

BIOGRAPHICAL SKETCH

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NAME: Rivera, Yonaira

eRA COMMONS USER NAME (credential, e.g., agency login): yonaira

POSITION TITLE: Assistant Professor

EDUCATION/TRAINING

INSTITUTION AND LOCATION	DEGREE	END DATE	FIELD OF STUDY
Rutgers University, New Brunswick, NJ	BS	05/2006	Biotechnology
Emory University, Atlanta, GA	MPH	05/2010	Behavioral Sciences & Health Education
Johns Hopkins University, Baltimore, MD	PHD	05/2020	Social & Behavioral Sciences

A. Personal Statement

My scholarship focuses on reducing Latino cancer disparities through effective, theory-driven health communication, with an emphasis on social media and community engaged research in the area of cancer control and prevention. These issues are at the core of my research interests and goals, which focus on understanding how U.S. Latinos engage with and act upon cancer (mis)information on social media. Understanding how cancer misinformation is consumed and shared by this multi-lingual, multi-cultural group with strong cultural values on multiple social media platforms is important for efforts that develop culturally-tailored interventions that address misinformation cascades. My work highlights the role of cultural values and other cultural connectors play how message factors and source factors influence the way Latinos engage with and assess the credibility of cancer (mis)information, as well as how these assessments influence subsequent action online and offline (including the cancelation of cancer screenings). During my doctoral training, I successfully applied for GMaP Region 1 North Research Project Support Program funding (P30CA177558-05S3; University of Kentucky) and also received a F31 Diversity award (F31CA224615-01A1). Beyond this, my background as a National Outreach Network Community Health Educator (NON CHE) for the Center for Reducing Cancer Health Disparities' (CRCHD) U54 between the Ponce Health Sciences University and Moffitt Cancer Center (U54CA163068) provided me with unique perspectives in community engagement for Latino audiences. As a NON CHE, I worked on multiple projects that tailor educational tools to diverse Latino communities in Tampa, FL and Ponce, PR, and lead efforts to engage with these audiences on social media. These experiences have provided me with skills in qualitative and quantitative data collection and analysis, cancer education and communication, and implementation of bilingual health communication campaigns via social media, and have resulted in 13 publications (6 as first author), an educational biobanking DVD, and a course to train MPH students how to deliver a cancer education program in Puerto Rico (Cancer 101). I have also been invited to speak about these topics at the federal level, providing a congressional testimony for the U.S. Senate Subcommittee on Communications, Media, & Broadband, as well as NCI's Research in Understudied Populations and Cancer Disparities Webinar Series held by the Division of Cancer Control & Population Sciences' Epidemiology and Genomics Research Program. I have also led two cancer-related peer-reviewed book chapters during my doctoral program:

1. **Rivera YM**, Brawley O. Ethics, public health and noncommunicable diseases: Treating cancer as a public health ethics issue. In: Mastroianni AC, Khan JP, Kass NE, editors. Oxford Handbook of Public Health Ethics [Internet] Oxford, UK: Oxford University Press; 2019. Chapter 46p.536-546. Available from: <https://doi.org/10.1093/oxfordhb/9780190245191.013.44>
2. **Rivera YM**, Smith KC. Energy Balance-Based Strategies to Reduce Consequences of Prostate Cancer: How to Communicate with Men. In: Berger NA, Platz E, editors. Energy Balance and Prostate Cancer [Internet] Springer, Charm: Springer; 2018. p.167–181. Available from: https://doi.org/10.1007/978-3-319-64940-5_9

B. Positions, Scientific Appointments and Honors

Positions and Scientific Appointments

2020-	Assistant Professor, Department of Communication, School of Communication & Information, Rutgers University, New Brunswick, NJ
2020-	Associate Member, Cancer Prevention and Control Program, Cancer Institute of New Jersey, Rutgers University, New Brunswick, NJ
2020-	Member, Center for Cancer Health Equity, Cancer Institute of New Jersey, Rutgers University, New Brunswick, NJ
2018	Instructor, Public Health Studies Program, Johns Hopkins University, Baltimore, MD
2016-2018	Graduate Research Assistant (K01DA037903), Department of Health, Behavior & Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
2016-2018	Graduate Research Assistant (PCORI HSRP20142257 & G-58915), School of Medicine, Johns Hopkins University, Baltimore, MD
2016-2017	Graduate Teaching Assistant, Department of Health, Behavior & Society, Johns Hopkins University, Baltimore, MD
2013-2015	Center for Reducing Cancer Health Disparities National Outreach Network Community Health Educator, Ponce Health Sciences University-Moffitt Cancer Center Partnership (U54CA163068), Health Outcomes and Behavior, H. Lee Moffitt Cancer Center & Research Institute, Tampa, FL
2011	Adjunct Faculty, Tampa Bay Campus, Ana G. Méndez University, 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 and Innovation, Centers for Disease Control and Prevention, Atlanta, GA
2006-2007	ORISE Research Fellow, Office of Vaccines Research and Review, Center for Biologics Evaluation and Research, Food and Drug Administration, Bethesda, MD

Honors

2021-2023	Recipient of Loan Repayment Program in Health Disparities Research, NCI/NIH
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
2018-2020	Ruth L. Kirschstein National Research Service Award, NCI Individual Predoctoral Fellowship (F31 CA224615)
2018-2019	Center for Reducing Cancer Health Disparities GMaP Region 1 Research Project Support Program Award, NCI/NIH (P30 CA177558-05S3)
2018	Center for Qualitative Studies in Health and Medicine's Dissertation Enhancement Award, Johns Hopkins Bloomberg School of Public Health
2017-2018	Gordis Teaching Fellow, Johns Hopkins University Public Health Program
2015-2018	Ruth L. Kirschstein NCI Predoctoral Fellow (T32 CA009314)
2014	"Best of the Best!" Best Poster Presentation Award at the 2014 International Cancer Education Conference: Building Global Bridges, Providing Quality Cancer Education
2009	Emory University's Office of Community and Diversity 2010 "We are Emory!" 100 Community Builders
2009	Rollins School of Public Health Global Field Experience Global Frameworks Fund Recipient

2005-2006	Gamma Sigma Alpha Honors Fraternity, Rutgers University
2004	Hispanic Scholarship Fund Award
2002-2006	James Dickson Carr Scholar, Rutgers University
2002-2006	Douglass Scholars Program, Rutgers University
2002-2006	Douglass Project SUPER (STEM Research Program), Rutgers University
2002-2006	Robert C. Byrd Scholarship Award

C. Contribution to Science

Full list of published work: <https://www.ncbi.nlm.nih.gov/myncbi/yonaira.rivera.1/bibliography/public/>

- 1) During my MPH studies at Rollins School of Public Health, I conducted an independent thesis study under the mentorship of Dr. Hannah Cooper, exploring how and why college students in Puerto Rico search for safe sex information. I utilized my bilingual skills to design and conduct qualitative research, developing an interview guide informed by Social Cognitive Theory constructs. I also approached recruitment methods innovatively, using Facebook's ad feature (new at the time) to assist with summer recruitment at the University of Puerto Rico. Findings aligned with Johnson's Comprehensive Model for Information Seeking and suggested adding a construct ("external factors") in order to incorporate the distinct information-seeking behaviors of college students.
 - a. **Rivera YM**, Cooper HL, Rodríguez-Díaz CE. Exploring the Reasons and Ways Puerto Rican College Students Search for Safer Sex Information. *Sexuality Research and Social Policy*. 2013 May 28; 10(3):208-220. Available from: <https://doi.org/10.1007/s13178-013-0121-x> DOI: 10.1007/s13178-013-0121-x

- 2) As the CRCHD National Outreach Network Community Health Educator (NON CHE) for the Ponce Health Sciences University-Moffitt Cancer Center Partnership (U54CA163068; PI: Teresita Muñoz-Antonia, Outreach Core PI: Gwendolyn Quinn), I played a leading role in the NON CHE Administrative Supplements awarded to expand NCI-supported Community Outreach Capacity (3U54CA153509-04S1 & 3U54CA163068-03S1). For this project, I led the cultural adaptation of the Spanish version of "Cancer 101: A Cancer Education and Training Program for Hispanics/Latinos" (Cancer 101) for Puerto Rican community members in Ponce, PR. After using an expert panel and MPH students to culturally adapt the curriculum, I worked with faculty at Ponce Health Sciences University to develop a two-day training program for enrolled MPH students, creating a sustainable training mechanism for MPH students to educate communities in PR. The U54 partnership has since expanded the curriculum by adding an HPV module and using it to educate community members in the island, and I have worked with them to record online versions of the course for current MPH students.
 - a. **Rivera YM**, Moreno L, Briant KJ, Vélez H, Jiménez JC, Torres J, Vadaparampil ST, Muñoz-Antonia T, Quinn GP. Developing Sustainable Cancer Education Programs: Training Public Health Students to Deliver Cancer 101 in Puerto Rico. *J Cancer Educ*. 2018 Feb;33(1):128-133. PubMed Central PMCID: PMC5243927.
 - b. **Rivera YM**, Vélez H, Canales J, Jiménez JC, Moreno L, Torres J, Vadaparampil ST, Muñoz-Antonia T, Quinn GP. When a Common Language Is Not Enough: Transcreating Cancer 101 for Communities in Puerto Rico. *J Cancer Educ*. 2016 Dec;31(4):776-783. PubMed Central PMCID: PMC4791206.
 - c. **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. *Seventh American Association for Cancer Research Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved*; 2014 November; San Antonio, TX.
 - d. **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. *International Cancer Education Conference: Building Global Bridges, Providing Quality Cancer Education*; 2014 October; Clearwater Beach, FL. (AWARDED BEST POSTER PRESENTATION)

- 3) As a CHE, I also worked on multiple projects that tailor educational tools to diverse Latino communities in Tampa, FL and Ponce, PR. Among these was the adaptation of a Spanish educational biobanking DVD for healthy Latino audiences, which was used in a study to explore knowledge, attitudes and willingness to donate to a biobank among Latinos in Tampa, FL and Ponce, PR
- a. McIntyre J, Jiménez J, **Rivera YM**, Sutton SK, Asencio G, Castro-Figueroa EM, Gwede CK, Brandon TH, Vadaparampil ST, Simmons VN, Corchado J, Moreno L, Wells KJ, Quinn GP. Comparison of Health Communication Channels for Reaching Hispanics About Biobanking: a Pilot Trial. *J Cancer Educ.* 2018 Aug;33(4):833-841. PubMed Central PMCID: PMC5628139.
 - b. **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. 2014 International Cancer Education Conference: Building Global Bridges, Providing Quality Cancer Education; 2014 October; Clearwater each, FL.
- 4) My doctoral work centered around Latino cancer disparities and health communication. I employed a Freireian approach to understanding how to effectively reduce cancer health disparities by leveraging social media tools effectively. My dissertation specifically explored engagement with cancer prevention and screening information on Facebook among Latinos ages 40-75 without a history of cancer. As a methodological contribution, I developed the social media content and context (SoCo) elicitation method, a novel mixed-methods approach to elicit rich, robust data that contextualize how underserved populations navigate the social media environment. This approach allows for a better representation of how individuals engage with cancer information in reality, and how this influences health behaviors. Results demonstrate that cultural values and other cultural connectors (e.g., language and country of origin) play a salient role in how message factors and source factors influence the way Latinos engage with and assess the credibility of CPSI. Furthermore, both engagement and credibility assessments – as influenced by culture – appear to impact how some Latinos choose to act upon CPSI, both online and offline. Actions taken were sometimes informed by inaccurate credibility assessments, which may lead to potentially harmful outcomes (e.g., mammogram cancellations). Two of my dissertation manuscripts have been published (below) and a third is under review with *Social Science & Medicine*. This work has been the foundation for multiple high-profile speaking engagements, including an oral and written testimony at the hearing “Shot of Truth: Communicating Trusted Vaccine Information” held by the Subcommittee on Communications, Media, & Broadband of the U.S. Senate Committee on Commerce, Science, & Transportation (April 2021); a webinar hosted by NCI’s Division of Cancer Control & Population Sciences’ Epidemiology and Genomics Research Program focusing on the promises and perils of using social media and eHealth to address health disparities (November 2021); and a training for NCI’s Center for Reducing Cancer Health Disparities’ National Outreach Network of Community Health Educators Communications seminar series focusing on how to engage audiences on social media to reduce cancer health disparities (January 2022). I was also invited to speak at the American College of Epidemiology’s 2022 Annual Meeting – Pandemic of misinformation and the SWOG Cancer Research Network’s Fall 2022 TAKE ACTION Symposium.
- a. **Rivera YM**, Moran MB, Thrul J, Joshu C, Smith KC. When Engagement Leads to Action: Understanding the Impact of Cancer (Mis)information among Latino/a Facebook Users. *Health Commun.* 2022 Aug;37(9):1229-1241. PubMed Central PMCID: PMC8755854.
 - b. **Rivera YM**, Moran MB, Thrul J, Joshu C, Smith KC. Contextualizing Engagement With Health Information on Facebook: Using the Social Media Content and Context Elicitation Method. *J Med Internet Res.* 2022 Mar 4;24(3):e25243. PubMed Central PMCID: PMC8933799.
 - c. **Rivera YM**, Smith KC, Moran MB. “Why would someone intentionally lie?”: Assessing the credibility of cancer (mis)information on Facebook. *AoIR Selected Papers of Internet Research*. Association of Internet Researchers 2019 Annual Conference: Trust in the System; 2019 October; Brisbane, Australia. c2019. Available from: <https://journals.uic.edu/ojs/index.php/spir/article/view/11026> DOI: 10.5210/spir.v2019i0.11026
 - d. **Rivera YM**. Reducing Cancer Health Disparities among U.S. Latinos: A Freireian Approach. *Int J Hum Rights Healthc.* 2018;11(5):368-379. PubMed Central PMCID: PMC6485949.

- 5) Beyond this, as a doctoral student, I worked on a PCORI project assessing the best ways to present patient-reported outcomes data to improve patient and clinician understanding and use (PI: Claire Snyder). We conducted a modified Delphi process to develop stakeholder-engaged, evidence-based recommendations for PRO data display to promote understanding and use for (1) disease management, (2) educational materials, and (3) comparative studies.
- a. Brundage MD, Wu AW, **Rivera YM**, Snyder C. Promoting effective use of patient-reported outcomes in clinical practice: themes from a "Methods Tool kit" paper series. J Clin Epidemiol. 2020 Jun;122:153-159. PubMed PMID: 32061828.
 - b. Snyder C, Brundage M, **Rivera YM**, Wu AW. A PRO-cision Medicine Methods Toolkit to Address the Challenges of Personalizing Cancer Care Using Patient-Reported Outcomes: Introduction to the Supplement. Med Care. 2019 May;57 Suppl 5 Suppl 1:S1-S7. PubMed Central PMCID: PMC7400766.
 - c. Snyder C, Smith K, Holzner B, **Rivera YM**, Bantug E, Brundage M. Making a picture worth a thousand numbers: recommendations for graphically displaying patient-reported outcomes data. Qual Life Res. 2019 Feb;28(2):345-356. PubMed Central PMCID: PMC6363861.