

Research Fellow, Annenberg School for Communication 2005-2010
Effects of Public Information on Cancer, a Center of Excellence in Cancer Communication Research
University of Pennsylvania, Philadelphia, PA 19104

Research Fellow, Annenberg School for Communication Spring 2008
Project for Global Communication Studies

Research Fellow, Annenberg Public Policy Center Fall 2004
Center for Health Behavior and Communication Research

Research Associate, Academy for Educational Development [FHI 360] June-Dec 2005
Center for Applied Behavioral and Evaluation Research
Washington, DC 20009

GRANTS

Pending

“Breast Cancer Prevention mHealth Intervention for Rural Latinas.” NIH PAR-12-050 – Career Development Award for Diversity (K01). (Direct Costs: \$545,000). Role: Principal Investigator. Resubmitted November 12, 2014.

This project aims to improve eating behaviors as a primary cancer prevention strategy, and the emphasis on young adult, bicultural Latinas focuses on those at high preventable cancer risk. The overall goals of this career development grant are to improve understanding of (a) factors that influence Latinas’ cancer-related behaviors that may be modifiable through communication-based strategies, and (b) factors that influence Latinas’ communication preferences and intervention effectiveness, in order to inform a culturally appropriate mHealth intervention.

“Dissemination Core: Dissemination Strategies for Racial/Ethnic Minority Populations.”
Alcohol Research Group, Public Health Institute (RFA-AA-15-002)
Role: Collaborator. (PI: William Kerr)

Current

“Communication and Dissemination Strategies for Partnerships for Health.” 2015-17
Merced County Department of Public Health
Funded by Centers for Disease Control and Prevention (RFA-DP14-1417).
Role: Consultant. Total Costs: \$338,451.

“A CBPR Initiative to Address Obesity Disparities for Latinos in the San Joaquin Valley.” 2014-17
NIH PAR-12-102 - Academic-Community Partnership Conference Series (R13).
Direct Costs: \$90,000
Role: Co-Investigator (PI: Jan Wallander, UCM Psychological Sciences).

The collaboration between UC Merced, Central California Regional Obesity Prevention Program, and regional community stakeholders will create a formal CBPR initiative to address obesity disparities among Latinos, with a focus on families and multigenerational households. Traditional approaches will be blended with emerging CBPR approaches such as Open Space, World Cafes, Photovoice, and social media to establish a network of action research that is culturally and linguistically appropriate.

“Innovative application of communication theory to increase Latino research participation.” 2015-16
 Latino Aging Research Resource Center (LARRC) Scholar Pilot Grants, UC Davis
 Role: PI. Direct Costs: \$25,000.

This project addresses the challenge of communicating in a culturally appropriate manner with caregivers of aging Latinos. We aim to collect data that will be used to create a culturally tailored peer navigator intervention to enhance decision-making among caregivers of Latino patients with dementia who experience neuropsychiatric symptoms.

“Feasibility of Using Mobile Phones for Tailored Communications about Cancer Prevention among Young Adult Latinas.” 2014-15
 AT&T Telemedicine Seed Grant, UC Merced Health Sciences Research Institute
 Direct Costs: \$10,000
 Role: PI.

The overarching goal of this project is to determine the feasibility of using mobile phones as channels for disseminating health information to acculturated young adult Latinas.

“Community-Based Pollution Informatics.” 2014-15
 Development Impact Lab, University of California / United States Agency for International Development (USAID).
 Direct Costs: \$40,000
 Role: Co-Principal Investigator (Co-PI: Shawn Newsam, UCM School of Engineering).

The project is a collaboration between engineers and social scientists to leverage lower-cost, easily-accessible community resources to enable air pollution informatics to benefit poor, isolated regions disproportionately suffering from air pollution. For this component of the project, we will field a California statewide survey, oversampling San Joaquin Valley ZIP codes, in order to: (1) gauge public awareness of air pollution and related health threats among the population and (2) understand the sources of information for pollution-related communications. Survey results will be used to inform the development of a website that will accompany the UC Merced Visibility Camera and communication campaigns to inform the population and increase advocacy for improved air quality.

“An mHealth Smoking Cessation Program for Hispanic Smokers in Rural Communities.” 2014-15
 AT&T Telemedicine Seed Grant, UC Merced Health Sciences Research Institute
 Direct Costs: \$20,000
 Role: Co-Principal Investigator (Co-PI: Linda Cameron, UCM Psychological Sciences).

As an initial step in a research program designed to refine, implement, and evaluate the effectiveness of the Spanish Smokefree TXT program, we will conduct a usability study of the Smokefree TXT program with Hispanic smokers in rural communities.

HONORS AND AWARDS

<i>Participant (competitively selected), The John Milner Nutrition and Cancer Prevention Research Practicum, Sponsored by the Nutritional Science Research Group, National Cancer Institute and the Department of Nutrition at the Clinical Center, National Institutes of Health</i>	2015
<i>Participant (competitively selected & funded) New Investigator Grantwriting Workshop, Geographical Management of Cancer Health Disparities Research Program (GMaP Region 4)</i>	2015
<i>Early Career Cancer Health Disparities Researcher Scholarship, Geographical Management of Cancer Health Disparities Research Program (GMaP Region 4)</i>	2014
<i>Delegate (competitively selected), University of California Team Science Retreat, UCSB</i>	2014
<i>National Latino Cancer Summit Scholarship, Latinas Contra Cancer</i>	2012
<i>National Hispanic Medical Association, National Institutes of Health Scholarship</i>	2012
<i>Top Poster Award, National Latino Cancer Summit</i>	2012
<i>Top Paper Award, Association for Education in Journalism and Mass Communication (AEJMC), Communication Technology Division</i>	2010
<i>Fontaine Fellow, Society for Doctoral Students from Underrepresented Groups, University of Pennsylvania</i>	2005-2009
<i>Annenberg Scholars Summer Program, Universidad de Buenos Aires, Argentina</i>	2005
<i>Communication Department Student of the Year, Santa Clara University</i>	1999
<i>Phi Beta Kappa</i>	1999
<i>Alpha Sigma Nu, Jesuit Honor Society, Santa Clara University</i>	1999
<i>President's Award, Tuition Scholarship, Santa Clara University</i>	1995-1999

PEER-REVIEWED PUBLICATIONS (reverse chronological order)

1. **Ramírez, A.S.**, Leyva, B., Graff, K., Nelson, D.E., & Huerta, E.E. (2015). Seeking information on behalf of others: An analysis of callers to a Spanish-language radio health program. *Health Promotion Practice*. doi: 10.1177/1524839915574246
2. **Ramírez, A.S.**, Nelson, D.E., Graff, K., Leyva Vengoechea, B., Galica, K., Banegas, M., & Huerta, E.E. (2014). Who Seeks *Cita Con el Doctor?*: Descriptive epidemiology of 20 years of a Spanish-language radio health promotion and education program. *Health Education & Behavior*. doi:10.1177/1090198114543009 5-year Journal Impact Factor: 2.7
3. Riley, W., Kerberlein, P., Sorenson, G., Mohler, S., Tye, B., **Ramírez, A.S.**, & Carroll, M. (2014). Program Evaluation of Remote Monitoring Heart Failure Monitoring: A feasibility and health care utilization analysis in a rural regional medical center. *Telemedicine & eHealth*. epub ahead of print: <http://online.liebertpub.com/doi/pdfplus/10.1089/tmj.2014.0093>. Journal Impact Factor: 1.4
4. **Ramírez, A.S.**, Chou, W.S., Blake, K., Galica, K., & Hesse, B.W. (2013). Cancer communication science funding trends, 2000-2012. *J. National Cancer Institute*, 47:133-139. 5-year Journal Impact Factor: 14.8
5. **Ramírez, A.S.** (2013.) Fatalism and cancer risk knowledge among a sample of highly-accultured Latinas. *Journal of Cancer Education*, 29(1), 50-55. 5-year Journal Impact Factor: 1.1
6. **Ramírez, A.S.** (2013). 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. 5-year Journal Impact Factor: 1.7
7. **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. (2013). 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. PMID: 23472825. NIHMSID #: 643482. 5-year Journal Impact Factor: 2.4
8. **Ramírez, A.S.**, Rutten, L.F., Vanderpool, R.C., Moser, R.P., & Hesse, B. (2013). 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. Journal Impact Factor: 2.4
9. **Ramírez, A. S.**, Rutten, L. J., Oh, A., Vengoechea, B. L., Moser, R. P., Vanderpool, R. C., & Hesse, B. W. (2013). Perceptions of cancer controllability and cancer risk knowledge: the moderating role of race, ethnicity, and acculturation. *Journal of Cancer Education*, 28(2), 254-261. 5-year Journal Impact Factor: 1.1
10. Lee, C-J, **Ramírez, A.S.**, Lewis-Persky, N., Gray, S.W., Hornik, R.C. (2012). Looking beyond the Internet: Examining socioeconomic inequalities in information seeking among cancer patients. *Health Communication*, 27(8):806-817. 5-year Journal Impact Factor: 1.7
11. 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. (2010). Cancer Information Scanning and Seeking in the General Population. *Journal of Health Communication*, 15(7): 734-753. 5-year Journal Impact Factor: 2.4
12. Nagler, R.H., Romantan, A., Kelly, B.J., Stevens, R.S., Gray, S.W., Hull, S.J., **Ramírez, A.S.**, & Hornik, R.C. (2010). 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. 5-year Journal Impact Factor: 1.5

13. Gray, S. W., Wong, N., Kelly, B., Romantan, A., **Ramírez, S.**, Frazee, T., Smith-McLallen, A., Armstrong, K., Schwartz, J. S., & Hornik, R. (2007). Physician initiated cancer screening discussions and patient intention to engage in screening behavior [Abstract]. *Journal of Clinical Oncology*, 2007 Annual Meeting Proceedings Part 1, 25(18S), 1528. *Journal Impact Factor: 18.0*
14. Gray, S.W., Romantan, A., Kelly, B., **Ramírez, S.**, Stevens, R., Wong, N., Kim, A., Schwartz, J.S., & Hornik, R. (2006). Cancer information acquisition differs by patient characteristics [Abstract]. *Journal of Clinical Oncology*, 24 (18S), 1608. *Journal Impact Factor: 18.0*
15. Hornik, R.C. & **Ramírez, A.S.** (2006). Racial/Ethnic disparities and segmentation in communication campaigns. *American Behavioral Scientist*, 49(6):868-884. *Journal Impact Factor: 0.7*

TECHNICAL REPORTS

1. Moser, R.P., Naveed, S., Cantor, D., Blake, K.D., Rutten, L.J.F., **Ramírez, A.S.**, Liu, B., & Yu, M. (2013). Multilevel determinants of smoking behavior: An integrated data analysis. In Moser et al. (Eds.). *Integrative Analytic Methods Using Population-level Cross-Sectional Data*. Washington, DC: U.S. Department of Health and Human Services.

MANUSCRIPTS IN PROGRESS

1. **Ramírez, A.S.**, Willis, G., & Rutten, L.F. Understanding Spanish-language Response Rates and Data Quality in the National Health Information National Trends Survey. [*In progress*]

INVITED PRESENTATIONS

1. **Ramírez, A.S.** (2015, April). Challenges and Opportunities in Communicating Health to U.S. Latinos. Presented to UC Davis Migration and Health Graduate Course. April 21, 2015, Davis, CA.
2. **Ramírez, A.S.** (2014, July). Communicating Health to U.S. Latinos: Understanding Cultural Appropriateness and Information Access to Eliminate Health Disparities. Presented to the UCLA-USC Center for Health Population Health and Health Disparities, University of California, Los Angeles. July 8, 2014, Los Angeles, CA.
3. **Ramírez, A.S.** (2014, April). Health Communication: An Introduction. Presented to the UC Merced Undergraduate Health Education Representatives for Opportunities to Empower Students (H.E.R.O.E.S.), Student Health Services, University of California, Merced. April 6, 2014, Merced, CA.
4. **Ramírez, A.S.** (2013, October). Communicating Health to U.S. Latinos: Measurement Challenges and Opportunities for Research. Presented to the Health Disparities Working Group, Health Sciences Research Institute, University of California, Merced. October 24, 2013, Merced, CA.
5. **Ramírez, A.S.** (2013, June). Understanding Communication Influence to Improve Latino Health. Presented to the Division of Cancer Control and Population Sciences June 21, 2013, Rockville, MD.
6. **Ramírez, A.S.** (2013, May). Examining Ethnic Disparities in Effects of Media Exposure on Cancer-Related Cognitions. Presented at the Texas A&M University Health Disparities Workshop May 17, 2013, College Station, TX.

7. **Ramírez, A.S.** (2012, November). Communicating Health to U.S. Latinos. Presented at the National Cancer Institute Cancer Prevention Fellowship Program meeting November 13, 2012, Rockville, MD.
8. **Ramírez, A.S.** (2012, October). Communications about Diet and Physical Activity: What Works in the Workplace. Presented at the CEO Cancer Gold Standard Task Force meeting October 11, 2012, Rockville, MD.
9. **Ramírez, A.S.** (2012, April). The Role of Communication in Cancer Prevention. Presented at the National Cancer Institute Cancer Prevention Fellowship Program meeting April 25, 2012, Rockville, MD.

PEER-REVIEWED CONFERENCE PRESENTATIONS

1. **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. Paper presented at the DC Health Communication Conference. April 16-19, 2015. Fairfax, VA.
2. **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. Paper presented at the 64th annual meeting of the International Communication Association. May 22-26, 2014. Seattle, WA.
3. **Ramírez, A.S.**, Maitland, A., Cantor, D., Willis, G., & Rutten, L.F. (2014, January). Understanding and Overcoming Barriers for Improving Spanish-language Response Rates and Data Quality in the National Health Information National Trends Survey. Poster presented at the Health Information National Trends Survey (HINTS) Data Users' Meeting. January 6-7, 2014. National Institutes of Health, Bethesda, MD.
4. **Ramírez, A.S.** (2013, November). Fatalism and cancer risk factor knowledge among a national sample of highly-aculturated Latinas. Poster presented at the annual meeting of the American Public Health Association November 2-6, 2013. Boston, MA.
5. **Ramírez, A.S.**, Chou, W.S., Blake, K., Galica, K., & Hesse, B.W. (2013, March). Cancer Communication Science Funding Trends, 2000-2012. Poster presented at the annual meeting of the Society for Behavioral Medicine. March 20-22, 2013. San Francisco, CA.
6. **Ramírez, A.S.**, Finney Rutten, L., Oh, A., Hesse, B.W., Leyva Vengoechea, B., Moser, R.P., & Vanderpool, R.C. (2012, December). Fatalism and Cancer Risk Knowledge: The Moderating Role of Race and Ethnicity. Poster presented at the 2012 Summit for Eliminating Health Disparities. December 17-19, 2012. National Harbor, MD.
7. **Ramírez, A.S.** (2012, July). Knowledge and perceptions of cancer prevention and controllability among a sample of highly-aculturated Latinas. Poster presented at the third biennial National Latino Cancer Summit July 23-25, 2012. San Francisco, CA. Top poster award.
8. **Ramírez, A.S.**, Finney Rutten, L., Vanderpool, R.C., Moser, R.P., & Hesse, B. (2012, April). Physical Activity, Obesity, and Cancer Risk: Sociodemographic, behavioral, and geographic patterns in the knowledge of risk and behaviors. Poster presented at the annual meeting of the Society for Behavioral Health April 10-15, 2012. New Orleans, LA.
9. **Ramírez, A.S.** & Hornik, R. (2011, May). Effects of Ethnic Targeting on the Effectiveness of Cancer Prevention Messages among Latinas and NHW Women. Paper presented at the 61st annual meeting of the International Communication Association May 26-30, 2011. Boston, MA.
10. **Ramírez, A.S.** (2011, May). Effects of Ethnic Targeting on the Effectiveness of Cancer Prevention Messages among Latinas and NHW Women. Poster presented at the Dana-Farber Cancer Institute Junior Investigators Health Disparities Research Poster Session May 13, 2011. Boston, MA.

11. **Ramírez, A.S.**, Martinez, L.S., Freres, D., Lewis-Persky, N. & Hornik, R. (2009, May). Information seeking from media and family/friends increases the likelihood of engaging in healthy lifestyle behaviors. Paper presented at the 59th annual meeting of the International Communication Association May 21-25, 2009. Chicago, IL.
12. **Ramírez, A.S.** & Sender, K. (2008, October). Effects of viewing *The Biggest Loser* on motivation to lose weight and perceived learning of weight-loss techniques. Poster presented at the 136th annual meeting of the American Public Health Association. San Diego, CA.
13. **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. (2008, April). Longitudinal effects of diet-related information seeking on dieting. Poster presented at the annual meeting of the National Cancer Institute's Centers of Excellence in Cancer Communication, Atlanta, GA.
14. **Ramírez, A.S.** (2007, November). The Making of *Ugly Betty*: Crafting and Selling the Acculturated Latina/o as a Mainstream Market. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
15. **Ramírez, A.S.** (2007, July). Examining the Effects of Ethnicity-Based Message Targeting. Paper presented at the annual meeting of the International Association for Media and Communication Research (IAMCR), Paris, France.
16. **Ramírez, A.S.** (2007, May). Health Information preference differences between Spanish- and English-speaking Latinos. Paper presented at the National Cancer Institute's Health Information National Trends Survey (HINTS) Data Users' Meeting, Pasadena, CA.
17. **Ramírez, A.S.** (2006, August). Latinos' and Whites' preferences for health information from specific sources. Paper presented at the Congress of the Americas, an international conference co-sponsored by ICA, NCA, and ACA, Lima, Peru.
18. **Ramírez, A.S.**, Gelwicks, J.G., & Middlestadt, S.E. (2006, August). Advertising Cigarettes to U.S. Latinas: Analyses of Previously Secret Tobacco Industry Documents about the First Ever Hispanic Virginia Slims Campaign. Paper presented at the Congress of the Americas, an international conference co-sponsored by ICA, NCA, and ACA, Lima, Peru.
19. **Ramírez, A.S.** (2005, December). The logic of segmentation, targeting and tailoring variables for health communication campaigns using ethnicity/race criteria. Paper presented at the annual meeting of the American Public Health Association, Philadelphia, PA.

PROFESSIONAL AFFILIATIONS

International Communication Association (ICA)
Health Communication Division
Ethnicity & Race in Communication Division
American Public Health Association (APHA)
Health Communication Working Group
Latino Caucus
Society for Behavioral Medicine (SBM)
Geographical Management Program for Cancer Health Disparities (GMaP), Region 4

LANGUAGES

Spanish, fluent
French, proficient

SERVICE TO FIELD

Reviewer

American Journal of Preventive Medicine
Applied Clinical Informatics
BMC Public Health
Health Education and Behavior
Health Behavior Research
Health Psychology Review
Human Communication Research
Journal of the National Cancer Institute
Social Science & Medicine

International Communication Association
Health Communication Division
Race & Ethnicity in Communication Division

SERVICE TO UNIVERSITY

Member, Critical Race and Ethnic Studies Major Proposal Committee	2014-
Member, Center for Climate Communication	2014-
Member, Center for Translational Research, UC Merced HSRI	2014-
Member, Blum Center for Developing Economies, UC Merced	2014-
Member, <i>Sigma Xi</i> , Scientific Research Society, University of California Chapter	2014-
Search Committee Member, Prevention Sciences Position	2014
Health Sciences Research Institute and Sierra Nevada Research Institute Joint Venture in Yosemite Research	2014
Harvard Latino Leadership Institute Committee Member	2014
Faculty Accreditation Officer, Public Health Group	2013-

Health Sciences Research Institute Member	2013-
Health Disparities Research Cluster	
Cancer Research Cluster	
Fiat Lux Scholars Faculty Mentor	2013-
Fulbright Fellowship Review Committee Member (Kathleen Gali)	2013
Member, Public Health Undergraduate Major Proposal Committee	2013-
Member, Public Health Graduate Group Proposal Committee	2013-
Member, Public Health Bylaw Unit Proposal Committee	2013-
Member, Public Health Strategic Plan Committee	2013-
Member, Public Health Advisory Board	2013-

SERVICE TO COMMUNITY

Member, Merced County Community Nutrition Action Plan (CNAP)	2014-
Member, Merced County Health Care Consortium	2014-
Board Member, <i>Make Someone Happy: Produce on the Go Mobile Grocery</i>	2013-
Board Member, Resource Center on Community-Engaged Scholarship (ReCCES)	2013-

OTHER SERVICE

Founder and Leader, Cancer Prevention Fellowship Program Grantwriting Group	2013
Charter Member, NIH Chapter, SACNAS (Society for Advancement of Chicanos and Native Americans in Science)	2011-2013
Founding Member & President, Latino/a and Hispanic Graduate and Professional Student Assembly (LaGapsa), University of Pennsylvania	2005-2008
Elected Representative, Graduate Student Associations Council (GSAC), University of Pennsylvania	2005-2007
Graduate Student Member, University Council Committee on Pluralism, University of Pennsylvania	2006-2007
Member, Graduate Student Center Advisory Board, University of Pennsylvania	2005-2010

TEACHING

University of California, Merced

<i>Undergraduate</i>	PSY 124	Health Disparities (72 students, 1 TA), Fall 2013 Lecture course examines the unequal distribution of risk factors and disease outcomes, particularly focusing on culture, race, ethnicity, and social class disparities. Students work in teams to analyze a local health disparity.
	PH 103	Health Communication Spring 2014 (20 students) Spring 2015 (30 students; 1 TA) Fall 2016 (planned) Students work in teams to design, execute, and evaluate a health communication campaign using health behavior change theories and principles of message design.
	PH 104	Health and the Media (19 students), Fall 2014 Seminar course for advanced undergraduates to gain understanding of key media effects theories as they apply to individual and population health outcomes. Examination of the role of scientists and health professionals in communicating with lay audiences.

Graduate Advising

Steven Ramondt (PhD Expected 2017; Supervisor)

Undergraduate Research Advising

Erendira Estrada (BA, Psychology, December 2014)
Ariana Ruiz (BA, Political Science, December 2013)

University of Pennsylvania

<i>Undergraduate</i>	COMM 237	Health Communication (12 students), Summer 2008 Seminar course taught to post-baccalaureate and advanced undergraduate students.
	COMM 275	Communication and Persuasion (80 students) Teaching Fellow for Dr. Joseph N. Cappella, Spring 2006
<i>Graduate</i>	COMM 500	Communication Research Methods Teaching Fellow for Dean Michael X. Delli Carpini, Fall 2007