

A. Susana Ramírez

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EDUCATION

- Ph.D. Annenberg School for Communication, University of Pennsylvania, 2010
M.P.H. T.H. Chan School of Public Health, Harvard University, 2011
M.A. Annenberg School for Communication, University of Pennsylvania, 2006
B.A. Department of Communication, Santa Clara University, 1999

Additional Training (Competitively Selected and Funded)

- 2016-17 Mixed Methods Research Training Program in Health Sciences, Harvard University
2015 John Milner Nutrition and Cancer Prevention Practicum, National Cancer Institute
2015 New Investigator Grantwriting Workshop, Geographical Management of Cancer Health Disparities Research Program, UT Health Sciences Center
2014 Team Science Retreat, University of California Office of the President
2013 Summer Institute on Mobile Health, National Institutes of Health / UCLA

PROFESSIONAL APPOINTMENTS

- 2013- Assistant Professor, Department of Public Health, University of California, Merced
2015- Associate Member, Population Health and Health Disparities Division, UC Davis Cancer Center
2014- Affiliate, UCLA-USC Center for Population Health and Health Disparities, UCLA Fielding School of Public Health
2010-13 Cancer Prevention Fellow (Postdoctoral), Behavioral Research Program, Division of Cancer Control and Population Sciences, National Cancer Institute
2005-10 Research Fellow, Annenberg School for Communication, University of Pennsylvania Effects of Public Information on Cancer Center of Excellence in Cancer Communication Research (PI: Robert C. Hornik)
2008 Research Fellow, Annenberg School for Communication, University of Pennsylvania Project for Global Communication Research (PI: Monroe E. Price)
2005 Research Associate, Center for Applied Behavioral and Evaluation Research, Academy for Educational Development [now FHI 360]

2004 Research Fellow, Annenberg Public Policy Center, University of Pennsylvania
Center for Health Behavior & Communication Research (PI: John B. Jemmott)

HONORS & AWARDS

2018 1st Place, Outstanding Presentation, Center to Reduce Cancer Health Disparities,
National Cancer Institute

2018 Distinguished Undergraduate Teaching Award (Nominee), UC Merced

2018 Distinguished Graduate Teaching and Mentorship (Nominee), UC Merced

2018 Excellence in Early Career Research (Nominee), UC Merced

2018 Top Poster Award, Kentucky Conference on Health Communication

2018 Early Career Cancer Health Disparities Researcher Scholarship,
Geographical Management of Cancer Health Disparities Research Program

2017 Early Career Achievement Award, Public Health Education and Health Promotion
Section, American Public Health Association

2014 Early Career Cancer Health Disparities Researcher Scholarship,
Geographical Management of Cancer Health Disparities Research Program

2012 Top Poster Award, National Latino Cancer Summit

2010 Top Paper Award, Association for Education in Journalism and Mass
Communication (AEJMC), Communication Technology Division

2005-09 Fontaine Fellow, Society for Doctoral Students from Underrepresented Groups,
University of Pennsylvania

2005 Annenberg Scholars Summer Program, Universidad de Buenos Aires, Argentina

RESEARCH FUNDING

Current Grants

- 2015-21 “Breast cancer prevention mHealth intervention for rural Latinas.” NIH/National Cancer Institute, Career Development Award (K01CA190659). Role: PI. Total costs: \$641,407.
- 2018-19 “Assessing the utility of a web-based diagnostic and decision-making tool.” Buoy Healthcare. Role: PI. Total costs: \$130,000.
- 2017-18 “Alternate food outlet contributions to the food environment: Healthy food access and availability in the low resource, rural and agricultural Central Valley.” Blum Center for Alleviating Poverty and Social Disparities. Role: Co-PI (Zulema Valdez, UC Merced Sociology). Total costs: \$10,000.
- 2016-21 “Social network dynamics and oral health disparities in Mexican American immigrants.” NIH/National Institute of Dental and Craniofacial Research (R01E0258). Role: Consultant (PI: Maupome, Indiana University). Total costs: \$3,600,000.
- 2018-19 “Ensuring an equitable and sustainable world: Preparing UC Merced students to tackle 21st century challenges.” UC Merced Center for the Humanities Seed Grant in preparation for the National Academies of Engineering Grand Challenges Scholars Program. Role: Co-Investigator (PI: Leppert, UC Merced Engineering). Total costs: \$1,500.
- 2018-23 “UC Merced Nicotine and Cannabis Policy Center.” University of California Tobacco Related Diseases Research Program (TRDRP). Role: Co-Investigator (PI, Song, UC Merced Psychological Sciences). Total costs: \$3,800,000

Pending Grants

- 2019-24 “A hybrid mobile phone intervention to prevent childhood obesity.” NIH/National Heart, Blood, & Lung Institute (R61 submitted June 2018 in response to PAR-18-406). Role: Co-Investigator (PI: Guerrero, UCLA).
- 2018-23 “A family-centered mobile phone intervention to increase physical activity and decrease media-viewing practices in young Latino children.” Health Resources & Services Administration (R40 submitted January 2018 in response to HRSA-18-071). Role: Co-Investigator (PI: Guerrero, UCLA). Total costs: \$900,000.
- 2018-20 “Beyond Demographics: Mixed-methods Research For Effective Communication Tools To Prevent Tobacco Use In Hispanic Adolescents and Young Adults.” National Cancer Institute (R21 resubmitted June 2018 in response to PAR-17-218). Role: Co-Investigator (PI: Moran, Johns Hopkins). Total costs: \$482,933.

Completed Grants

- 2015-17 “Partnerships to Improve Community Health – Merced County.” Centers for Disease Control and Prevention (U58DP005710). Role: Communication Lead (PI: Grassi, Merced County Department of Public Health). Total costs: \$4,050,000.
- 2015-17 “Innovative application of communication theory to increase Latino research participation.” NIH/National Institute on Aging through UC Davis Latino Aging Research Resource Center. Role: PI Total costs: \$38,750.
- 2014-17 “A CBPR initiative to address obesity disparities for Latinos in the San Joaquin Valley.” NIH/National Institute for Minority Health and Health Disparities. (R13HD080986). Role: Co-Investigator (PI: Wallander, UC Merced Psychology). Direct costs: \$90,000.
- 2014-16 “Mapping the health information environment in a rural, culturally diverse region: Toward a transformative health information intervention to reduce rural and ethnic health disparities.” Hellman Family Faculty Fund. Role: PI. Total costs: \$20,000.
- 2014-15 “Feasibility of using mobile phones for tailored communications about cancer prevention among young adult Latinas.” AT&T Telemedicine Seed Grant. Role: PI. Total costs: \$10,000.
- 2014-15 “An mHealth smoking cessation program for Hispanic smokers in rural communities.” AT&T Telemedicine Seed Grant. Role: Co-Investigator (PI: Cameron, UC Merced Psychology). Total costs: \$17,000.
- 2014-15 “Community-based pollution informatics.” United States Agency for International Development / UC Berkeley Development Impact Lab. Role: Co-Investigator (PI: Newsam, UC Merced Engineering). Total costs: \$40,000.

Unfunded Grant Applications

- 2018-23 “Translational Research to Promote Health Equity in Rural Areas.” NIH/National Institute for Minority Health and Health Disparities (U54 submitted October 2017 in response to RFA-MD-17-006). Role: Co-Investigator (PI: Brown, UC Merced). Total costs: \$14,862,377.
- 2018-20 “A mobile phone-based pilot intervention to prevent obesity in Latino preschool children.” NIH/National Institute for Child Health & Human Development (R21 submitted October 2017 in response to PA-15-163). Role: Co-Investigator (PI: Guerrero, UCLA). Total costs: \$437,482.
- 2018-20 “Using mHealth to promote colorectal cancer screening among Latino men.” NIH/National Cancer Institute (R21 submitted October 2017 in response to PA-16-432). Role: Co-Investigator (PI: Mojica, University of Oregon). Total costs: \$485,000.
- 2016-21 “California Transdisciplinary Consortium (CTC) for Multi-level Prevention of Chronic Diseases in Vulnerable Populations.” NIH/National Institute for Minority Health and Health Disparities (U54 submitted October 2016 in response to RFA-

MD-15-014). Role: Co-Investigator (Multiple PIs: Baezconde-Garbanati, Goran, Pentz, University of Southern California). Total costs: \$7,497,209.

PUBLICATIONS

** denotes supervised student*

Peer Reviewed Journal Articles

24. in press Wilson, M.L., **Ramírez, A.S.**, Arsenault, J.E., & Miller, L.M.S., Nutrition label use and its association with dietary quality among Latinos: The roles of poverty and acculturation. *Journal of Nutrition Education & Behavior*
23. 2018 **Ramírez, A.S.**, Golash-Boza, T., Unger, J.B., & Baezconde-Garbanati, L., Questioning the dietary acculturation paradox: A mixed methods study of the relationship between food and ethnic identity in a group of Mexican American women. *Journal of the Academy of Nutrition and Dietetics*, 118(3): 431-439. doi: [10.1016/j.jand.2017.10.008](https://doi.org/10.1016/j.jand.2017.10.008).
22. 2018 Meyer, O.L., Liu, L.X., Tancredi, D.J., **Ramírez, A.S.**, Schulz, R., & Hinton, W.L., Acculturation level and caregiver outcomes from a randomized intervention trial to enhance caregivers' health: Evidence from REACH 2. *Aging and Mental Health*, 22(6):730-737. doi: [10.1080/13607863.2017.1317330](https://doi.org/10.1080/13607863.2017.1317330).
21. 2017 *Ramondt, S., & **Ramírez, A.S.** Fatalism and exposure to health information from the media: Examining the evidence for causal influence. *Annals of the International Communication Association*, 41(3-4): 298-320. doi: [10.1080/23808985.2017.1387502](https://doi.org/10.1080/23808985.2017.1387502).
20. 2017 **Ramírez, A.S.**, Willis, G., & Rutten, L.F. Understanding Spanish-language response in a national health communication survey: Implications for health communication research. *Journal of Health Communication*, 22(5): 442-450. doi: [10.1080/10810730.2017.1304470](https://doi.org/10.1080/10810730.2017.1304470).
19. 2017 Cameron, L.D., Durazo, A., **Ramírez, A.S.**, Ultreras, M., Piva, S., & Corona, R. Cultural and linguistic adaptation of a healthy diet text message intervention for Hispanic adults. *Journal of Health Communication*, 22(3): 262-273. doi: [10.1080/10810730.2016.1276985](https://doi.org/10.1080/10810730.2016.1276985).
18. 2017 **Ramírez, A.S.**, *Estrada, E., & *Ruiz, A. Mapping the health information landscape in a rural region: Implications for interventions to reduce information inequality. *Journal of Primary Prevention*, 38(4): 345-362. doi: [10.1007/s10935-017-0466-7](https://doi.org/10.1007/s10935-017-0466-7).
17. 2017 **Ramírez, A.S.**, Diaz Rios, L.K., Valdez, Z., *Ruiz, A., & *Estrada, E. Bringing produce to the people: Implementing a social marketing food access intervention in rural food deserts. *Journal of Nutrition Education and Behavior*, 49(2): 166-174. doi: [10.1016/j.jneb.2016.10.017](https://doi.org/10.1016/j.jneb.2016.10.017). *Most read article 1st and 2nd quarters 2017.*
16. 2016 Valdez, Z., **Ramírez, A.S.**, *Estrada, E., Nathan, S., & Grassi, K. Community perspectives on access to healthy food in rural, low-resource, Latino communities. *Preventing Chronic Disease*, 13: 160250. doi: [10.5888/pcd13.160250](https://doi.org/10.5888/pcd13.160250).

15. 2015 **Ramírez, A.S.**, Nelson, D.E., Graff, K., Leyva Vengoechea, B., Galica, K., Banegas, M., & Huerta, E.E. Who Seeks *Cita Con el Doctor?*: Descriptive epidemiology of 20 years of a Spanish-language radio health promotion and education program. *Health Education & Behavior*, 42(5): 611-620. doi: [10.1177/1090198114543009](https://doi.org/10.1177/1090198114543009).
14. 2015 **Ramírez, A.S.**, Leyva, B., Graff, K., Nelson, D.E., & Huerta, E.E. Seeking information on behalf of others: An analysis of callers to a Spanish-language radio health program. *Health Promotion Practice*, 16(4): 501-509. doi: [10.1177/1524839915574246](https://doi.org/10.1177/1524839915574246).
13. 2015 Riley, W., Kerberlein, P., Sorenson, G., Mohler, S., Tye, B., **Ramírez, A.S.**, & Carroll, M. Program evaluation of remote monitoring heart failure monitoring: A feasibility and health care utilization analysis in a rural regional medical center. *Telemedicine & eHealth*, 21(3): 157-162. doi: [10.1089/tmj.2014.0093](https://doi.org/10.1089/tmj.2014.0093).
12. 2014 **Ramírez, A.S.** Fatalism and cancer risk knowledge among a sample of highly-acclulturated Latinas. *Journal of Cancer Education*, 29(1): 50-55. doi: [10.1007/s13187-013-0541-6](https://doi.org/10.1007/s13187-013-0541-6).
11. 2013 **Ramírez, A.S.**, Galica, K., Blake, K.D., Chou, W.S., & Hesse, B.W. Cancer communication science funding trends, 2000-2012. *J. National Cancer Institute*, 47: 133-139. doi: [10.1093/jncimonographs/lgt030](https://doi.org/10.1093/jncimonographs/lgt030).
10. 2013 **Ramírez, A.S.** Effects of ethnic targeting on the perceived effectiveness of cancer prevention messages among Latinas and non-Latina White women. *Journal of Health Communication*, 18(10): 1256-1273. doi: [10.1080/10810730.2013.778362](https://doi.org/10.1080/10810730.2013.778362).
9. 2013 **Ramírez, A. S.**, Freres, D., Martinez, L. S., Lewis, N., Bourgoin, A., Kelly, B. J., Lee, C-J., Nagler, R., Schwartz, J.S. & Hornik, R. C. Information seeking from media and family/friends increases the likelihood of engaging in healthy lifestyle behaviors. *Journal of Health Communication*, 18(5): 527-542. doi: [10.1080/10810730.2012.743632](https://doi.org/10.1080/10810730.2012.743632).
8. 2013 **Ramírez, A.S.**, Rutten, L.F., Vanderpool, R.C., Moser, R.P., & Hesse, B. Correlates and geographic patterns of knowledge that physical activity decreases cancer risk. *Journal of Primary Prevention*, 34(1-2): 31-39. doi: [10.1007/s10935-012-0289-5](https://doi.org/10.1007/s10935-012-0289-5).
7. 2013 **Ramírez, A. S.**, Rutten, L. J., Oh, A., Vengoechea, B. L., Moser, R. P., Vanderpool, R. C., & Hesse, B. W. Perceptions of cancer controllability and cancer risk knowledge: the moderating role of race, ethnicity, and acculturation. *Journal of Cancer Education*, 28(2): 254-261. doi: [10.1007/s13187-013-0450-8](https://doi.org/10.1007/s13187-013-0450-8).
6. 2012 Lee, C-J, **Ramírez, A.S.**, Lewis-Persky, N., Gray, S.W., Hornik, R.C. Looking beyond the Internet: Examining socioeconomic inequalities in information seeking among cancer patients. *Health Communication*, 27(8): 806-817. doi: [10.1080/10410236.2011.647621](https://doi.org/10.1080/10410236.2011.647621).
5. 2010 Kelly, B., Hornik, R., Romantan, A., Schwartz, J.S., Armstrong, K., DeMichele, A., Fishbein, M., Gray, S., Hull, S., Kim, A., Nagler, R., Niederdeppe, J., **Ramírez, A.S.**, Smith-McLallen, A., & Wong, N. Cancer information scanning and seeking in the general population. *Journal of Health Communication*, 15(7): 734-753. doi: [10.1080/10810730.2010.514029](https://doi.org/10.1080/10810730.2010.514029).
4. 2010 Nagler, R.H., Romantan, A., Kelly, B.J., Stevens, R.S., Gray, S.W., Hull, S.J., **Ramírez, A.S.**, & Hornik, R.C. How do cancer patients navigate the public

information environment? Understanding patterns and motivations for movement among information sources. *Journal of Cancer Education*, 25(3): 360-370. doi: [10.1007/s13187-010-0054-5](https://doi.org/10.1007/s13187-010-0054-5)

3. 2007 Gray, S. W., Wong, N., Kelly, B., Romantan, A., **Ramírez, S.**, Frazee, T., Smith-McLallen, A., Armstrong, K., Schwartz, J. S., & Hornik, R. Physician initiated cancer screening discussions and patient intention to engage in screening behavior. *Journal of Clinical Oncology*, 25(18S): 1528.
2. 2006 Gray, S.W., Romantan, A., Kelly, B., **Ramírez, S.**, Stevens, R., Wong, N., Kim, A., Schwartz, J.S., & Hornik, R. Cancer information acquisition differs by patient characteristics. *Journal of Clinical Oncology*, 24(18S): 1608.
1. 2006 Hornik, R.C. & **Ramírez, A.S.** (2006). Racial/Ethnic disparities and segmentation in communication campaigns. *American Behavioral Scientist*, 49(6): 868-884.

Under Review

*Estrada, E., **Ramírez, A. S.**, *Gamboa, S., & Amezola, P. Development of a participatory health communication intervention: An ecological approach to reducing rural information inequality and health disparities. (2nd revise & resubmit, *Journal of Health Communication*).

Ramírez, A.S. & *Arellano Carmona, K. Beyond fatalism: Information overload as a mechanism to understand obesity health disparities. (2nd revise & resubmit, *Social Science & Medicine*).

*Ramondt, S. & **Ramírez, A.S.** Assessing the impact of the public nutrition information environment: Adapting the Cancer Information Overload Scale to measure Diet Information Overload. (2nd revise & resubmit, *Patient Education & Counseling*).

Ramírez, A.S., *Ramondt, S., *van Bogart, K., & *Perez-Zuniga, R. Public awareness of air pollution and health threats in California's Central Valley: Opportunities for communication strategies to improve health. (first review, *Journal of Health Communication*)

Valdez, Z., *Butterfield, K., & **Ramírez, A.S.** Lay perceptions of inequality, health, and attributions of responsibility for obesity: A mixed methods study. (first review, *Social Science & Medicine*) (*I am senior/ corresponding author*)

In Preparation

*Butterfield, K. & **Ramírez, A.S.** Framing food access: How alternative food sources inadvertently reproduce inequality.

Ramírez, A.S., Houston, K., Bateman, C., *Campos-Melendez, Z., *Estrada, E., Grassi, K., Greenberg, E., *Johnson, K., Nathan, S., & *Perez-Zuniga, R. Development of a local brand to promote the social determinants of health for chronic disease prevention: Approaches to persuasive and informational message design.

*Ramondt, S. & **Ramírez, A.S.** Using the Integrative Model to predict protective behaviors around air quality: The role of the information environment as a distal variable.

*Ramondt, S. *Villa, Y., & **Ramírez, A.S.** Constructing Air Pollution in the Media: Examining threat and efficacy information in local and national newspapers.

*Arellano Carmona, K., *Pena, E., & **Ramírez, A.S.** Skepticism and sources of folk beliefs about diet and disease among bicultural Latinas: Understanding information inequality and implications for cancer prevention.

Technical Reports

- 2016 **Ramírez, A.S.** *Audience evaluations of names and color schemes for a "Healthy Merced" communication campaign.* Report prepared for the Partnerships to Improve Community Health, sponsored by the Merced County Department of Public Health through funding from the Centers for Disease Control and Prevention.
- 2015 **Ramírez, A.S.** *Perceptions of health and safety in Merced County: Formative evaluation with diverse audiences for the development of a healthy Merced communication campaign.* Report prepared for the Partnerships to Improve Community Health, sponsored by the Merced County Department of Public Health through funding from the Centers for Disease Control and Prevention.
- 2015 **Ramírez, A.S.**, L.K. Diaz Rios, *Ruiz, A., *Estrada, E., & *Lemon, A. *Strategies to Improve Food Access and Nutrition Education among Latinos in Merced County: Process and Impact Evaluation of Produce on the Go.* Prepared for the Produce on the Go Advisory Board. Merced, CA.
- 2013 Blake, K.D., Liu, B., Rutten, L.J.F., **Ramírez, A.S.**, Naveed, S., & Moser, R.P. (2013). Multilevel determinants of smoking behavior: An integrated data analysis. In Moser, R.P., Naveed, S., Cantor, D., et al. (Eds.). *Integrative Analytic Methods Using Population-level Cross-Sectional Data.* Washington, DC: U.S. Department of Health and Human Services.
- 2013 Moser, R.P., Naveed, S., Cantor, D., Blake, K.D., Rutten, L.J.F., **Ramírez, A.S.**, Liu, B., & Yu, M. (Eds.) (2013). *Integrative Analytic Methods Using Population-level Cross-Sectional Data.* Washington, DC: U.S. Department of Health and Human Services.
http://hints.cancer.gov/docs/HINTS_IDA_Report.pdf

PEER-REVIEWED CONFERENCE PRESENTATIONS

- 2018 Su, Z. & **Ramírez, A.S.** A study of Chinese cancer patients' health information preferences and practices. American Public Health Association, San Diego, CA, November 10-14.
- 2018 **Ramírez, A.S.**, Ruckstuhl, K.T., Brito, S.A., Estrada, E., Baezconde-Garbanati, L., Chou, C.P., & Pentz, M.A. Assessing implementation and dissemination priorities for chronic disease prevention interventions: Contrasting perspectives from low-income Hispanic families in urban and rural communities. American Public Health Association, San Diego, CA, November 10-14.
- 2018 *Arellano Carmona & **Ramírez, A.S.** Information inequality and cancer disparities: Examining patient-provider discussions about participation in clinical trials among cancer survivors. Health Information National Trends Survey (HINTS) Data Users' Conference. Bethesda, MD, September 14.
- 2018 *Arellano Carmona & **Ramírez, A.S.** Skepticism and folk beliefs about diet and disease among bicultural Latinas: Understanding information inequality and implications for cancer prevention. National Latino Cancer Summit. San Francisco, CA, July 30.
- 2018 Culturally Appropriate Breast Cancer Prevention Communication among Latinas: Building the evidence base for a dynamic conceptualization of acculturation. National Cancer Institute Center to Reduce Cancer Health Disparities Professional Development Workshop, Bethesda, MD, June 28. *Top Presentation Award*
- 2018 **Ramírez, A.S.**, Houston, K., Bateman, C., *Campos-Melendez, Z, *Estrada, E., Grassi, K., Greenberg, E., *Johnson, K, & Nathan, S., & *Perez-Zuniga, R. Development of a local brand to promote the social determinants of health: Persuasive and informational message design approaches. Kentucky Conference on Health Communication, Lexington, KY, April 13. *Top Poster Award*
- 2018 Wilson, M.D., **Ramírez, A.S.**, Joanne E. Arsenault, & Soederberg Miller, L. Food labels, acculturation, poverty, and diet among Latinos: Evidence for communication as a mechanism for segmented assimilation. Kentucky Conference on Health Communication, Lexington, KY, April 13.
2018. **Ramírez, A.S.**, Krieger, J., Brandt, H., Johnson, M., Vanderpool, R., & Krakow, M. Rural health communication research in the 21st century. (Panel). Kentucky Conference on Health Communication. Lexington, KY, April 13.
- 2018 *Arellano-Carmona, K., *Gamboa, S., & **Ramírez, A.S.** Beyond fatalism: Nutrition information overload and sources of confusion among bicultural Mexican American women. Society for Behavioral Medicine. New Orleans, LA, April 11.
- 2018 **Ramírez, A.S.** & *Arellano-Carmona, K. Nutrition Communication for Cancer Prevention among Latinas: Toward a dynamic conceptualization of acculturation. Advancing the Science of Cancer among Latinos. San Antonio, TX, February 21.

- 2017 *Estrada, E., *Gamboa, S., Amezola, P., Grasley, M., Martinez, J., Lezama, R., & **Ramírez, A.S.** (2017, November). Development and implementation of a communitywide health information intervention: Participatory health communication asset mapping in a rural, diverse community. American Public Health Association. Atlanta, GA, November 7.
- 2017 *Lemon, A., *Estrada, E., *Johnson, K., *Her, P., & **Ramírez, A. S.** Curating strategic media messages to improve health environments in a rural, diverse community. American Public Health Association. Atlanta, GA, November 7.
- 2017 *Campos-Melendez, Z., *Estrada, E., *Johnson, K., *Zuniga, R. P., & **Ramírez, A. S.** Elaboration of a communication-centered approach to community engagement for chronic disease prevention in a diverse community. American Public Health Association. Atlanta, GA, November 7.
- 2017 *Ramondt, S. & **Ramírez, A.S.** Using the Integrative Model to predict protective behaviors around air quality: The role of information exposure on cancer prevention behaviors. National Cancer Conference. Atlanta, GA, August 14.
- 2017 *Ramondt, S., *Alazzeah, N., *Diaz, J., *Huynh, K., *Pena Marquez, N., *Villa, Y., & **Ramírez, A.S.** (Constructing Air Pollution in the Media: A Content Analysis of Two National Newspapers. National Conference on Health Communication, Marketing, and Media. Atlanta, GA, August 15.
- 2017 **Ramírez, A.S.** & *Wright, T.B. Understanding the health information needs and challenges of older adults: Implications for caregiving interventions. UC Davis Alzheimer's Disease Center Conference on Diversity and Disparities in Family Caregiving: Progress and Future Directions. Davis, CA, May 3.
- 2017 **Ramírez, A.S.** & *Gamboa, S. Fatalism and (mis)perceptions of diet and disease risk among bicultural Latinas: Sources of confusion and implications for nutrition communication and cancer prevention. American Society for Preventive Oncology. Seattle, WA, March 13.
- 2017 *Ramondt, S. & **Ramírez, A.S.** Beyond fatalism: Adapting the cancer information overload scale to assess exposure to contradictory nutrition information. American Society for Preventive Oncology. Seattle, WA, March 13.
- 2017 Ruckstuhl, K.T., Brito, S.A., Liu, M., Chou, C.P., Baezconde-Garbanati, L., **Ramírez, A.S.**, Pentz, M.A. A formative evaluation study of agency leaders who serve vulnerable populations as part of the California First Five Initiative. Society for Behavioral Medicine, San Diego, CA, March 31.
- 2016 Cameron, L.D., Durazo, A., **Ramírez, A.S.**, Corona, R., Ultreras, M., & Piva, S. Cultural and linguistic adaptation of a healthy diet text message intervention for Hispanic adults. International Congress for Behavioral Medicine. Melbourne, Australia, December 8.
- 2016 *Ramondt, S., *Perez-Zuniga, R., *van Bogart, K., & **Ramírez, A.S.** Public Awareness of Air Pollution and Health Threats in the San Joaquin Valley: Community Perspectives on Air Quality Communication. American Public Health Association, Denver, CO, October 31. *Top Abstract Award, Environmental Health Division*

- 2016 *Johnson, K., **Ramírez, A.S.**, Grassi, K., & Nathan, S. Strategic use of media for a health in all policies approach to chronic disease prevention in a rural community. American Public Health Association. Denver, CO, October 31.
- 2016 **Ramírez, A.S.**, Grassi, K., Nathan, S., *Estrada, E., & *Johnson, K. (2016, October). Community Perspectives on Health and Safety: Formative evaluation for a transformative health communication campaign. American Public Health Association. Denver, CO, October 31.
- 2016 Questioning dietary acculturation and breast cancer risk: The role of food in shaping and maintaining ethnic identity through the acculturation process. National Cancer Institute's Center to Reduce Cancer Health Disparities Professional Development Workshop, Bethesda, MD, May 23.
- 2016 **Ramírez, A.S.**, *Ramondt, S., *Van Bogart, K., & *Perez Zuniga, R. Stakeholder Perspectives on Air Quality Communication in the San Joaquin Valley: Opportunities for Communication Strategies to Improve Health. Society for Behavioral Medicine, Washington, DC, April 1.
- 2015 **Ramírez, A.S.**, *Estrada, E., & *Ruiz, A. Mapping the health information environment in a rural, culturally diverse region: Implications for interventions to reduce information inequality. American Public Health Association, Chicago, IL, October 31.
- 2015 **Ramírez, A.S.**, Diaz Rios, L.K., *Estrada, E., & *Ruiz, A. Bringing the Grocery Store to the People: Process and impact evaluation of Produce on the Go, a social marketing strategy to reduce food access disparities and provide nutrition education to rural Latinos. American Public Health Association, Chicago, IL, November 1.
- 2015 **Ramírez, A.S.**, Diaz Rios, L.K., *Estrada, E., & *Ruiz, A. Implementation of a mobile farmer's market intervention: Challenges and opportunities for a novel strategy to reduce food access disparities. University of California Agriculture & Natural Resources Joint Strategic Initiative. Sacramento, CA, October 5.
- 2015 **Ramírez, A.S.**, Cameron, L.D., Durazo, A., Corona, R., Ultreras, M., Piva, S., Patrick, H., & Augustson, E. Cultural and linguistic adaptation of healthy diet communications: Lessons from a text message intervention. DC Conference on Health Communication, Fairfax, VA, April 17.
- 2014 **Ramírez, A.S.**, Nelson, D.E., Graff, K., Leyva Vengoechea, B., & Galica, K. Who Seeks *Cita on el Doctor?*: Descriptive epidemiology of 20 years of a Spanish-language radio health promotion and education program. International Communication Association. Seattle, WA, May 24.
- 2014 **Ramírez, A.S.**, Maitland, A., Cantor, D., Willis, G., & Rutten, L.F. Understanding and overcoming barriers for improving Spanish-language response rates and data quality in the National Health Information National Trends Survey. HINTS Data Users' Meeting, Bethesda, MD, January 6.
- 2013 Fatalism and cancer risk factor knowledge among a national sample of highly-acculturated Latinas. American Public Health Association, Boston, MA, November 5.

- 2013 **Ramírez, A.S.**, Chou, W.S., Blake, K., Galica, K., & Hesse, B.W. Cancer communication science funding trends, 2000-2012. Society for Behavioral Medicine, San Francisco, CA, March 23.
- 2012 **Ramírez, A.S.**, Finney Rutten, L., Oh, A., Hesse, B.W., Leyva Vengoechea, B., Moser, R.P., & Vanderpool, R.C. Fatalism and cancer risk knowledge: The moderating role of race and ethnicity. Summit for Eliminating Health Disparities, National Harbor, MD, December 18.
- 2012 Knowledge and perceptions of cancer prevention and controllability among a sample of highly-aculturated Latinas. 3rd biennial National Latino Cancer Summit, San Francisco, CA, July 24. *Top poster award.*
- 2012 **Ramírez, A.S.**, Finney Rutten, L., Vanderpool, R.C., Moser, R.P., & Hesse, B. Physical activity, obesity, and cancer risk: Sociodemographic, behavioral, and geographic patterns in the knowledge of risk and behaviors. Society for Behavioral Medicine, New Orleans, LA, April 14.
- 2011 **Ramírez, A.S.** & Hornik, R. Effects of ethnic targeting on the effectiveness of cancer prevention messages among Latinas and NHW women. International Communication Association, Boston, MA, May 29.
- 2011 Effects of ethnic targeting on the effectiveness of cancer prevention messages among Latinas and NHW women. Dana-Farber Cancer Institute Junior Investigators Health Disparities Research Poster Session, Boston, MA, May 13.
- 2009 **Ramírez, A.S.**, Martinez, L.S., Freres, D., Lewis-Persky, N. & Hornik, R. Information seeking from media and family/friends increases the likelihood of engaging in healthy lifestyle behaviors. International Communication Association, Chicago, IL, May 23.
- 2008 **Ramírez, A.S.** & Sender, K. Effects of viewing *The Biggest Loser* on motivation to lose weight and perceived learning of weight-loss techniques. American Public Health Association. San Diego, CA, October 23.
- 2008 **Ramírez, A.S.**, Freres, D., Martinez, L., Lewis-Persky, N., Armstrong, K., DeMichele, A., Frazee, T., Gray, S., Hull, S., Kelly, B., Lee, C., Nagler, R., Romantan, A., Schwartz, J.S., Smith-McLallen, A., & Hornik, R. Longitudinal effects of diet-related information seeking on dieting. Annual Meeting of the National Cancer Institute's Centers of Excellence in Cancer Communication, Atlanta, GA, April 4.
- 2007 The making of *Ugly Betty*: Crafting and selling the acculturated Latina/o as a mainstream market. National Communication Association, Chicago, IL, November 3.
- 2007 Abbott, S., Lambino, A., & **Ramírez, A.S.** The role of participation in media development initiatives: Mapping participatory project outcomes and a cross-national analysis of the relationship between media development and democratization. International Association for Media and Communication Research (IAMCR), Paris, France, July 11.
- 2007 Examining the effects of ethnicity-based message targeting. International Association for Media and Communication Research (IAMCR), Paris, France, July 11.

- 2007 Health information preference differences between Spanish- and English-speaking Latinos. HINTS Data Users' Meeting, Pasadena, CA, May 4.
- 2006 Middlestadt, S.E., **Ramírez, A.S.**, Gelwicks, J.G., & Gross, R. Three potential themes for counter-marketing to protect young Latinas: Results from analyses of internal tobacco industry document. American Public Health Association, Boston, MA, November 6.
- 2006 Latinos' and Whites' preferences for health information from specific sources. Congress of the Americas, an international conference co-sponsored by ICA, NCA, and ACA, Lima, Peru, August 10.
- 2006 **Ramírez, A.S.**, Gelwicks, J.G., & Middlestadt, S.E. Advertising cigarettes to U.S. Latinas: Analyses of previously secret tobacco industry documents about the first ever Hispanic Virginia Slims campaign. Congress of the Americas, an international conference co-sponsored by ICA, NCA, and ACA, Lima, Peru, August 10.
- 2005 Middlestadt, S. E., **Ramírez, A.S.**, & Gelwicks, J. G. "Tobacco Industry Marketing to Hispanic Women: A Detailed Analysis Approach", annual meeting of the American Public Health Association, Philadelphia, PA. American Public Health Association, Philadelphia, PA, December 6.
- 2005 **Ramírez, A.S.** The logic of segmentation, targeting and tailoring variables for health communication campaigns using ethnicity/race criteria. American Public Health Association, Philadelphia, PA, December 6.

INVITED TALKS (SCHOLARLY)

- 2018 Communication and Latino Health: Building the evidence base for communication as a cause *and* solution for cancer disparities. UC Davis Comprehensive Cancer Center, Division of Population Health and Health Disparities Quarterly Meeting. Sacramento, CA. May 3.
- 2018 Unpacking the dietary acculturation paradox: The impact of food label use on dietary quality among Latinos varies by acculturation and poverty. Latino Aging Research Resource Center, University of California, Davis. March 19.
- 2018 The health information environment as a social determinant of health: Implications for Latina health and opportunities for intervention. University of California's Global Health Institute, Women's Health, Gender, & Empowerment Center of Excellence. Menlo Park, CA, January 11.
- 2017 Valdez, Z. & **Ramírez, A.S.** Alternate food outlet contributions to the food environment: Healthy food access in the low-resource, rural, and agricultural Central Valley. UC Merced Blum Center's Food Security Symposium. Merced, CA, December 1.
- 2017 **Ramírez, A.S.** & Díaz Rios, L.K. (2017, November). Bringing produce to the people: Implementing a social marketing food access intervention in rural food deserts. Society for Nutrition Education and Behavior's Journal Club 7, Nutrition Education and Lifestyle Interventions: Study Design and Methods of Application. Webinar, November 13.
- 2017 Implementation evaluation and lessons learned from a social marketing food access intervention in a rural food desert. UCLA Fielding School of Public Health Grand Rounds, October 24.
- 2017 Toward a dynamic conceptualization of acculturation and media influence: Implications for communication to reduce health disparities. The Ohio State University School of Communication, September 22.
- 2017 The health information needs and challenges of older adults: Implications for interventions to reduce health disparities. Latino Aging Research Resource Center (LARRC), University of California, Davis, May 11.
- 2017 All in for health: Designing a transformative health communication intervention. University of California, Santa Cruz, March 6.
- 2016 The information environment and health: Toward a transformative health communication intervention. Mind, Technology, and Society Seminar Series, University of California, Merced, December 5.
- 2016 Toward a culturally appropriate diet intervention for bicultural Latinas. Mixed Methods Research Training Program for the Health Sciences, Harvard University, June 11.
- 2016 The promise of mobile technologies for dissemination of health communication among traditionally hard-to-reach populations: Evidence for the feasibility and acceptability among rural Latinos. Community Health Sciences Department Symposium Series, UCLA Fielding School of Public Health, April 18.

- 2016 Speaking of *salud*: Disparities in the health information environment and effects on Latino health. Latino Health Equity Conference, California State University, Long Beach, March 18.
- 2015 Strategic application of health communication theory and methods for recruitment of culturally and linguistically diverse populations in central California. University of Southern California Keck School of Medicine Division of Environmental Health, June 11.
- 2015 Strategies to increase research participation among culturally and linguistically diverse populations in California's Central Valley: Innovative applications of health communication theory and methods. University of Southern California Keck School of Medicine, Institute for Health Promotion and Disease Prevention Research, June 5.
- 2015 Toward a dynamic conceptualization of culture and media influence: Implications for audience segmentation and message design. University of California, Davis Communication Department, April 30.
- 2015 Communicating Health to U.S. Latinos: Understanding cultural appropriateness and information access to eliminate health disparities. UCLA-USC Center for Health Population Health and Health Disparities, University of California, Los Angeles, July 8.
- 2013 Examining ethnic disparities in effects of media exposure on cancer-related cognitions. Health Equity Symposium, Texas A&M University, May 17.

OUTREACH

Media Coverage of Research or Cited Expert

ABC News

[UC Merced is reaching out to Latina women to prevent breast cancer](#) (October 2015)

California Healthline

[UC Merced takes grassroots approach to reducing obesity](#) (November 2014)

College Life (Special insert in Modesto Bee & Merced Sun Star)

Professor Susana Ramirez: Working with students to improve communities' health (August 2016)

Fresno Bee

[Valley counties awarded federal grants to improve health](#) (September 2014)

Huffington Post

[Why Some People In America's Salad Bowl Are Eating Junk Food](#) (March 2017)

Merced Sun Star

[Despite abundant farms, some in Valley struggle to find fresh food](#) (March 2017)

[Merced County ranks near last in women's wellness issues](#) (April 2016)

[New UC Merced project aims to better deliver health messages to bicultural Latinas](#) (October 2015)

[New grant forms partnership between UC Merced and nonprofits to fight obesity](#) (November 2014)

[Professor studies how information consumption impacts health behaviors](#) (January 2014)

Modern Health Care

[Startup Buoy Health partners with CVS Health on AI clinic referrals](#) (May 2018)

Univision

Sequía en California amenaza seguridad alimentaria [[Drought in CA threatens food security](#)] (August 2014)

Valley Public Radio (NPR for Central California)

[UC Merced project aims to tackle breast cancer among young Latinas](#) (October 2015)

Vida en el Valle

[Research seeks to improve Latinas' health](#) (October 2015)

Invited Talks (Community)

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|------|---|
| 2018 | The health information environment as a social determinant of health: Implications for health disparities and opportunities for intervention. University of California Sacramento Center Health and Health Care Policy Speaker Series, Sacramento, CA, July 19. |
| 2017 | Ramírez, A.S., *Estrada, E., & *Gamboa, S. Participatory health communication asset mapping: Progress and implementation approach. Partnerships to Improve Community Health Leadership Team Meeting, June 27. |
| 2016 | Perceptions of health and safety in Merced County. Partnerships to Improve Community Health Leadership Team Meeting, Merced, CA, February 17. |
| 2015 | Using data to tell public health stories. Partnerships to Improve Community Health Leadership Team Spokesperson Training Series, Merced, CA, November 18. |
| 2012 | Communications about diet and physical activity: What works in the workplace. CEO Cancer Gold Standard Task Force meeting, Rockville, MD, October 11. |

TEACHING EXPERIENCE

University of California, Merced, Undergraduate

Health Disparities (Fall 2013)
Health Communication (Spring 2014, 2015, 2018)
Health and the Media (Fall 2014)

University of California, Merced, Graduate

Research Methods in Public Health (Fall 2015)

University of Pennsylvania, Undergraduate / Post-Baccalaureate

Public Health Communication (Summer 2008)

University of California, Merced, Graduate Teaching Guest Lectures

Community engaged research for public health. *Research Methods in Public Health PhD Seminar* (October 2017).

Public awareness of air pollution and health threats in Central California: Challenges and opportunities for communication strategies to improve health. *Atmospheric Aerosols Seminar* (September 2015).

The bad luck of cancer? Examining media response, public perceptions of risk, and the responsible communication of science. *Health Sciences Research Institute Journal Club* (February 2015).

Other Institutions, MPH Teaching Guest Lectures

Designing a career in academia. *Minority Training Program for Cancer Control Research*, University of California, San Francisco (June 2018).

Rural health disparities: Food access and information inequality. *Health Disparities Course*, Keck School of Medicine, University of Southern California (January 2018).

The information environment and health. *Health and Popular Media Course*, UCLA Fielding School of Public Health (October 2017).

Challenges and opportunities in communicating health to U.S. Latinos. *Migration and Health Course*, UC Davis (April 2015).

Graduate Advising

Steven Ramondt (Psychological Sciences; PhD 2018; Chair)

Dissertation: “Using the Integrative Model to predict protective behaviors around air quality: An in-depth look at the influence of the information environment on behavior”

Debbie Fetter (Nutritional Biology, UC Davis; PhD 2018; Qualifying Committee Member)

Dissertation: “Utilizing technology to increase youth engagement towards physical activity”

Katie Butterfield (Sociology; PhD Expected 2019; Committee Member)

Dissertation: “Community gardens, structural inequalities, and health”

Thesis: “The effects of racial and class neighborhood composition on community garden outcomes”

Erendira Estrada (Public Health; PhD Expected 2019; Chair)

Thesis: “Development of a participatory health communication intervention: An ecological approach to reducing rural information inequality and health disparities”

2018 Amanda L. Kundrat Thesis of the Year, Health Communication Divisions of the International Communication and National Communication Association

Kimberly Arellano-Carmona (Public Health; PhD Expected 2021; Chair)

Undergraduate Student Research Mentoring

Name	Major & Grad Year	Project
Ariana Ruiz	Pol Science 2013	Mapping the health information environment
Erendira Estrada	Psychology 2014	Mapping the health information environment
Marissa Castillo	Psychology 2014	Farmer's markets to address food insecurity
Caroline de Vera	Human Bio 2014	Farmer's markets to address food insecurity
Graciela Roman	Psychology 2014	Farmer's markets to address food insecurity
Karina Van Bogart	Psychology 2015	Air pollution communication
Monica Gomez	Psychology 2016	Latina breast cancer prevention
Zabrina Campos-Melendez	Management 2017	Latina cancer prevention; Culture of health
Kathy Garcia	Human Bio 2017	Recruitment strategy for communication research
Stephanie Gamboa	Public Health 2017	Participatory health communication asset mapping
Pajai Her	Public Health 2017	Formative evaluation for social norms campaign
Alexandra Lemon	Public Health 2017	<i>Student Success Intern 2017: Social media for health</i>
Josette Mendiola	Human Bio 2017	Media advocacy for health
Norma Nino	Public Health 2017	Mobile technology for research engagement
Raquel Perez Zuniga	Psychology 2017	<i>Student Success Intern 2016: Air pollution comm</i>
Gabrielle de Loyola	Public Health 2018	Understanding needs of caregivers of aging Latinos
Kesia Garibay	Public Health 2018	Formative evaluation for social norms campaign
Pao Vang	Comp Sci Eng 2018	Formative evaluation for social norms campaign
Natalie Peña Marquez	Psychology 2018	Creating a culture of health
Yesenia Villa	Public Health 2018	Constructing air pollution in the media
Elizabeth Peña	Mol/Cell Bio 2018	<i>Student Success Intern 2018: Latina health research</i>
Lisette Manriquez	Cog Sci (2019)	<i>Student Success Intern 2017: Survey data analysis</i>
Vanessa Morfin-Quezada	Psychology (2019)	<i>Student Success Intern 2018: Science communication</i>

PROFESSIONAL SERVICE

Peer Review

National Institutes of Health Special Emphasis Panel, Breast Cancer and the Environment
Communication Research Initiative (ZES1 ARL K BC) (June 2016)

Journals

American Journal of Preventive Medicine

Applied Clinical Informatics

BMC Public Health

Health Communication

Health Education & Behavior

Health Behavior Research

Health Psychology Review

Human Communication Research

Journalism Theory, Practice, and Criticism

Journal of Behavioral Medicine

Journal of Communication in Healthcare

Journal of Health Communication

Journal of the National Cancer Institute

Social Science & Medicine

To Profession

Panelist, Centers for Disease Control and Prevention, Expert Panel Meeting on Communicating
about Overweight/Obesity with Hispanic Audiences (April-July 2016). [Final Report](#).

Chair, Awards Committee, Health Communication Working Group, American Public Health
Association (2017-present; member, 2015-present)

To University of California

Faculty Ambassador, UC Global Health Institute, Women's Health, Gender, & Empowerment
Center of Excellence, 2018-present

Campus Representative and Steering Committee Member, GloCAL Health Fellowship, 2017-present

Campus Lead, UC Global Food Initiative Food Literacy Workgroup, 2015-17

UC Global Food Initiative Basic Needs Workgroup, 2015-present

Center for Climate Communication, 2014-16
Harvard Latino Leadership Institute Committee, 2014
Blum Center for Developing Economies, UC Merced, 2014-present
Health Sciences Research Institute, 2013-present
Fiat Lux Scholars Faculty Mentor, 2013-present
Resource Center on Community-Engaged Scholarship (ReCCES), 2013-present

To Campus

Faculty Accreditation Officer, Public Health Group, 2013-15
Prevention Sciences Search Committee, 2014-15
UC Cooperative Extension for Agriculture and Natural Resources, Nutrition Research Specialist Search Committee, 2014
Public Health Undergraduate Major Proposal Committee, 2013-15
Fulbright Fellowship Review Committee, 2013
Public Health Graduate Group Proposal Committee, 2013-16
Public Health Bylaw Unit Proposal Committee, 2013-16

To Community

Merced County Head Start Health Advisory Committee, 2015-present
Merced County Community Nutrition Action Plan (CNAP), 2014-present
 Healthy Retail Subcommittee, 2017-present
Make Someone Happy: Produce on the Go Mobile Grocery Advisory Board, 2013-15

Other Service

Founder, Cancer Prevention Fellowship Program Grantwriting Group, 2013
Charter Member, NIH Chapter, SACNAS, 2011-13
Founding Member & President, Latino/a and Hispanic Graduate and Professional Student Assembly (LaGapsa), University of Pennsylvania, 2005-8
Graduate Student Member, University Council Committee on Pluralism, University of Pennsylvania, 2006-7

PROFESSIONAL ASSOCIATIONS

American Public Health Association, 2005-present
 Health Communication Working Group

Latino Caucus

International Communication Association, 2005-present

Health Communication Division

Ethnicity & Race in Communication Division

Society for Health Communication, 2017-present (founding member)

LANGUAGES

Spanish: Advanced reading, writing; speaking

French: Advanced reading, writing, speaking