

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

Core Faculty Member, Rutgers Global Health Institute

Affiliated Faculty, Center for Latin American Studies

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

2024-2025	Douglass Faculty Fellows Program, Rutgers University (\$10,000)
2021-2024	Recipient of Loan Repayment Program in Health Disparities Research, NCI/NIH (L60 CA264692; 50% student loan debt repayment)
2021	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
2005-2006	Gamma Sigma Alpha Honors Fraternity, Rutgers University
2004	Hispanic Scholarship Fund Award
2004	Hispanic Alliance for Career Enhancement Leadership Development Program for Latino Student Leaders
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

**Student co-author; **Fellows and post-doctoral trainees*

Peer-Reviewed Articles

Published

1. **Rivera, Y. M.**, Moran, M., & Smith, K.C. (Provisionally Accepted). Exploring the role of culture and cognitive heuristics in assessing the credibility of cancer (mis)information on Facebook among U.S. Latinos. *Health Communication*.
2. Lane, J. & **Rivera, Y. M.** (Accepted – Shared first authorship). Leveraging digital spaces and datafication in communication research: Contributions of digital qualitative fluidity to ethnographic interviewing. *Journal of Communication*.
3. **Rivera, Y. M.**, **Corpuz, K. & Karver, T. S. (2025). Engagement with and utilization of health information on social media among U.S. Latinos: Findings from HINTS 6. *Journal of Medical Internet Research*, 27, e59387. <http://dx.doi.org/10.2196/59387>; PMID: 39993286, PMCID: 11894346
4. Johnson, A. R., Longfellow, G. A., Lee, C. N., Ormseth, B. H., Skolnick, G. B., Politi, M. C., **Rivera, Y. M.**, & Myckatyn, T. (In Press). Social media as a platform for cancer care decision making: A survey-based study on trust, engagement, and preferences. *JMIR Cancer*. <http://dx.doi.org/10.2196/64724>; PMID: 40053770, PMCID: 11923483
5. King, A. J., Lyons, B. A., **Rivera, Y. M.**, Hernandez, L. H., Kogan, M. K. & Kaphingst, K. A. (2024). Accurate and inaccurate beliefs about cancer risk factors among Spanish-speaking adults in the United States. *PEC Innovations*, 5, 100333. <https://doi.org/10.1016/j.pecinn.2024.100333>; PMID: 39262820, PMCID: PMC11387252.
6. **Niu, Z., **Rivera, Y. M.**, Shanmugavel, A., Manne, S., Hudson, S., Penedo, F., & Heckman, C. (2024). Skin cancer prevention among Hispanics: Barriers and facilitators. *BMC Public Health*, 24, 2690. <https://doi.org/10.1186/s12889-024-20000-2>; PMID: 39358786, PMCID: PMC11445849

7. ***Niu, Z., Rivera, Y. M.,** Lozada, C., Hudson, S., Penedo, F., Manne, S., & Heckman, C. (2024). Designing a culturally relevant digital skin cancer prevention intervention for Hispanics: A qualitative exploration. *JMIR Formative Research*, 8, e56939. <http://dx.doi.org/10.2196/56939>; PMID: 39265165; PMCID: PMC11444121
8. ***Joshi, S., *Ha, E., *Mendoza, M., *Amaya, A., Rivera, Y. M. & Singh, V. K.** (2024). How ChatGPT and CDC compare in providing accurate, readable, and understandable information on vaccination in English and Spanish. *JMIR Formative Research*, 8, e60939. <http://dx.doi.org/10.2196/60939>; PMID: 39476380
9. Kohler, R. E., ***Wagner, R. B., Vega, J., Rivera, Y. M.,** Kantor, L., & Greene, K. (2024). HPV vaccination information access, needs, and preferences among Black and Hispanic mothers. *Journal of Health Communication*, 29(9), 566–579. <https://doi.org/10.1080/10810730.2024.2386594>; PMID: 39129253, PMCID: PMC11384291.
10. **Rivera, Y. M.,** Moran, M., Thrul, J., Joshu, C., & Smith, K.C. (2022). Contextualizing engagement with health information on Facebook: Using the social media content and context elicitation method. *Journal of Medical Internet Research*, 24(3), e25243. <https://doi.org/10.2196/25243>; PMID: 35254266, PMCID: PMC8933799
11. **Rivera, Y. M.,** Moran, M., Thrul, J., Joshu, C., & Smith, K.C. (2022). When engagement leads to action: Understanding the impact of cancer (mis)information among Latino Facebook users. *Health Communication*, 37(9), 1229-1241. <https://doi.org/10.1080/10410236.2021.1950442>; PMID: 34256676, PMCID: PMC8755854
12. 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*, 18(15), 7743. <https://doi.org/10.3390/ijerph18157743>; PMID: 34360042, PMCID: PMC8345654
13. 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*, 19(4), 370–378. <https://doi.org/10.1089/hs.2020.0161>; PMID: 33351697
14. 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 (Suppl 5 1), S1–S7. <https://doi.org/10.1097/MLR.0000000000001089>; PMID: 30985589, PMCID: PMC7400766
15. **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. <https://doi.org/10.1108/IJHRH-02-2018-0021>; PMID: 31032065, PMCID: PMC6485949
16. 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. <https://doi.org/10.1007/s11136-018-2020-3>; PMID: 30306533, PMCID: PMC6363861
17. 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*, 33(4), 833–841. <https://doi.org/10.1007/s13187-017-1214-7>; PMID: 28378199, PMCID: PMC5628139

18. **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*, 33(1), 128–133. <https://doi.org/10.1007/s13187-016-1076-4>; PMID: 27424481, PMCID: PMC5243927
19. **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*, 31(4), 776–783. <https://doi.org/10.1007/s13187-015-0912-2>; PMID: 26365291, PMCID: PMC4791206
20. **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. <https://doi.org/10.1007/s13178-013-0121-x>
21. 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. <https://doi.org/10.1371/journal.pmed.1000049>; PMID: 19381729, PMCID: PMC2661249
22. 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. <https://doi.org/10.1128/MCB.00431-08>; PMID: 18573886, PMCID: PMC2519747

Under Review

1. **Rivera, Y. M.**, Hodson, J., **Houlden, S., *Thompson, C., & Veletsianos, G. Stopping as the first step: Exploring the role of emotional labeling in deterring engagement with COVID-19 vaccine misinformation. Submitted to *JMIR Formative Research*.

Published Proceedings (Peer-reviewed)

1. *Joshi, S., *Ha, E., **Rivera, Y.**, & Singh, V. K. (2024). ChatGPT and vaccine hesitancy: A comparison of English, Spanish, and French responses using a validated scale. *AMIA Joint Summits on Translational Science proceedings. AMIA Joint Summits on Translational Science, 2024*, 266–275. PMID: 38827059, PMCID: PMC11141820.

Editorials & Commentaries

1. Molino, A. R., Andersen, K. M., Sawyer, S. B., Doàn, L. N., **Rivera, Y. M.**, James, B. D., Fox, M. P., Murray, E. J., D'Agostino McGowan, L., & Jarrett, B.A. (2022). The expert next door: A commentary on interactions with friends and family during the SARS-CoV-2 pandemic. *American Journal of Epidemiology*, 191(4), 552–556. <https://doi.org/10.1093/aje/kwab245>; PMID: 34618006, PMCID: PMC8513408
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. <https://doi.org/10.1016/j.jclinepi.2020.01.022>; PMID: 32061828

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. <https://doi.org/10.1080/15265161.2019.1602187>; PMID: 31135312

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 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). Springer.

Submitted

1. **Rivera, Y. M.**, Matsaganis, M., *Jindani, A., & **Meeker-O'Rourke, D. Cultivating resilient communities and societies: The role of public health communication in promoting resilience. Submitting to *Handbook of Communication and Resilience*, M. Doerfel, K. Scharp, J. Theiss & M. Venetis (Eds.). Routledge.

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.

Educational Materials

1. **Rivera, Y. M.**, Canales, J. E., Moreno, L., & Ponce School of Medicine-Moffitt Cancer Center Partnership. (2019). *Cáncer 101: Información educativa sobre el cáncer para la comunidad hispana*, Versión 3 (Rev. ed.). <https://www.yriveraphd.com/educational-materials>
2. Moffitt Cancer Center. (2016, August 17). *Biobanco: Una esperanza de cura para el cancer* [Video]. YouTube. <https://www.youtube.com/watch?v=-voxG1wpW3U>

CONFERENCE PRESENTATIONS & POSTERS

**Student co-authors; **Fellows and post-doctoral trainees*

- June 2025 *Blue Sky Big Ideas Session: Consolidating communication research through causal inference.* Invited panelist at the 75th Annual International Communication Association Conference: Disrupting and Consolidating Communication Research, Denver, CO.
- April 2025 **Rivera, YM**, *Azcona, N, *Mendoza, M. *Exploring the role of social media as trusted communication infrastructures among community leaders in Puerto Rico post Hurricane Maria.* Poster presentation at the Advancing Research Impact in Society 2025 Summit, San Juan, PR.
- November 2024 **Rivera, YM.** *The role of culture and cognitive heuristics in assessing the credibility of cancer (mis)information on Facebook among U.S. Latinos.* Health Communication Division oral presentation at the National Communication Association's 110th Annual Convention: Communication for Greater Regard, New Orleans, LA.
- November 2024 *Pereira, BRS, **Rivera, YM.** *From açaí harvest to health advocacy: the impact of women's leadership in the Brazilian Amazon.* Health Communication Division oral presentation at the National Communication Association's 110th Annual Convention: Communication for Greater Regard, New Orleans, LA.
- November 2024 *Communication for the Greater Regard: Promoting Resilience via Health Communication Processes.* Health Communication Division panelist at the National Communication Association's 110th Annual Convention: Communication for Greater Regard, New Orleans, LA.
- November 2024 *La Raza Mentorship Panel: Mentorship and Community-Building for Greater Regard.* La Raza Caucus panelist at the National Communication Association's 110th Annual Convention: Communication for Greater Regard, New Orleans, LA.
- October 2024 **Rivera, YM**, *Mendoza, NJ. *Navigating online health (mis)information: Understanding how skepticism and cultural identity impact credibility assessments and social media (dis)engagement among promotoras.* Poster presentation at the American Public Health Association 2024 Annual Meeting and Expo, Minneapolis, MO.
- September 2024 Niu, Z, Dhami, K, **Rivera, Y**, Peterson, E, Baskar, J, Lozada, C, & Heckman, CJ. *Developing and refining a digital skin cancer intervention among Hispanics.* Poster presentation at the 17th AACR Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved, Los Angeles, CA.
- June 2024 **Rivera, YM**, *Mendoza, NJ. *"Es mi comunidad, soy yo misma": Contextualizing promotoras' dual identities when navigating health (mis)information on Facebook and WhatsApp.* Health Communication Division oral presentation at the 74th Annual International Communication Association Conference: Communication and Global Human Rights, Gold Coast, Australia.
- April 2024 **Rivera, YM**, **Corpus, K, Karver TS. *Engagement with and utilization of health information on social media among Latinos: A nationally representative sample (HINTS 6).* Poster presentation at the 2024 Kentucky Conference on Health Communication, Lexington, KY.

April 2024	*Pereira, BRS, Rivera, YM. <i>From açai harvest to health advocacy: the impact of women's leadership in the Brazilian Amazon.</i> Poster presentation at the 2024 Kentucky Conference on Health Communication, Lexington, KY.
November 2023	*Mendoza, NJ, Rivera, YM. <i>Perceived patient centered communication a predictor of clinical trial knowledge and invitation among U.S. Latinos: Findings from the HINTS 2020 survey.</i> Health Communication Division oral presentation at the National Communication Association's 109th Annual Convention: Freedom, National Harbor, MD.
October 2023	Rivera, YM, Posada, J, Villa Nicholas, M, Llamas Rodríguez, J, Morales, E, Magalhães, JC. <i>Latinx Internet Studies.</i> Roundtable discussion at the Association of Internet Researchers 2023 Annual Conference: Revolutions, Philadelphia, PA.
September 2023	**Niu, Z, Shanmugavel, A, Rivera, Y, Lozada, C, Peterson, E, & Heckman, CJ. <i>Engaging Latino communities to develop a skin cancer intervention: A qualitative exploration.</i> Poster presentation at the 16th AACR Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved, Orlando, FL.
September 2023	Rivera, YM, **Corpus, K. <i>Engagement with and utilization of health information on social media among U.S. Latinos – HINTS 6 (2022).</i> Oral presentation at the 2023 HINTS Data Users Conference, National Cancer Institute, National Institutes of Health, Bethesda, MD.
September 2023	*Mendoza, NJ, Rivera, YM. <i>Perceived patient centered communication a predictor of clinical trial knowledge and invitation among U.S. Latinos: Findings from the HINTS 2020 survey.</i> Poster presentation at the 2023 HINTS Data Users Conference, National Cancer Institute, National Institutes of Health, Bethesda, MD.
March 2023	*Mendoza, NJ, Rivera, YM. <i>Perceived Patient Centered Communication Quality as a Predictor of Perceived Cancer Clinical Trial Knowledge and Invitation Among Latinos.</i> Oral presentation at the Center for Latin American Studies Faculty and Graduate Student Conference, Rutgers University, New Brunswick, NJ.
October 2022	*Mendoza, NJ, *Lee, L, *Mitra, R, Rivera, YM. <i>Contextualizing cancer (mis)information engagement & dissemination among adult Latino/a social media users.</i> Poster presentation at the 2023 School of Communication and Information's symposium on Diversity, Equity, and Inclusion in Patient Engagement in Healthcare Communication, New Brunswick, NJ.
May 2022	Rivera, YM. <i>Social media as a trusted communication infrastructure: How community leaders and grassroots leveraged Facebook and WhatsApp to close information gaps during the pandemic.</i> Health Communication Division panel presentation at the 72 nd Annual International Communication Association Conference: One World, One Network?, Paris, France.
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.** *Understanding the impact of engagement with cancer (mis)information among Latino Facebook users.* 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).
- October 2020 **Rivera, YM.** *From online engagement to offline actions: Understanding the impact of cancer (mis)information engagement among Latino Facebook users.* 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. *"Alegría 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. <i>Reaching the Hispanic community via ¡Salud! Serie de charlas.</i> 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. <i>Adaptation of a Spanish-language educational DVD about biobanking for Hispanics in Puerto Rico and Florida.</i> 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. <i>Identifying how and why Puerto Rican college students search for safe sexual health information.</i> 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. <i>Effects of β-endorphin on rat Natural Killer cell cytolytic factors and STAT3 activation.</i> International Undergraduate Research Symposium at University of São Paulo. São Paulo, Brazil.
August 2004	Rivera, YM. <i>Approach to prepare 4,5-Bis-benzothiazol-2-yl-thiazol-2-ylamine derivatives to be studied by emission spectroscopy.</i> 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 2024-2026	Multilingual Health Equity in Large Language Models (LLMs): Enhancing Accuracy and Reliability for Diverse User Interactions Funding source: SC&I Collaborative Research Award, Rutgers University Direct costs: \$16,876 Role: Co-Principal Investigator This research proposal aims to address these challenges to health equity in LLMs across multiple languages, focusing on accuracy and reliability from the perspective of diverse end-users. The specific aims of this proposal include identifying the performance gap of LLMs in answering health questions across languages and assessing the resilience of LLMs to the expected variations and fluctuations in users' health questions.
2024-2026	Cultural and linguistic adaptation of a breast reconstruction decision tool (PI: Clara Lee, University of North Carolina) Funding source: NCI Clinical and Translational Exploratory/Developmental Studies R21 CA287321 Direct costs: \$576,993 Role: Collaborator

This project aims to adapt BREASTChoice (a decision aid for breast reconstruction) for Spanish-speaking Latina breast cancer survivors. The adapted tool will be programmed as a mobile- friendly website and usability and efficacy of the adapted BREASTChoice will be assessed. This study will result in the first culturally and linguistically relevant decision aid for breast reconstruction for Spanish speaking Latina breast cancer survivors. The approach we use in this study will be widely applicable to other decision aids, so that decision support can reach Spanish-speaking Latinx populations.

2024-2025

IMPACT-NJ: Improved Policy-based Advancements for Chatbot Technology in New Jersey

Funding source: New Jersey State Policy Lab, Rutgers University

Direct costs: \$25,000

Role: Co-Principal Investigator

IMPACT-NJ seeks to elevate the standard of chatbot communication within New Jersey's public sector by learning from states currently leading in such technological integration. We will audit the resources available in other states to identify which aspects can be translated effectively in the NJ context. We aim to identify existing functionalities, gaps, and areas for improvement from an equity and language diversity perspective. We will assess which functionalities work well, which exhibit disparities between English and Spanish, and which require enhancement. Our ultimate goal is to create policy guidelines on how NJ-specific chatbots can provide equitable responses in both languages.

2022-2027

Developing and testing a mobile health intervention to promote sun protection behaviors and skin examination among Hispanics (PI: Zhaomeng Niu, Rutgers Cancer Institute of New Jersey)

Funding source: NIMHD - NIH Pathway to Independence Award

K99/R00 MD016435

Annual direct costs: \$156,299

Role: Collaborator

This project assessed Hispanics' perceptions of skin cancer, sun protection and skin self-examination behaviors and explore whether Hispanic individuals will be interested in a mobile-based and user-centered skin cancer intervention. The findings of this study will help investigators develop a mobile-based and user-centered skin cancer intervention to achieve behavioral changes among the Hispanic population.

Submitted

2025-2030

Using Computational and Interventional Approaches to Monitor and Improve Familial Cancer Risk Information Evaluation in English and Spanish (MPIs: Andy King & Kim Kaphingst, University of Utah)

Funding source: NCI - Innovative Approaches to Studying Cancer Communication in the New Information Ecosystem (R01)

Role: Subaward Site PI/Co-Investigator

Requested subaward direct costs: \$356,103

This mixed-methods and stakeholder-engaged study will characterize the public communication environment as it pertains to familial cancer risk and test a culturally adapted and optimized tool for English- and Spanish-speaking individuals to enhance information evaluation abilities, paired with an evidence-based and domain-specific family health history (FHH) education tool, to increase related behaviors (e.g., completing a FHH tool). The long-term goal of this partnership is to optimize sustainable, publicly available, culturally adapted online tools in English and Spanish that improve information inequalities and information evaluation abilities.

2025-2030

Health Equity Across Languages (PI: Jaideep Vaidya)

Funding source: National Library of Medicine - Leveraging Health Information Technology (Health IT) to Address and Reduce Health Care Disparities (R01)

Requested direct costs: \$1,250,000

Role: Co-Investigator

The goal of this project is to quantify and mitigate challenges in health equity across different languages in large language models (LLMs) from the perspective of precision, privacy, and reliability through human-centered computational innovations. This project will advance the state-of-the-art of health information technology and health disparities research by leveraging LLMs to reduce and prevent language barriers and health disparities for minority and health disparity populations in the U.S. who speak English or Spanish. It will also contribute to the development of ethical, responsible, and trustworthy LLMs in healthcare settings by addressing the fairness issues in three practical aspects (accuracy, privacy, and reliability) that may arise from their use.

Complete

2023-2024

Health Inequities and Health Communication Across the Health Professions in the Caribbean: Summer School in Puerto Rico

Funding source: Rutgers Global

Direct costs: \$5,000

Role: Principal Investigator

This project was selected as a 2023 Faculty Innovation in Global Learning program through Rutgers Global. The program aims to increase study abroad access to graduate students at Rutgers by developing a collaborative global study abroad program with the University of Puerto Rico. The 4-week summer program provides participants with a lens for exploring real-life concepts of health inequities and developing cultural competence in identifying, addressing, and solving systemic problems and challenges that perpetuate health inequities.

2021-2023

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 better understand cancer (mis)information engagement & dissemination among adult Latino social media users.

2021-2023

Understanding sun protection and skin examination practices among Hispanics

Funding source: New Jersey Commission on Cancer Research

COCR22PPR007

Direct costs: \$50,000

Role: Collaborator

This research gathered pilot data for developing a cost-efficient mobile-based and user-centered intervention to promote sun protection and skin self-examination among Hispanics. The data gathered informed the development of a randomized controlled trial that will evaluate the effectiveness of sun protection and skin self-examination for skin cancer prevention among Hispanics.

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 School of Communication & Information

Fall 2024-Present 04.192.359: *Persuasive Communication* (Undergraduate course)
Fall 2023 17.503.588: *MHCI/MCM Capstone* (Graduate course)
Fall 2021, 2022; 17.503.503: *Mediated Health Communication* (Graduate course; originally 558)
Spring 2023
Fall 2020-Present 04.192.408: *Health Messages and Campaign Design* (Undergraduate course)

Rutgers Global Study Abroad

Summer 2024 16.194.574: *Health Communication and Health Inequities Across the U.S. and P.R.*
(Graduate course – cross listed with 17.194.502)
Summer 2022, 2023 17.503.565: *Health Disparities Across U.S. and Greece* (Graduate 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

March 2025 *Combatting Latinx health inequities through digital communication.* BCHS 2554: Introduction to Community Health (Dr. Z. Hendrickson) Department of Behavioral and Community Health Sciences, University of Pittsburgh School of Public Health. Pittsburgh, PA. (Graduate course)

October 2024 *Addressing social media health misinformation and health inequities.* PH.410.653: Contemporary Issues in Health Communication (Dr. M. Moran). Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health. Baltimore, MD. (Graduate course)

April 2024 *Digital Health Communication.* EDSA 6405: Health Communication Program Design (Dr. M. Colón Colón). School of Public Health, University of Puerto Rico Medical Sciences Campus. San Juan, PR. (Graduate course)

September 2023 *Digital Ethnography Working Group panel.* COM 16.194.601: Communication, Information & Media Pro-Seminar (Dr. M. Aronczyk). Rutgers School of Communication & Information. New Brunswick, NJ. (Graduate course)

April 2023 *Using qualitative methods in social media research.* COM 16.194.603: Qualitative Research Methods (Dr. M. Radford). Department of Communication, Rutgers School of Communication & Information. New Brunswick, NJ. (Graduate course)

November 2022 *Cultural beliefs and health promotion among Latino/a/x communities.* HLTH.2383.03: Multicultural Health Issues (Prof. A. Alexander). Department of Public Health, Sam Houston State University. Huntsville, TX. (Undergraduate course)

September 2022	<i>Where do we go from here? Using social media to address health misinformation and health inequities.</i> PH.410.653: Contemporary Issues in Health Communication (Dr. M. Moran). Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health. Baltimore, MD. (Graduate course)
July 2022	<i>Using the social media content and context elicitation method collect manage and analyze qualitative data on MaxQDA.</i> PH.618.89: Using Software in Qualitative Research and Analysis (Dr. J. Owczarzak). Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health. Baltimore, MD. (Graduate course)
February 2022	<i>Using qualitative methods in social media research.</i> COM 16.194.603: Qualitative Research Methods (Dr. J. Lane). Department of Communication, Rutgers School of Communication & Information. New Brunswick, NJ. (Graduate course)
December 2021	<i>Content analysis 'in action': A mixed methods approach to analyzing social media data.</i> COM 16.194.623: Research Design (Dr. K. Greene). Department of Communication, Rutgers School of Communication & Information. New Brunswick, NJ. (Graduate course)
December 2021	<i>Interdisciplinary panel on race, gender & class.</i> COM 16.194.601: Communication, Information & Media Pro-Seminar (Dr. J. Theiss). Rutgers School of Communication & Information. New Brunswick, NJ. (Graduate course)
November 2021	<i>Grassroots and community partnerships to achieve health equity in Puerto Rico after Hurricane María.</i> 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	<i>Risk communication during COVID-19: Updates.</i> PH.410.653: Contemporary Issues in Health Communication (Dr. M. Moran). Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health. Baltimore, MD. (Graduate course)
November 2020	<i>Leveraging social media for health communication campaigns.</i> 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	<i>Insights into leveraging social media for health communication campaigns.</i> COM 16.194.622: Health Communication (Dr. M. Matsaganis). Department of Communication, Rutgers School of Communication & Information. New Brunswick, NJ. (Graduate course)
October 2020	<i>Interdisciplinary panel on health communication.</i> COM 16.194.601: Communication, Information & Media Pro-Seminar (Dr. J. Theiss). Rutgers School of Communication & Information. New Brunswick, NJ. (Graduate course)

September 2020	<i>Risk communication during COVID-19.</i> PH.410.653: Contemporary Issues in Health Communication (Dr. M. Moran). Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health. Baltimore, MD. (Graduate course)
Online course	<i>Social media analysis.</i> PH.224.690: Qualitative Research Theory and Methods – Online Course (Dr. C. Kennedy). Department of International Health, Johns Hopkins Bloomberg School of Public Health. Baltimore, MD. (Graduate course)
Online course	<i>Cancer 101 12-module training program.</i> MPH 7220: Cancer 101. (Dr. Julio Jiménez). School of Public Health, Ponce Health Sciences University. Ponce, PR. (Graduate course)
February 2019	<i>Document analysis & social media.</i> 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	<i>Theories in Public Health I & II.</i> 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	<i>Innovative research methods: Facebook as a recruitment tool.</i> 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	<i>Applying theory to a qualitative study design: Using Social Cognitive Theory as a guide.</i> 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

Ben Rholdan Pereira (PhD expected 2028)
 Arpita Jindani (2021-2022; PhD expected 2026)

Dissertation Committee Member

Yehuda Perry (PhD expected 2026)

Qualifying Exam Committee Member

Nicole Mendoza (PhD expected 2026)
 Justine Quow (PhD expected 2025)

Rutgers Biomedical & Health Sciences Administrative Fellowship Advisor

Horacio Hernández Méndez (Population Health Administrative Fellow, 2024-2026)
 Donna Meeker-O'Rourke (Population Health Administrative Fellow, 2023-2025)
 Kathryn Corpuz (Population Health Administrative Fellow, 2022-2024)

Special Studies Advisor

Megan Eccles (BA Communication, expected 2025)
 Melissa Mendoza (BS Public Health Studies expected 2025)
 Andee Amaya (BA Communication, 2024)

Zhongze Wang (MCM, 2023)
Rupashree Mitra (MHCI, 2023)
Danran Lyu (BA Communication, 2022)
Janani Subramanian (BA Communication, 2021)

Research Advisor

Melissa Mendoza (BS Public Health Studies expected 2025)
MJ Salas (PhD expected 2028)
Ben Rholdan Pereira (PhD expected 2028)
Salvador Guzmán (PhD expected 2027)
Nicole Mendoza (PhD expected 2026)
Justine Quow (PhD expected 2025)
Lauren Lee (PhD expected 2025)
Rupashree Mitra (MHCI, 2023)
Krystal Mora (MCM, 2021)
Danran Lyu (BA Communication, 2022)

Undergraduate Applied Experience Supervisor

Petra Tsocheva (BA Communication, 2021)

Rutgers School of Public Health Applied Practice Experience Advisor

Naomy Azcona (MPH Urban Public Health, expected 2025)

Douglass College Equity Fellows Program Advisor

Angelly Posso (BS expected 2028)
Mercedes Rosa (BA expected 2026)
Natalie Vera (BA expected 2025)
Paola Tenezaca (BS expected 2025)
Karely Lopez (BA expected 2025)

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

Service at large

2021	Oral and written testimony at the hearing “ <u>Shot of Truth: Communicating Trusted Vaccine Information</u> ” held by the Subcommittee on Communications, Media, & Broadband of the U.S. Senate Committee on Commerce, Science, & Transportation (April 15, 2021)
2017-2022	Co-founder, Puerto Rico Stands, Inc. (An interdisciplinary, grassroots organization committed to the long-term recovery of Puerto Rico post Hurricane María)
2006	<i>Common Grounds</i> Hurricane Katrina Relief Volunteer

Community Mentoring

June 2018	Guest speaker at the Hispanic Outreach Center’s InterCultural Advocacy Institute – Summer Career Exploration for High School Students, Clearwater, FL
August 2014	Tampa Bay Community Cancer Network: Youth Ambassadors Reaching Out Career Day, Clearwater, FL
Spring 2005	Big Buddy Program at Lincoln Elementary School, New Brunswick, NJ

Community Talks & Seminars

April 2023	<i>How to effectively design theory-driven and culturally-conscious health communication campaigns.</i> Invited speaker for PROCEED, Inc.’s PODER en SALUD Core Partner Virtual Workshop
December 2022	<i>Effective Communication Strategies to Address Emerging Health Threats.</i> Invited speaker for PROCEED, Inc.’s National Center for Training, Support, and Technical Assistance webinar – Just in Time: Public Health Hot Topics
January 2022	<i>Using social media for cancer education: Understanding how Latinos and Latinas engage with health information and misinformation on social media platforms.</i> Invited speaker for the Rutgers Cancer Institute of New Jersey’s Community Outreach and Engagement Science Café – Conversation with a Scientist Series
October 2020	<i>Racial equity, vaccination & health communication: A roundtable discussion.</i> Zoom panel for 1Day Sooner and Stronger.org
September 2020	<i>National Cybersecurity Awareness Month: Healthcare and Public Health.</i> Zoom panelist for the Congressional Black Caucus’ Conference Cybersecurity Webinar Series
August 2020	<i>Regreso a la escuela parte 2: Manejando el regreso a la universidad en tiempos de COVID-19.</i> Facebook Live panel for <i>Crear con Salud, Inc.</i>
March 2020	<i>Cómo detectar y evitar información errónea sobre el coronavirus.</i> Facebook Live community education workshop for <i>Coronavirus PR: Red Comunitaria de Respuesta</i>
March 2018	<i>Six months after Maria: Public health issues in Puerto Rico.</i> Panel moderator for JHU Office of Diversity and Inclusion’s Race in America forum

Service to the Profession

2024	Faculty Mentor, Edna Anderson-Taylor Communication Institute 2024 Annual Symposium: Health & Environmental Justice in Latina/o Communities: Bridging the Gaps Among Diverse Methodological Perspective, University of Utah
2023-2025	Blue Ribbon Panel Member, Community Engagement Alliance's (CEAL) Health Knowledge Monitoring and Response System, National Institutes of Health
2023-2024	Translational Advisory Board Member, Public Health AmeriCorps Public Health Emergency Preparedness and Response Program
2023-present	Paper reviewer, ICA Health Communication Division
2022	Expert Discussant, NIH Common Fund Health Communication Research Workshop: Research Opportunities and Gaps for Health and Science Communication
2022	ICA Health Communication Division Travel Awards Committee
2021	Grant Reviewer, Florida Department of Health – Ed and Ethel Moore Alzheimer's Disease Research Program 2021-2022
2021-present	Paper reviewer, Association of Internet Researchers Conference
2020	<u>CONVERGE</u> COVID-19 Working Groups for Public Health and Social Sciences Research, Longitudinal Risk Communication Workgroup
2019-2020	Health Misinformation Working Group Member, <u>Credibility Coalition</u>
2013-2015	NCI Center to Reduce Cancer Health Disparities' National Outreach Network Workgroup member (Latino Community Health Educators, Resources, and Measures workgroups)

Invited Talks, Panels & Seminars/Webinars

February 2025	<i>Contextualizing health (mis)information engagement and utilization among Latino/a/x social media users.</i> Invited speaker for the Media, Tech & Society Colloquium Speaker Series, Northwestern University School of Communication, Chicago, IL
May 2024	<i>Digital Health Literacy & Health Equity.</i> Invited speaker for the VI Puerto Rican Public Health Conference: Perspectives, Challenges & Opportunities in Public Health and Health Promotion, San Juan, PR
October 2022	<i>Understanding Hispanic/Latinx Populations.</i> Invited speaker for the SWOG Cancer Research Network's Recruitment & Retention Education Series – TAKE ACTION Symposium: Hispanic/Latinx Populations, Ensuring Equity in Clinical Research, Chicago, IL
September 2022	<i>Building Trust in Diverse Communities.</i> Invited speaker for the American College of Epidemiology's 2022 Annual Meeting – Pandemic of misinformation: Building trust in epidemiology, Scottsdale, AZ
April 2022	<i>Engaging with Latino/a/x communities during public health emergencies: Considerations for (re)establishing trust.</i> Invited speaker for Rutgers School of Public Health's 27th Annual Public Health Symposium – Takin' it to the Streets: Authentic Communication for Strengthening Trust in Public Health
March 2022	<i>Exploring the impact of engagement with cancer (mis)information among Latino Facebook users.</i> Invited lecturer for Fairleigh Dickinson University's 2022 Schering Plough Executive Lectures Series

January 2022	<i>Audience engagement on social media to reduce cancer health disparities.</i> 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	<i>Using social media and eHealth to address health disparities: Promises and perils.</i> 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	<i>Understanding the impact of engagement with cancer (mis)information among Latino Facebook users.</i> Zoom invited speaker for Northwestern University's Latinx Digital Media Virtual Seminar Series Spring 2021
May 2021	<i>Cancer (mis)information engagement among Latino Facebook users.</i> 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
January 2021	<i>The role of social media in mis/disinformation during the pandemic.</i> 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

Editorial Board Member

Health Communication (2023-present)

Ad-hoc Peer Review

Journal of Communication; Health Communication; Journal of Health Communication; Communication Monographs; Journal of Medical Internet Research; Qualitative Sociology; Journal of Children and Media; Cuadernos.info; Cancer Epidemiology, Biomarkers & Prevention; Health Education Research; BMJ Open; Ethnicity and Health; Puerto Rico Health Sciences Journal

Service to the University

Rutgers University

2024-present	Member, Cross-cultural and Cross-linguistic Excellence and Enrichment in Research (CrEER)
2022-present	Member, Latino Advisory Council, Cancer Institute of New Jersey
2022-present	Planning Committee Member, Cancer Health Equity Center of Excellence Annual Retreat
2021-2023	Rutgers University Faculty Diversity Advocate
2020-2021	Participant, Program for Early Career Faculty Excellence
2020-2021	Participant, Rutgers Connection Network Faculty Mentoring Program
2002-2005	President and Member, Rutgers Unión Estudiantil Puertorriqueña

Panels & Presentations

February 2024	<i>Contextualizing health (mis)information engagement and utilization among Latino/a/x social media users.</i> Invited speaker for the Rutgers Biomedical and Health Sciences' Population Health Consortium meeting via Zoom
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March 2023	<i>Rutgers Unión Estudiantil Puertorriqueña Alumni Mixer.</i> Invited panelist hosted by the RUEP student group, devoted to developing and strengthening the social, cultural, and political consciousness of Puerto Rican issues throughout the Rutgers University community and the community at large
February 2021	<i>Fighting misinformation: Infrastructure, power and ways ahead.</i> Zoom invited speaker for a panel co-hosted by Rutgers' COVID-19 Communication/(Mis)information Working Group and the Science Communication Initiative
February 2021	<i>Understanding the impact of engagement with cancer (mis)information among Latino Facebook users.</i> Cancer Prevention & Control Program Monthly Meeting presentation for the Rutgers Cancer Institute of New Jersey via Zoom

Service to the School & Department

School of Communication & Information

2024-present	Ad-hoc Member, MCM Health Communication Track Committee
2024-present	Ad-hoc Member, Health Communication Committee
2024-2025	Member, SC&I Dean Search Committee
2023-2024	Faculty Mentor, Latino/a/x/e Community Networking Luncheons
2022-2024	Member, Engaged Research Community of Practice
2022-2023	Ad-hoc Member, MHCI Executive Committee
2022, 2023	Faculty Mentor, PhD Winter Writing Workshop (Delivered grant writing workshops)
December 2021	Co-facilitator, SC&I Diversity Book Club ("Undocumented," by Dan-El Padilla Peralta)
Fall 2021	Member, Communication Department Search Committee (Inequities)
2020-present	Steering Committee Member, Digital Ethnography Working Group
2020-present	Member, Health & Wellness Cluster
2020-present	Member, PhD Faculty

Johns Hopkins School of Public Health

2017-2018	Research-in-Progress Seminar Series Co-chair, NCI Predoctoral T32 Cancer Training Program
2017-2018	Pre-Doctoral Mentoring Lunch Co-chair, NCI Predoctoral T32 Cancer Training Program
2017-2018	Peer Mentor, Department of Health, Behavior & Society PhD Program
2016-2017	Professional Development and Networking Chair, Latino Public Health Network

Rollins School of Public Health

2009-2010	Co-founder & Vice-President, Health Organization for Latin America
2009-2010	Core Competencies Coordinator, Behavioral Scientists and Health Educators In Training
2009	RSPH Orientation Week Behavioral Sciences and Health Education Student Panel
2009, 2010	Visit Emory Behavioral Sciences and Health Education Student Panel
2009	RSPH Rollin Steer Day Clyde Shepard Nature Preserve Site Leader

PROFESSIONAL MEMBERSHIPS

2023-Present	National Communication Association
2018-Present	Association of Internet Researchers

2017-Present	International Communication Association
2017-Present	American Public Health Association
2016-2020	American Association for Cancer Research
2019-2020	International Association of Media and Communication Research
2013-2015	Hispanic Professional Women's Association of Tampa

SELECTED MEDIA COVERAGE

- Developing a Bilingual Chatbot for Access to Health and Government Services in New Jersey – Rutgers School of Communication & Information, November 2024
- Exploring Health Information Engagement on Social Media among U.S. Latinos – Rutgers Biomedical and Health Sciences Consortium's Fall 2023 Pop Health Central newsletter, November 2023
- Meet Yonaira Rivera, Who Researches Social Media Communication and Public Health – Rutgers Health Institute's Global Health Connection monthly newsletter, January 2023
- How to Navigate Medical Disinformation: New Jersey Experts Weigh In – New Jersey Monthly, November 2022
- Hispanic Heritage Month: We Must Reduce Health Inequities and Improve the Well-Being of Latinx Communities – New Jersey Star Ledger op-ed, September 2022
- 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