

BIOGRAPHICAL SKETCH

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NAME: Lourdes Baezconde-Garbanati

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

POSITION TITLE: Professor, Preventive Medicine/Associate Dean, Community Initiatives

EDUCATION/TRAINING (*Begin with baccalaureate or other initial professional education, such as nursing, include postdoctoral training and residency training if applicable. Add/delete rows as necessary.*)

INSTITUTION AND LOCATION	DEGREE (if applicable)	Completion Date MM/YYYY	FIELD OF STUDY
Universidad Nacional Pedro H. Ureña, Santo Domingo, Dominican Republic	B.A.	04/1979	Clinical Psychology
Universidad Nacional Pedro H. Ureña, Santo Domingo, Dominican Republic	B.A.	08/1979	Industrial Psychology
Université Catholique de Louvain, Belgium	M.A	01/1981	Medical Psychology
University of California, Los Angeles	M.P.H.	06/1986	Community Health Sci.
University of California, Los Angeles	Ph.D.	06/1994	Public Health

A. Personal Statement

I am well suited for my role as Co-Project Lead in a Multiple Principal Investigator Structure in the Outreach Core for the Florida-California Cancer Research, Education & Engagement (CARE2) Health Equity Center U54. I am a Professor in Preventive Medicine with a courtesy faculty appointment at the Annenberg School for Communication and Journalism My research has focused on cancer communication, community based participatory research, cancer health disparities, and community engagement. I am Associate Director for Community Engagement at the Norris Comprehensive Cancer Center, and a PI in a Multiple PI structure of the Office of Community Engagement of the Southern California Clinical and Translation Institute (CTSI). I am Project Leader of the Patient Education and Community Outreach Center at the Norris Comprehensive Cancer Center (NCCC) and Associate Dean for Community Initiatives at the Keck School of Medicine. I am the Director for the Center for Health Equity in the Americas and the Community Scholars Collaborative on Health Equity Solutions, a 10 schools collaborative that span multiple disciplines from Cinema, to Social Work, Preventive Medicine, Engineering, Religious Life, Journalism, Communication, among other. I hold a courtesy faculty appointment at the Annenberg School for Communication and Journalism, Dornsife College of Letters, Arts and Sciences at USC. I am a recognized scholar with over 160 publications in prestigious peer reviewed journals in my field. I have worked closely with media and public relations agencies and been responsible for implementing community outreach and engagement of diverse and vulnerable populations in research.

B. Positions and Honors

Positions and Employment

- 2015-present Professor of Preventive Medicine (with tenure), USC Norris Comprehensive Cancer Center, Keck School of Medicine USC, Los Angeles, CA
- 2018-present Associate Dean, Community Initiatives at USC, Keck School of Medicine
- 2018-present Associate Director, Community Outreach and Engagement at the Norris Comprehensive Cancer Center, KSOM

Honors

Starting in 2017 (Prior awards available upon request)

- 2017 Top Faculty Paper Award, Ethnicity & Race in Communication Division, the International Communication Association’s 67th Annual Convention, May 26, 2017, San Diego, CA
- 2017 The City Attorney of Los Angeles, Certificate of Appreciation in Honor of Extraordinary Commitment to Protecting and Serving our Communities for Leadership in Public and Environmental Health. City Attorney’s Office (Mike Feuer), August 18, 2017, Los Angeles, CA

- 2017 Resolution from the Los Angeles City Council in Recognition for Extraordinary Services to the Citizens of the City of Los Angeles for the Protection of Public Health and Testimony before the City Council that led to a Ban on E-cigarettes where combustible cigarettes were banned
- 2018 California Senate and Senate Latino Caucus recognition for exceptional work on cancer disparities 2018 Making a Different World award from the National Latino Cancer Conference.
- 2018 Latinas Contra el Cancer, National Latino Cancer Summit, Making a Difference World Award
- 2018 California Senate and Senate Latino Caucus recognition for exceptional work on cancer disparities 2018 Making a Different World award from the National Latino Cancer Conference
- 2019 Tobacco Education and Research Oversight Committee (TEROC) for 21 years of outstanding services to the citizens of CA as an appointee of the Speaker of the House and Governor's appointee (Served under 4 Governors) (1998-2019).
- 2019 Certificate of Recognition and Appreciation as Research Mentor and USC Liaison 2014-20 To the Building Infrastructure Leading to Diversity (BUILD) program, funded by the National Institutes of Health, to the California State University Long Beach (CSULB)

C. Contribution to Science

My contributions have been in community health sciences and prevention sciences, focusing on health disparities, culture, and social determinants of health, with a focus on cancer prevention and control. Historically vulnerable populations defined by socioeconomic status, ethnicity, geography, and risk behaviors, have suffered from wide health disparities that are avoidable. Central findings from my 20 years of research are applied to culturally specific, linguistically and literacy tailored community-based participatory communication intervention. My research has been distributed widely and my public health prevention research has often had health programming and policy implications.

1. Communication: Research and evaluation on health education and communication campaigns to optimally convey health information to the public. My central findings show the need for community-based interventions to address issues of low literacy, numeracy, low educational levels, and English proficiency among socioeconomically disadvantaged population groups in priority populations.
 - a. Dangerfield, DT II., Harawa, NT., Smith, LR., Jeffries W IV., **Baezconde-Garbanati, L.**, Bluthenthal, RN. Latent Classes of Sexual Risk among Black Men Who Have Sex with Men and Women in Los Angeles, Philadelphia, and Chicago. *Archives of Sexual Behavior*. 2018; 47(7):2071-2080.
 - b. Siantz, E, Henwood, B., **Baezconde-Garbanati, L.** From Physical wellness to Cultural brokering: Unpacking the roles of peer providers in integrated health care settings. *Community Mental Health Journal*, 2018 Nov; 54(8): 1127-1135. doi:10.1007/s10597-081-0320-2. Epub 2018 Aug 14, 2018.
 - c. Lienemann, B.A., Rose, SW., Unger, JB., Meissner, HI., Byron, J., **Baezconde-Garbanati, L.**, Huang, LL., Cruz BT. Tobacco Advertisement Linking, Vulnerability Factors, and Tobacco Use Among Young Adults. *Nicotine & Tobacco Research*, nty220, 2018; 1-9. <https://doi.org/10.1093/ntr/nty220>
 - d. Escobedo, P., Dominguez-Gonzalez, K., Kuhlberg, J., Calanche, MA., **Baezconde-Garbanati, L.**, Contreras, R., Bluthenthal, R. Community Needs Assessment among Latino Families in an Urban Public Housing Development. *Hispanic Journal of Behavioral Science*, 2019; 41(3), 344-362. DOI: 10.1177/0739986319845103.
2. Cancer prevention at the community level: My research in this area has focused on collaborations with the Childhood Obesity Research Center (Goran), Children's Hospital Los Angeles and the Young Adult Cancer Survivors Center at USC that influence strategies to offset the overall cancer burden. My central findings have highlighted the need for culturally and language specific intervention that empower at risk families and communities to take action for their health. My findings have been applied to developing empowerment prevention strategies on nutrition and physical activity to combat obesity, working on risk factors for cancer, and its associated factors, and disproportionate risk for certain diseases for African American and Hispanic Americans. This has taken me to work on other concomitant conditions, such as reducing the risk for Type 2-diabetes, and cardiovascular disease in rural, urban groups.
 - a. Tobin, J., Miller, K., **Baezconde-Garbanati, L.**, Unger, J., Hamilton, A., & Milam, J. (2018). Acculturation, Mental Health, and Quality of Life among Hispanic Childhood Cancer Survivors: A Latent Class Analysis. *Ethnicity & Disease.*, 28(1), 55. doi:10.18865/ed.28.1.55
 - b. Ritt-Olson, A., Miller, K., **Baezconde-Garbanati L.**, Freyer, D., Ramirez, C., Hamilton, A., Milam, J. Depressive Symptoms and Quality of Life Among Adolescent and Young Adult Cancer Survivors: Impact of Gender and Latino Culture. *Journal of Adolescent and Young Adult Oncology*, 2018, 7(3), 384-388
 - c. Miller, K.A., Ramirez, C. N., Wojcik, K.Y., Ritt-Olson, A., Baezconde-Garbanati, L., Thomas, S.M., Freyer, D.R., Hamilton, A.S., Milam, J.E. Prevalence and correlates of health information-seeking among Hispanic and non-

3. **Tobacco prevention and control:** Contributions in this area have been in understanding cultural factors and trajectories in the prevention of adolescent uptake of tobacco, tobacco products, and e-cigarettes in vulnerable populations. My focus has been on increasing our understanding of the retail environment where most marketing for vulnerable populations occurs. Findings have been used for local, state and national tobacco programs and policy to prevent uptake, encourage cessation, and control the use of tobacco.
 - a. Smiley, S., Kintz, N., Rodriguez, YL., Barahona, R., Sussman, S., Crus, TB., Chou, CP., Pentz, MA., Samet, J., **Baezconde-Garbanati, L.** Disparities in retail marketing for Little cigars and cigarrillos in Los Angeles, California. Addictive behaviors Reports, 2019 (9), 100149, Open access. <https://doi.org/10.1016/j.abrep.2018.100149>.
 - b. Blackman, KCA., Smiley, S., Kintz, NM., Rodriguez, YL., Bluthenthal, RN., Chou, CP., Cruz, TB., Barahona, R., Pentz, MA., Samet, JM., **Baezconde-Garbanati, L.** Retailers' perceptions of FDA Tobacco Regulatory Authority. Tobacco Regulatory Science, 2019 5(3). DOI: 10.18001/TRS.5.3.7.
 - c. Delgado-Rendon, A., Cruz, TB., **Baezconde-Garbanati, L.** Soto, C., Unger, JB. Manager's Practices of Tobacco and Marijuana Smoking Policies in Hispanic-Occupied Multiunit Housing. Health Equity, 2019; 3(1). DOI: 10.1089/heq.2018.0100.
 - d. Smiley, S., Kintz, N., Rodriguez, YL., Barahona, R., Sussman, S., Cruz, TB., Chou, CP., Pentz, MA., Samet, JM, **Baezconde-Garbanati, L.** Disparities in retail marketing for little cigars and cigarrillos in Los Angeles, California. Addictive Behaviors Reports, 9 (2019): 100149. DOI: 10.1016/j.abrep.2018.100149.
4. **Combating HPV infection to reduce disparities in cervical cancer:** Hispanic/Latinas have one of the highest rates of cervical cancer, and high rates of Human Papillomavirus infections than other population groups. Central findings of my research shows, how cultural and systemic barriers, and fears surrounding cancer, are creating greater disparities among women and how to optimally develop health promotion messages to correct these disparities. This research led to the production of two films Tamale Lesson (narrative) and It's Time (non-narrative) (<http://www.youtube.com/watch?v=s4fm1DaAG0>). Central findings show Tamale Lesson reduced a disparity in cancer screening in women out of compliance within a six-month period. Our film received prestigious including from the American Public Health Association, Public Health Education and Health Promotion national award in 2013 for most innovative multimedia educational material. The application of this research has resulted in U.S. dissemination to over 800 promotoras de salud, 500 clinical providers, and to 900 jurisdictions in Panama, implementing the video intervention to increase early detection among women.
 - a. **Baezconde-Garbanati, L.**, Murphy, S.T., Moran, M.B. & Cortessis, V.K. (2013). Reducing the excess burden of cervical cancer among Latinas: Translating science into health promotion initiatives. Calif J Health Promot, 11, 45-57. PMID: PMC3936034
 - b. Murphy, S.T., Frank, L.B., Chatterjee, J.S., Moran, M.B., Zhao, N., Amezola de Herrera, P. & **Baezconde-Garbanati, L.** (2015). Comparing the relative efficacy of narrative vs nonnarrative health messages in reducing health disparities using a randomized trial. Am J Public Health, 105, 2117-2123. PMID: PMC4566521
 - c. Moran, M.B., Murphy, S., Chatterjee, J.S., Frank, L.B. & **Baezconde-Garbanati, L.** (2016). HCIA 11.2: The power of storytelling to improve health outcomes. In: Foss, K.A. Communicating Through Health Campaigns and Entertainment-Education. In: Yamasaki, J., Geist-Martin, P & Sharf, B.F. Storied Health and Illness: Communicating Personal, Cultural and Political Complexities, Waveland Press, pp 283-285.
 - d. **Baezconde-Garbanati, L.**, Agurto I, Gravitt PE., Luciani S., Murphy, S., Ochoa, C., Gallegos K., Barahona, R., Rodriguez, Y. Barriers and innovation interventions for early detection of cervical cancer. Salud Publica de Mexico, 2019; 61(4).

Complete List of Published Work in My Bibliography:

<https://www.ncbi.nlm.nih.gov/sites/myncbi/lourdes.baezconde-garbanati.1/bibliography/40721652/public/?sort=date&direction=ascending>

D. Additional Information: Research Support Ongoing Research Support

26IR-0022 Baezconde-Garbanati (PI)
Tobacco Related Disease Research Program (TRDRP)

08/01/17-07/31/20

The Triangulum Effect (Tobacco, Marijuana and Electronic Cigarettes) among Hispanic Populations in Multiunit Housing. The goal of this project is to examine knowledge, attitudes, beliefs and behaviors, compliance, and optimal communication strategies, and optimal channels for communication (social media, mobile devices, in person, written materials) regarding smoke-vape-marijuana free policies in MUH. Role: PI

17-10593 Baezconde-Garbanati (PI)

05/01/18-06/30/23

California Department of Public Health

The Hispanic/Latino Tobacco Coordinating Center

The goal of this project is to create a statewide coordinating center for Hispanic/Latino regional projects throughout 10 regions of California, including rural and urban communities, to mobilize and reduce tobacco related disparities. Role: PI

P30CA014089 (Baezconde-Garbanati)

05/1/18-6/30/20

NCI/Community Outreach & Engagement Office at the Norris Comprehensive Cancer Center. To conduct outreach and engagement education and develop community interventions for cancer prevention and control.

UL1 TR001855

Buchanan/Kipke (MPIs)

07/01/16-05/31/21

Southern California Clinical and Translational Institute

The goal of this project is to support the Southern California Clinical and Translational Science Institute (SC CTSI). Role: Co-Investigator

P50 CA180905

Pentz/Samet, (MPIs)

09/19/13-08/31/18 (requested 1 yr no cost

extention, 9/30/20

USC Tobacco Center of Regulatory Science (TCORS) for Vulnerable Populations

The goals of this project are to: 1) Evaluate marketing, social influence, social media, and network influences on tobacco use and product choice, emphasizing vulnerable populations, with the ultimate aim of identifying ways to reverse or counteract these influences; 2) Examine tobacco product distribution and regulation among local vendors, whose stores are a key point for purchase, contact with industry marketing and promotion, and regulatory education initiatives; and 3) Examine different topographies of tobacco use, integrating phenotypic variables with personal, social, cultural and environmental variables to determine how future tobacco control initiatives may be tailored to different vulnerable groups. Role: Co-Investigator

K01 CA190659

Ramirez (PI)

07/03/15-06/30/21

Title Breast Cancer Prevention mHealth Intervention for Rural Latinas

The goals of this project are to improve the understanding of: 1) Factors that influence Latinas' cancer-related behaviors that may be modifiable through communication-based strategies, and 2) Factors that influence Latinas' communication preferences and intervention effectiveness, in order to inform a culturally appropriate mHealth community intervention. Role: Mentor

NIH U54 (Carpten)

07/01/18-06/30/23

3/3 Florida-California Cancer Research, Education and Engagement (caRE2) Health Equity Center

This project supports big clinical and genomic data using statistical and computational/bioinformatics analyses, identify new diagnosis and treatments of diseases from databases related to a study in Triple Negative Breast Cancer. Role: Co-Investigator