

## LIGIA I. REYES

University of South Carolina, Arnold School of Public Health  
Discovery I, 915 Greene Street, Room 541, Columbia, SC 29208 | lreyes@email.sc.edu

### EDUCATION

- 2013-2020 **University of South Carolina**, Ph.D.  
Arnold School of Public Health, Department of Health Promotion, Education, & Behavior  
Dissertation: Social networks, the local food environment, and maternal food choice for children ages 1 to 5 years old in rural Mexico  
Mentor and Chair: Edward A. Frongillo, Ph.D.
- 2011-2013 **University of Michigan**, M.P.H. with Global Health Certificate  
School of Public Health, Department of Health Behavior and Health Education  
Mentor: Roberto De Vogli, Ph.D.
- 2005-2009 **University of California Los Angeles**, B.A.  
Department of Spanish and Portuguese  
Major: Spanish, Community, & Culture

### ACADEMIC PROFESSIONAL EXPERIENCE

- 2020 **Postdoctoral Research Associate**  
Drivers of Food Choice  
Arnold School of Public Health, University of South Carolina
- Support existing efforts to synthesize and disseminate learnings across DFC-funded projects anchored on advancing knowledge about food choice in low- and middle-income countries
  - Part of the DFC-Food Environment Working Group
- 2019 **Graduate Research Assistant**  
Alive & Thrive  
Arnold School of Public Health, University of South Carolina
- Analyze and interpret secondary data from Phase I on interventions for improving infant and young child feeding
  - Prepare and revise manuscript for publication
- 2017-2018 **Graduate Research Assistant**  
ASPIRE-II Integrated Project  
Arnold School of Public Health, University of South Carolina
- Participated in the evaluation of commercially available mobile apps, Twitter, and survey development to assess the mobile health landscape in Mexico
  - Designed and facilitated implementation of a qualitative study to examine maternal and alternative caregiver food choices for young children in Mexico

- 2018      **Rapporteur**  
 Inter-Agency Technical Consultation on Infant and Young Child Feeding Indicators  
 World Health Organization (WHO)
- Attended technical consultation and took detailed notes of proceedings
  - Prepared and revised a report that synthesized discussions and recommendations made during the meeting
- 2017      **Graduate Research Assistant**  
 Breathe Easier Project  
 College of Social Work, University of South Carolina
- Designed two content and usability heuristics evaluations of commercially available mobile apps for prostate cancer screening and lung cancer survivor coping strategies
  - Developed evidence-based codebooks, frameworks, and coordinated interdisciplinary group app evaluations
- 2016      **Field Supervisor**  
 SPOON Project  
 National Institute of Public Health (INSP), Mexico City, Mexico
- Planned and supervised formative data collection in Nayarit, Mexico that applied Focused-Ethnographic Studies (FES) techniques
  - Prepared reports for funding institution and conducted quantitative analysis and comprehensive literature review
- 2013-2016      **Graduate Research Assistant**  
 Addressing Acquiescence Project, NIH/NCI R01CA172283  
 Arnold School of Public Health, University of South Carolina
- Developed cognitive interviewing questionnaires and coding system to improve national surveys in real-time and provide summative data on item performance
  - Extensive involvement in project management and quality evaluation of Spanish-English language study protocols
- 2012-2013      **Graduate Research Assistant**  
 The Storyteller Project  
 School of Public Health, University of Michigan
- Participated in the development of culturally appropriate and tailored stories for Mexican-descent mothers of preschool age children using a tailoring system engine
  - Participated in survey development, trained field personnel on qualitative techniques, monitored data collection, and transcribed and translated study interviews
- 2012-2013      **Student Researcher**  
 Proyecto Telesalud, Quito, Ecuador  
 University of Michigan Center for Global Health and Universidad Central del Ecuador
- Participated in survey development, administered surveys at primary recruitment site, and led training of local study personnel
  - Monitored program implementation, prepared findings report, and served as liaison between US-based investigators and Ecuador-based research partners

- 2009-2011 **Community Health Insurance Program Specialist**  
Venice Family Clinic, Santa Monica, CA
- Assisted low-income families obtain, utilize, and retain free/low-cost health insurance through Medicaid and other public programs
  - Triangulated between governmental and non-governmental agencies ranging from district-level to state-level when medical benefits were erroneously terminated

## **FUNDED RESEARCH**

- 2017-2018 Advanced Support for Innovative Research Excellence (ASPIRE) II  
Internal USC Grant  
PI: Edward A. Frongillo, Ph.D. / Sub-study PI: Christine E. Blake, Ph.D.  
Role: Co-Investigator
- 2015-2016 Support to Promote Advancement of Research and Creativity (SPARC)  
Internal USC Grant  
Role: Principal Investigator  
Mentor: Edward A. Frongillo, Ph.D.

## **HONORS AND AWARDS**

- 2017 Olga I. Ogoussan Doctoral Research Award  
University of South Carolina, School of Public Health, Department of Health Promotion, Education and Behavior
- 2017 Provost Research Award  
University of South Carolina, School of Public Health, Department of Health Promotion, Education and Behavior
- 2014 12<sup>th</sup> Annual Disparities in Health: Working Towards Social Justice Workshop Scholarship  
Prairie View A & M University, College of Nursing
- 2011-2013 Dean's Scholarship Award  
University of Michigan, School of Public Health
- 2012 Office of Global Public Health Summer Funding Award  
Proyecto Telesalud, Quito, Ecuador  
University of Michigan, School of Public Health
- 2009 University of California, Los Angeles Senior Honors Thesis
- 2009 Calderon Memorial Award  
University of California, Los Angeles, Department of Spanish and Portuguese
- 2008-2009 University of California, Los Angeles Dean's Honors List

## INSTITUTIONAL AND PROFESSIONAL SERVICE

- 2016-2019 **Mentor for New International Graduate Students**, University of South Carolina
- Support incoming international graduate students adjusting to their new academic and living environment
- 2013-2019 **Global Health and Nutrition Research Group**, University of South Carolina
- Participate in student- and faculty-led discussions on nutrition-specific and nutrition-sensitive topics, predominantly in low- and middle-income countries
- 2018 **Drivers of Food Choice Learning Lab**, University of South Carolina
- Facilitate participant discussions during *Drivers of Food Choice Learning Lab*, hosted by the Agriculture, Nutrition, and Health Academy Week in Accra, Ghana
- 2017-2018 **Social Networks Reading Group**, University of South Carolina
- Participate and lead discussions on articles pertinent the application of social networks approaches and analysis ranging from individual to complex systems
- 2016 **Global Micronutrient Forum**, National Institute of Public Health
- Assisted planning the *Positioning Qualitative Research as a Key Element of Implementation Research Learning Session* led by National Institute of Public Health, Global Alliance for Improved Nutrition, and Cornell University; lead translator for group visits to PROSPERA health centers in Quintana Roo, Mexico
- 2015 **Drivers of Food Choice Concept Memo Review Committee**, University of South Carolina
- Reviewed first wave of concept memos to identify potential projects for funding
- 2014 **Born Well Project**, Harvard University
- Assisted in marketing strategy to expand rice fortification in Nicaragua to prevent Neural Tube Defects
- 2013 **Latino Health Disparities Faculty Search Committee**, University of South Carolina
- Served on search committee in the Department of Health, Promotion, Education, and Behavior at the Arnold School of Public Health that successfully recruited a faculty member with focus on Latino health disparities
- 2012-2013 **Maternal and Child Health Student Organization**, University of Michigan
- Involved in establishing the *Maternal and Child Health Student Organization* focused on maternal and child health, reproductive health, and global health
- 2011 **Project S.N.A.P**, Ron Santo Walk to Cure Diabetes
- Assisted parents and children portray their experience living with diabetes through drawings, which were digitalized and fitted into a mosaic displayed to the public in Chicago, Illinois

## PROFESSIONAL AFFILIATION

American Society for Nutrition (ASN)  
Sociedad Latinoamericana de Nutrición (SLAN)  
Society of Implementation Science in Nutrition (SISN)

## PEER-REVIEWED PUBLICATIONS

Owens, O.L., Beer, J.M., **Reyes, L.I.** Thomas, T.L. (2018). Systematic review of commercially available mobile phone applications for prostate cancer education. *American Journal of Men's Health*, 1-14. doi:10.1177/1557988318816912

Owens, O.L., Beer, J.M., **Reyes, L.I.**, Gallerani, D.G., Myhren-Bennett, A.R., & McDonnell, K.K. (2018). Mindfulness-based symptom and stress management apps for adults with chronic lung disease: Systematic search in app stores. *JMIR mHealth and uHealth*, 6(5), e124. doi:10.2196/mhealth.9831

Davis, R.E., Dal Cin, S., Cole, S.M., **Reyes, L.I.**, McKenney-Shubert, S.J., Fleischer, N.L., Densen, L.C., & Peterson, K.E. (2016). A tale of two stories: An exploration of identification, message recall, and narrative preferences among low-income, Mexican American women. *Health Communication*, 32(11), 1409-1421. doi:10.1080/10410236.2016.1228029

Davis, R.E., Cole, S.M., **Reyes, L.I.**, McKenney-Shubert, S.J., & Peterson, K.E. (2015). "It hurts a Latina when they tell us anything about our children": Implications of Mexican-origin mothers' maternal identities, aspirations, and attitudes about cultural transmission for childhood obesity prevention. *Childhood Obesity*, 11(4), 1-8. doi:10.1089/chi.2015.0011

In preparation for submission

**Reyes, L.I.**, Frongillo, E.A., Moore, S., Blake, C.E., Gonzalez, W., Bonvecchio, A. Functions of social networks in maternal food choice for children ages 1 to 5 years old in rural Mexico, (in preparation, 2020).

**Reyes, L.I.**, Frongillo, E.A., Blake, C.E., Moore, S., Gonzalez, W., Bonvecchio, A. Maternal food acquisition for children ages 1 to 5 years old through an exploration of their local food environment in rural Mexico, (in preparation, 2020).

**Reyes, L.I.**, Davis, R.E., Lee, S., & Johnson, T.P. Development of a respect for elders scale for use with Mexican American, Puerto Rican, and Cuban American adults, (in preparation, 2019).

Monroe, C.M., Edney, S., Turner-McGrievy, G., **Reyes, L.I.**, Cruz, A., Bonvecchio-Arenas, A., Leon, M., Jang, M., Thrasher J. A systematic, multi-domain review of Mexico's most popular physical activity, dietary, and weight loss commercial apps, (in preparation, 2019).

## **INSTITUTIONAL REPORTS**

World Health Organization and United Nations Children's Fund. (2018, July 11-13). **Rapporteur: Reyes, L.I.** *Meeting Report: Inter-Agency Technical Consultation on Infant and Young Child Feeding Indicators*. Geneva, Switzerland. Retrieved from <http://www.who.int/nutrition/team/2018-team-interagency-consultation-iyfc-indicators-meetingreport.pdf?ua=1>

Bonvecchio, A. **Reyes, L.I.**, Alvarado Casas, R. (2016). [SPOON Project Mexico: Literature Review Report]. Final report submitted to the Global Alliance for Improved Nutrition (GAIN), Geneva, Switzerland.

Maslowsky, J. **Reyes, L.I.**, Frost, S. Trujillo, F., Acosta, M., Chiriboga, M., & Merajver, S. (2013). [ProyectoTelesalud. Measuring the efficacy of a low-cost service to connect patients with an on-call nurse via mobile-use to educate and prevent postpartum maternal and infant complications: A randomized-controlled trial]. Final report submitted to the Ecuadorian Ministry of Health, Quito, Ecuador.

## CONFERENCE PRESENTATIONS AND POSTERS

**Reyes, L.I.**, Frongillo, E.A., Blake, C.E., Moore, S., Gonzalez, W., Bonvecchio, A. (2019, June). *Role of Interpersonal Relationships in Mothers' Foods Choice Decisions for Children Ages 1 < 5 Years in Rural Mexico*. Poster to be presented at Nutrition 2019, American Society for Nutrition, Baltimore, MD.

Monroe, C.M., Edney, S., **Reyes, L.I.**, Cruz, A., Turner-McGrievy, G., Jang, S.M., Bonvecchio, A., Leon Ortiz, M.C., Jauregui, A., Thrasher, J.F. (2019, June). *A review of behavior change techniques, transparency, and quality in Mexico's top-ranked commercial smartphone apps for weight control, physical activity, and healthy diet*. Poster to be presented at the International Society of Behavioral Nutrition and Physical Activity Annual Meeting, Prague, Czech Republic.

**Reyes, L.I.**, Frongillo, E.A., Blake, C.E., Bonvecchio, A., Gonzalez, W., Moore, S. (2018, November). *The process of acquiring foods fed to children under 5 years old in rural Mexico*. Poster presented at XVIII Congreso Latinoamericano de Nutrición, Sociedad Latinoamericana de Nutrición, Guadalajara, Jalisco, Mexico.

**Reyes, L.I.**, Frongillo, E.A., Blake, C.E., Bonvecchio, A., Gonzalez, W., Moore, S. (2018, June). *Trade-offs mothers make to acquire foods fed to children < 5 years in rural Mexico*. Poster presented at Nutrition 2018, American Society for Nutrition, Boston, MA.

**Reyes, L.I.**, Frongillo, E.A., Blake, C.E., Moore, S., Gonzalez, W., Bonvecchio, A. (2017, April). *The local food system that mothers of children aged 1 to 5 years access in rural Mexico*. Poster presented at Experimental Biology 2017, American Society for Nutrition, Chicago, IL.

**Reyes, L.I.** (2017, April). *Mothers' food choices in the context of food availability in rural Mexico*. Three Minute Thesis (3MT) competition at Discover USC 2017, Columbia, SC.

Davis, R.E., Lee, S., Johnson, T.P., **Reyes, L.I.**, Werner, C.D., Thrasher, J.F., Resnicow, K., Conrad, F.G. & Peterson, K.E. (2016, July). *Exploring drivers of acquiescent responding among ethnically diverse Latino telephone survey respondents*. Paper presented at the Second International Conference on Survey Methods in Multinational, Multiregional and Multicultural Contexts (3MC), Chicago, IL.

Davis, R.E., Johnson, T.P., Lee, S., Werner, C.D., & **Reyes, L.I.** (2016, July). *Is acquiescence an expression of social deference? Acquiescence and interviewer effects in a survey of white and ethnically diverse Latino respondents*. Paper presented at the Second International Conference on Survey Methods in Multinational, Multiregional and Multicultural Contexts (3MC), Chicago, IL.

**Reyes, L.I.**, Frongillo, E.A., Kulkarni, S., Basnet, S., de Castro, F. (2016, April). *Association of early nutrition deficit with early childhood development in children 36 to 59 months within and across populations in low- and middle-income countries*. Presentation given at Experimental Biology 2016, American Society for Nutrition Scientific Sessions, San Diego, CA.

Davis, R.E., **Reyes, L.I.**, Perez, O., Thrasher, J.F., Hébert, J.R., Johnson, T.P., Diffenderffer, A., Resnicow, K., Conrad, F.G., Lee, S., Peterson, K.E., Han, S. (2014, April). *Addressing acquiescence: Reducing survey error to promote Latino health*. Poster presented at the 7<sup>th</sup> Annual James E. Clyburn Health Disparities Lecture, Columbia, SC.

Davis, R.E., Cole, S.M., **Reyes, L.I.**, McKenney, S., Peterson, K.E. (2014, April). *The Storyteller Project: Testing Mexican American mothers' reactions to cultural tailoring and emotional arousal in health promotion narratives*. Poster presented at the annual meeting of the Society of Behavioral Medicine, Philadelphia, PA.

Davis, R.E., Cole, S.M., McKenney, S., **Reyes, L.I.**, Peterson, K.E. (2014, March). *The Storyteller Project: Exploring the efficacy of narrative strategies for promoting childhood obesity prevention among mothers of Mexican American preschoolers*. Presentation given at the 4th Annual Nutrition Symposium: Healthy Eating in Context: Communicating for Change & Sustainability, University of South Carolina, Columbia, SC.

Davis, R.E., **Reyes, L.I.**, Perez, O., Thrasher, J.F., Hébert, J.R., et al. (2014, January). *Addressing acquiescence: Reducing survey error to promote Latino health*. Poster presented at the NCI/NIH Division of Cancer Control and Population Sciences 2014 New Grantee Workshop, Rockville, MD.

## **GUEST LECTURES**

**Reyes, L.I.** Cognitive interviewing: Development and techniques applied in a national study. Guest lecture for Applied Measurement in Health Education Research course in the Department of Health Promotion, Education, and Behavior (HPEB 810), University of South Carolina, October 2018.

**Reyes, L.I.** Cognitive interviewing: The process in a national study and technique transferability. Guest lecture for Applied Measurement in Health Education Research course in the Department of Health Promotion, Education, and Behavior (HPEB 810), University of South Carolina, October 2017.

**Reyes, L.I.** Implementing food fortification and food availability approaches to improve early childhood nutrition in rural Mexico. Guest lecture for Nutrition and Public Health course in the Department of Health Promotion, Education, and Behavior (HPEB 752), University of South Carolina, April 2017.

**Reyes, L.I.** Positioning adequate nutrition during early childhood at the core of PROSPERA. Guest lecture for Principles of Global Health course in the Department of Health Promotion, Education, and Behavior (HPEB 470), University of South Carolina, April 2017.

**Reyes, L.I.** Cognitive interview process: Addressing acquiescence project. Guest lecture for Applied Measurement in Health Education Research course in the Department of Health Promotion, Education, and Behavior (HPEB 810), University of South Carolina, October 2015.