

Part 1: Innovations in Cancer Prevention

Wednesday, April 7



DAVID BERRIGAN, PhD, MPH

Dr. David Berrigan has been a biologist in the Division of Cancer Control and Population Sciences since 2003. He graduated from Mendocino High School in northern California in 1979, Reed College in 1983 and has a PhD from the University of Utah and an MPH from UC Berkeley. David has been a reviewer for the Prevent Cancer Foundation for many years and is the Co-Editor with Dr. Nathan Berger of a 2019 book titled “Geospatial Approaches to Energy Balance and Breast Cancer. Dr. Berrigan is strongly committed to research aimed at health for all via environments and institutions that support healthy choices, preventive services, and health care regardless of demographic or economic circumstances.



FRANCISCO CARTUJANO, MD

Dr. Francisco Cartujano-Barrera is Research Assistant Professor at the University of Rochester Medical Center. Since 2016, he has worked in the development and implementation of culturally- and linguistically-appropriate text message interventions for smoking cessation among Latinos in the U.S. Throughout the years, this work has transitioned from using linear messaging scheduling engine to a rules-based messaging engine, which includes an interface that allows for the creation of message curricula based on member profile elements (demographics, clinical indications, biometric data, etc.) Results from this work included high text messaging interactivity, high therapeutic alliance, and noteworthy cessation rates. In 2017, he took a Research Fellow position at the Instituto Nacional de Salud Pública to expand the use of mobile tools for smoking cessation in Mexico. The work in Mexico was integrated in their healthcare system, which is founded on a network of comprehensive primary care clinics. Similar to the results in the US, the intervention produced high text messaging interactivity, high therapeutic alliance, and noteworthy cessation rates. He is currently managing a smoking cessation randomized clinical trial for Latinos in the U.S.



ANALISA GARCIA-ROCKBRIDGE

Analisa Garcia-Rockbridge is a Diné woman enrolled with the Navajo Nation, who is also half Mexican. She became a RYT500 through YogaWorks in Los Angeles. After her son was born, at four months, he was diagnosed with Acute Lymphoblastic Leukemia, the same cancer that her father passed away from when she was 4 years old. It was through the healing journey with her son, Sage, who became a survivor through CAR-T19, that she learned to breathe and Meditate. Her personal physical practice lead her to seek the education needed to become a Registered Yoga Teacher. Her culture as a Diné taught her to go back and teach the people what she learned. It brings Analisa great honor to teach the First Nation, Indigenous, and Natives in our communities.



NORMA GOMEZ

Norma Gomez has been a MICOP (Mixteco/Indígena Community Organizing Project) leader since 2001. Starting as a volunteer at the MICOP monthly community meeting, she was trained as one of the first indigenous promotoras (health outreach workers) in 2004.

Norma helped create the culturally and linguistically-appropriate *Bebé Sano* (2004) and *Aprendiendo con Mamá y Papá* (2011) programs. She has continued coordinating these programs in her role as Director of Projects.

In 2014, Norma helped develop and lead on-going collaborations with UCLA to improve access to and quality of care for the indigenous community of Ventura County. As manager of the UCLA-MICOP community-based research study, she helped develop tools and a unique focus on the prevention of cancer in women. These include project design, training of indigenous researchers, a Radionovela, interpretation of investigative data and the development of recommendations based on study results.



GARTH GRAHAM, MD, MPH, FACP, FACC

Dr. Garth Graham, a cardiologist, researcher and public health expert, joins Google as Director and Global Head of Healthcare and Public Health Partnerships at YouTube and Google Health. He previously served in two US administrations as US Deputy Assistant Secretary for Health, and was Assistant Dean for Health Policy and Chief of Health Services Research in the department of medicine at the University of Florida School of Medicine, President of the Aetna Foundation as well as Vice President & Chief Community Health Officer at CVS Health. He currently serves on several boards, including the National Heart Lung, and Blood Institute Advisory Council; the Institute of Medicine Board on Population Health and the board of the National Quality Forum.

An elected member of the National Academy of Medicine, Garth obtained his MD at Yale University School of Medicine, MPH at Yale School of Public Health, Internal Medicine at Massachusetts General Hospital and Cardiology fellowship at Johns Hopkins.



MARC R. MASON, RN

Marc R. Mason is a Community Health Nurse and the Immunization Coordinator for the Confederated Tribes of Warm Springs in Oregon. Marc has been in this position for over two and a half years. In this role, Marc has contributed to awards received by the Warm Springs Health & Wellness Clinic, including the 2018 Portland Area and National IHS Director's Awards for Fostering Relationships with the Community due to increased immunization rates, as well as the CDC's 2019 *HPV is Cancer Prevention Champion Award* for adolescent HPV immunization rates.

Marc believes in open, honest communication when it comes to questions and concerns about vaccines patients and parents have. The best way to ensure a healthy community is prevention, and vaccines are one of the easiest and most effective ways to attain this goal.

Marc has an AAS degree with a focus in Nursing from Central Oregon Community College.



DARREN MAYS, PhD, MPH

Dr. Darren Mays is Associate Professor, Division of Medical Oncology, Department of Internal Medicine, College of Medicine, the Ohio State University; Cancer Control Program, the Ohio State University Comprehensive Cancer Center. He is a behavioral scientist with more than 10 years of experience in behavioral cancer prevention and control research. For his entire career, his research has focused on addictive behaviors with known cancer risks (e.g., tobacco use) and behavioral interventions to disrupt their uptake and progression and promote behavior change among young people. His research examines trajectories of cancer risk behaviors among young people and associated biobehavioral factors. With these findings, he develops and examines the efficacy of behavioral interventions designed for population impact, including conducting formative message development, biobehavioral experimental studies, and intervention clinical trials. His intervention research is rooted in communication science, including studies to develop messages intended for mass media campaigns and research on technology-delivered behavioral interventions, such as those using mobile technology (i.e., mHealth) and other technology delivery platforms.



MOLLY MCCARTHY, MBA, RN-BC

Molly K. McCarthy is the National Director, US Health Provider and Plans for Microsoft. Her career journey spans 26-years in the health and technology industries. She is passionate about uniting technology, clinicians, and patients to improve care delivery, safety, and outcomes. Molly joined Microsoft in 2013 and served as the US Chief Nursing Officer until August 2020. She currently now leads a team of industry clinical and technical subject matter experts that drive digital technology innovation and transformation for health provider and payor organizations. Molly graduated with a B.S. in Nursing from Georgetown University, and worked clinically in Neonatal Intensive Care and Pediatric Units, and as the Pediatric Kidney Transplant Team Coordinator at Stanford Children's. After her finishing her MBA, she transitioned into a career in medical device design and health technology. Molly started in a product development role at Natus Medical Inc. in Silicon Valley. She furthered her career in product concept to launch with AWHONN where she was responsible for piloting a benchmark database that extracted data from hospital labor and delivery EMRs, so to provide business analytics and intelligence to hospital leadership. Immediately prior to joining Microsoft, she worked for Philips Healthcare's Patient Care and Clinical Informatics Division, where she orchestrated large health system integrations of physiologic patient monitoring networks into hospital EMRs.



MINAL PATEL, PhD, MPH

Dr. Minal Patel is a Director at the Schroeder Institute, Truth Initiative, where she examines the impact of tobacco control policies on health behaviors, with an overarching goal of understanding and reducing related health disparities. Dr. Patel's research includes understanding tobacco use and cessation in adolescents and young adults and among vulnerable and underserved populations. Her research also examines the use of emerging tobacco products, including JUUL and other e-cigarettes. Prior to the Truth Initiative, Dr. Patel was a Cancer Prevention Fellow at the National Cancer Institute. Dr. Patel has a broad spectrum of research interests, with a particular focus on the impact of social, built, and policy environments on lifestyle behaviors related to cancer.



LUZ AMPARO PINZON, PhD

Dr. Luz Amparo Pinzon is a trilingual public health education and communications professional, with extensive experience in strategic planning, research, development, implementation, and evaluation of social and behavioral change communications (BCC), social marketing, curriculum development, training programs, capacity building and education programs, for national, international and federal organizations; targeting diverse populations, including young adults, LGBTQ individuals, and socio and ethnic-minorities. She has designed, conducted and analyzed formative, qualitative and quantitative research studies in communications and various behavioral health issues. She has conducted hundreds of focus groups, cognitive and in-depth interviews. Dr. Pinzon have led the analysis and materials development phases of major Federal government initiatives including work with multi-disciplinary work groups, steering committees, and agency officials. Based in research Dr. Pinzon have developed audience-centered curriculums, facilitated training sessions and implemented capacity building. She has conceived, designed and produced mass media campaigns, and developed outreach programs for general population and underserved and at-risk populations. She has authored educational materials for audiences with low literacy skills or limited English proficiency, incorporating adult education strategies and many learning tools such as games, role model stories, and videos. Dr. Pinzon has managed and implemented outreach and targeted communications for the National Institutes of Health, Office of AIDS Research, the Health Resources and Services Administrations, The Substance Abuse and Mental Health Services Administration, the U.S. Agency for International Development and the Pan American Health Organization. Pinzon has extensive international experience, including in-country technical assistance in Argentina, Bolivia, Brazil, Colombia, Dominican Republic, Ecuador, Guatemala, Honduras, Mexico, Paraguay, Peru, Venezuela and U.S. Hispanic/Latino populations, including Puerto Rico.

Dr. Pinzon's academic credentials span both behavioral health and communications fields. She holds a Ph.D. in Sociology of Development from the University of Paris I, Institute of Economic and Social Development Studies, plus an M.A. and B.A. in Social Communications Sciences, from the Universidad Externado of Colombia and a B.A. in Journalism from Escuela de Artes y Letras. She has also earned specialization certificates in Audiovisual Production and Non-Formal Education from the Universidad Externado of Colombia in Bogota.



LINDA J. VEIT, MPH

Linda Veit is currently the Assistant Vice president of Community Relations and the Interim Chief of Staff for the Upstate Medical University President, which includes leading the efforts of Government Affairs, Marketing and Public Relations at Upstate, as well as Community Relations.

After many years in healthcare, all at Upstate Medical; from research to clinical trials, and most currently in public health, Linda's community focus is to improve the health of underserved populations. Various grants since 2014 have funded the work with public housing residents to develop cancer awareness, prevention, and early detection strategies using a unique model based on a peer-to-peer approach. This was the basis for the successful She Matters program which encourages women to be screened for breast cancer. This groundwork laid the foundation for the current We Matter program which is for colon cancer education and screening in the underserved and surrounding community.