004-2006	Rutgers University Dance Marathon

PROFESSIONAL MEMBERSHIPS

2019-Present	International Association of Media and Communication Research
2018-Present	Association of Internet Researchers
2017-Present	International Communication Association
2017-Present	American Public Health Association
2016-Present	American Association for Cancer Research
2013-2015	Hispanic Professional Women's Association of Tampa

SELECTED MEDIA COVERAGE

- [Rutgers Professor Testifies on the Role of Misinformation in Vaccine Hesitancy](#) – Rutgers University's Rutgers Today – Faculty Excellence, May 2021
- [Building Resilience in Puerto Rico](#) – Johns Hopkins University Bloomberg American Health Initiative: Environmental Challenges, July 2020
- [Contributions: Hurricane Relief in Puerto Rico](#) – Emory Public Health Magazine, Fall 2018
- [Race in America: Panel to explore public health crises in Puerto Rico](#) – Johns Hopkins University's The HUB Politics & Society, March 2018
- [Unfamiliar homeland: In storm-battered Puerto Rico, a long, difficult road to recovery](#) – Johns Hopkins University's The HUB Perspectives, November 2017
- [National Outreach Network's Community Health Educators Provide Much-Needed Support to Cancer Survivors from Racially/Ethnically Diverse Communities](#) – NCI's CRCHD Spotlights, April 2014
- [Pregúntale al médico: ¿Cuáles son algunas formas de comer saludable durante la época de fiestas?](#) – Univisión Tampa Bay, December 2013
- [Pregúntale al médico: Consejos para prevenir el cáncer](#) – Univisión Tampa Bay, September 2013
- Poverty in Pinellas County: Video report on the findings of the Economic Impact of Poverty report submitted to the Pinellas County Board of County Commissioners – Fox News Tampa Bay, June 2012
- Dr. Jean A. Cadet and student organization Health Organization for Latin America collect \$1,475 in supplies for Haiti earthquake relief – February Photo of the Month, ASPPH Friday Letter #1607, February 2010