

Aurora Occa

Curriculum Vitae

Department of Communication
University of Kentucky
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Education

PhD

May 2018

Communication

University of Miami
Advisor: Susan E. Morgan, Ph.D.

MSc

Sept 2013

Communication, Management and Health

Università della Svizzera italiana
Advisor: L. Suzanne Suggs, Ph.D., CHES

MSc

May 2012

Business Administration (concentration: Marketing)

Virginia Polytechnic Institute and State University

BSc

July 2011

Public Relation and Corporate Communication

Libera Università di Lingue e Comunicazione IULM
Thesis Advisor: Luca Pellegrini, Ph.D.

Other Educational Activities

Sept 2014 – Dec 2014

Grant Writing Workshop

Series of seminars held by Dr. Susan E. Morgan

Oct 2013 – Jan 2014

Global Health: An Interdisciplinary Overview

Online course taught by Professors at the University of Geneva

Academic Positions

Assistant Professor

Department of Communication
University of Kentucky
Fall 2018 - ongoing

Research Analyst

Department of Communication Studies
University of Miami
Summer 2018

Research Assistant

Department of Communication Studies
University of Miami
Fall 2014 – Spring 2018

Instructor of record

Department of Communication Studies
University of Miami
Fall 2015 – Spring 2018

Research Assistant

BeChange Research Group
Institute for Public Communication

Università della Svizzera italiana
Fall 2012 – Summer 2014

Languages

Italian	Native speaker
English	Full knowledge, Speaking, Reading and Writing
Spanish	Upper Intermediate - knowledge, Speaking, Reading and Writing DELE certification 2010 (Level: B2)

Awards

Outstanding Doctoral Student Award, University of Miami, School of Communication, 2018
Top Paper for the Training and Development Division, NCA 2017
Top Paper for the Training and Development Division, NCA 2016
Top Paper for the Nonverbal Communication Division, NCA 2015
Merit-based Fellowship from Università' della Svizzera Italiana (USI) for previous achievements during bachelor studies – for attending the first year of the master

Grants

4. “Analysis of evidence-based patient education and counseling for tinnitus patients.” University of Miami Miller School of Medicine and the Sylvester Comprehensive Cancer Center (USA).
\$ 5000
3. “GAFAC (Graduate Activity Fee Allocation Committee) funds” to participate to the National Communication Association Conference 2017 in Dallas (TX, USA).
\$ 375
2. “Formative research and message development to educate middle school students about HPV prevention.” Rotary Club of Seprio Area (Italy).
Role: Principal Investigator
€ 7200 (≅ \$ 8193)
1. “Ever:Fresh - external evaluation and communication strategy consultancy for a Swiss program to prevent tobacco consumption among teens.” Department of Health and Sociality, Canton Ticino (Switzerland).
Role: Co-Principal Investigator
CHF 7980 (≅ \$ 8322)

Teaching

Studies in Persuasion: Fall 2018 (UK)
 Introduction to Health Communication: Fall 2018 (UK)
 Persuasion: Fall 2017 (UM)
 Health Behavior and Risk: Fall 2016 (UM)
 Introduction to Intercultural Communication: Fall 2015, Spring 2016, Spring 2018 (UM)

Guest Lecturer:

“Animating HPV education”, July 17th, 2017. Rotary Club Tradate (Italy).
 “When I decide to become mother” October 26th, 2016. Community event “Pulcheria,” Piacenza, Italy,
 “Using visuals to communicate about health” July 11th, 2016. Rotary Club Tradate (Italy)

Service

Paper Session Chair, *Kentucky Conference on Health Communication*, 2018

Ad hoc Reviewer, *Journal of Health Communication*, 2016, 2017, 2018

Ad hoc Reviewer, *Health Education*, 2016

Ad hoc Reviewer, *Journal of Racial and Ethnic Health Disparities*, 2017

Ad hoc Reviewer, *Communication Quarterly*, 2017

Fundraising Assistant: collaboration on the development and implementation of fundraising activities and events to support the renovation and educational programming for the school Collegio Arcivescovile Bentivoglio, Tradate, Italy, 2011-2014

Reader & Teaching Assistant: (Italian literature class) for children aged 11-13, 2005-2008

Coach: during the events at the “Centro Rita Tonoli” (Traona, Italy), educational housing for children in need, 2003-2008.

Peer-reviewed Publications

10. Evans, C., Suggs, L.S., Turner, K., **Occa, A.**, Juma, A., & Blake, H. (in press). Text Messaging to Promote Uptake of HIV Testing among Migrant African Communities. *Health Education Journal*.
9. **Occa A.**, Morgan S.E., & Potter J.E. (2017). Underrepresentation of Hispanics and other minorities in clinical trials: Recruiters' perspectives. *Journal of Racial and Ethnic Health Disparities*, 1-11.
8. Rangelov N., Suggs L.S., **Occa A.**, Radchuk O., & Schmeil A. (2017). Online games to improve children's knowledge of nutrition and physical activity guidelines – A pilot study. *Global Journal of Health Science*. 9(4), 134-141.
7. Morgan, S.E., **Occa A.**, Mouton A., Peter M., & Potter, J. (2017). You need to be a good listener: Recruiters' use of relational communication behaviors to recruit and consent participants for clinical trials and research studies. *Journal of Health Communication*. 22(2), 95-101.
6. **Occa, A.**, & Suggs, L. S. (2016). Communicating breast cancer screening with young women: An experimental test of didactic and narrative messages using video and infographics. *Journal of Health Communication*. 21(1), 1-11.
5. **Occa A.**, & Morgan, S.E. (2016). The art and science of engaging patients into medical research: using professional recruiters' experiences to inform physicians and scientific directors' strategic choices. *Recenti Progressi in Medicina*. 107(11), 602-603.
4. Morgan, S.E., **Occa, A.**, Mouton A., & Potter, J. (2016). The role of nonverbal communication behaviors in clinical trial and research study recruitment. *Health Communication*. 32(4), 461-469.
3. Morgan, S.E., Mouton, A., **Occa, A.**, & Potter, J. (2016) Clinical trial and research study recruiters' verbal communication behaviors. *Journal of Health Communication*. 21(7), 765-772.
2. Evans, C., Turner, K., Suggs, L.S., **Occa, A.**, Juma, A., & Blake, H., (2016). Developing a mHealth intervention to promote uptake of HIV testing among African communities in the UK: A qualitative study. *BMC Public Health*. 16(1), 1-16.

1. Evans C., Turner K., Blake H., Juma A., Suggs L.S., **Occa A.**, (2015). Text messaging to encourage uptake of HIV testing amongst African communities: Findings from a theory based feasibility study, *HIV Medicine*, 16(Suppl. 2), p. 54.

Book Chapters:

3. **Occa A.**, & Morgan S.E. (2018). Training programs for improving communication about medical research and clinical trials: A systematic review. In M. Prostran (Ed.) *Clinical Trials in Vulnerable Populations*, InTech.
2. Morgan S.E., Finn A., Raley J., Peng W., **Occa A.**, McFarlane S.J., Krieger J., Potter J.E (2018). Assessing communication practice during clinical trial recruitment and consent: The Clinical Trial Communication Inventory (CTCI). In M. Prostran (Ed.) *Clinical trials in vulnerable populations*. InTech.
1. Suggs L.S., Rangelov N., Schmeil A., **Occa A.**, Bardus M., Radchuk O. and Dianat S. (2013). "E-Health Services." In *International Encyclopedia of Digital Communication & Society*, Wiley-Blackwell. 1-9.

Manuscripts Under Review:

4. Carcioppolo, N., **Occa, A.**, & Chudnovskaya, E (revised and resubmit). When is it OK to joke? Adding Humor to Fear-based Colonoscopy Screening Messages May Increase Compliance. *HUMOR: The International Journal of Humor Research*.
3. Carcioppolo, N., Peng, W., Lun, D., & **Occa, A.** (revised and resubmitted). Can a social norms appeal reduce indoor tanning? Preliminary findings from a tailored messaging intervention. *Health Education & Behavior*.
2. **Occa A.**, Kim S., Carcioppolo N., Morgan S. E., & Anderson D. A comparison of metaphor modality and appeals in the context of skin cancer prevention. *Journal of Health Communication*.
1. Chen, Z., Hong, C., **Occa, A.** The effects of corporate social responsibility on organization-employee relationships: The moderating role of perceived fit. *Corporate Communications: An International Journal*.

Peer-reviewed Conference Papers

21. **Occa A.** & Morgan S. E. (2018). "This sounds like a good idea." Animations about clinical trial participation for cancer patients and survivors. To be presented at the 104th annual conference of the National Communication Association, Salt Lake City, UT.
20. Peng, W., **Occa, A.**, McFarlane, S., & Morgan, S. E. (2018). Discussions about clinical trials from a cancer-dedicated forum online. To be presented at the 104th annual conference of the National Communication Association, Salt Lake City, UT.
19. Peng, W., **Occa, A.**, Ali, K., & Carcioppolo, N. (2018). Feeling worried, overloaded, or fatalistic? The determinants of cancer uncertainty management preferences. To be presented at the 104th annual convention of the National Communication Association, Salt Lake City, UT.
18. **Occa A.**, Pagani O., Groux P., Di Lascio S., Rossi L., Froesch P., Suggs L. S., Maestrini N., & Lagomarsino M. (2018). "Shall I swallow or inject my chemotherapy?" Determinants of

treatment preference, communication, and decision-making for patients. To be presented at the Kentucky Conference on Health Communication, Lexington, Kentucky, USA.

17. Peng, W., **Occa, A.**, McFarlane, S., & Morgan, S. E. (2018). A content analysis of clinical trial information and misconception on online cancer community. To be presented at the Kentucky Conference on Health Communication, Lexington, Kentucky, USA.
16. **Occa A.**, Anderson D., Kim S., & Morgan S. E. (2017). A comparison of metaphor modality and appeals in the context of skin cancer prevention. National Communication Association Conference, Dallas, Texas, USA.
15. **Occa A.**, Morgan S. E., McFarlane S., Peng W., & Potter J. (2017). A pilot training to improve medical professionals' verbal and nonverbal communication about clinical trials and research studies. National Communication Association Conference, Dallas, Texas USA (**Top Paper Award**).
14. McFarlane S.J., Morgan S.E, **Occa A.** (2017). A systematic review of community-based participatory research to enhance clinical trials in vulnerable populations. 15th Annual Disparities in Health in America: Working Toward Social Justice Workshop. Houston, TX, USA.
13. Zhou C. & **Occa A.** (2017). A meta-analysis of narrative-based serious digital games for promoting healthy behaviors. ICA Pre-Conference on Innovations in Narrative-Based Intervention Design, Development, and Evaluation. San Diego, USA.
12. **Occa A.**, Morgan, S.E., & Potter, J. (2016). Underrepresentation of minorities in clinical trials: recruiters' perspectives. National Communication Association, Philadelphia, Pennsylvania, USA.
11. **Occa A.** & Morgan S.E. (2016). Structure, materials, and outcomes of training programs for improving clinical trials communication: a systematic review. National Communication Association, Philadelphia, Pennsylvania, USA (**Top Paper Award**).
10. Carcioppolo, N., **Occa, A.**, & Chudnovskaya, E. (2016). When is it OK to joke? Specifying how and when humor may be a more appropriate message frame than fear. National Communication Association, Philadelphia, Pennsylvania, USA.
9. **Occa A.** & Morgan, S.E. (2016). The art and science of engaging patients into medical research: using professional recruiters' experiences to inform physicians and scientific directors' strategic choices. Convegno dell'Associazione Alessandro Liberati/Network Italiano Cochrane. 31 May 2016, Rome, Italy
8. **Occa A.**, (2016). A textual analysis of HPV vaccine educational videos targeting adolescents on YouTube. Media+Health Symposium at Virginia Commonwealth University, Virginia, USA.
7. **Occa A.**, Leopold J, (2016). "You've Been Nominated!" Using social ties to strategically influence engagement in social marketing interventions. Media+Health Symposium at Virginia Commonwealth University, Virginia, USA.

6. Chen, Z., Hong, C., **Occa, A.**, (2016). CSR as an international relationship management strategy: Linking CSR, organizational-employee relationships, and employee behavioral outcomes. 19th annual International Public Relations Research Conference, Miami, Florida, USA.
5. Chen, Z., Hong, C., **Occa, A.**, (2015). The effects of corporate social responsibility on organization-employee relationships: The moderating role of perceived fit. RSA Educators Academy 'Super Saturday' research conference. Atlanta, South Carolina, USA.
4. Morgan S.E., **Occa A.**, Leopold J., Mouton A., Peter M., (2015). Like a chameleon": Clinical trial and research study recruiters' verbal and nonverbal communication strategies. National Communication Association, Las Vegas, Arizona, USA (**Top Paper Award**).
3. Ramaprasad J., **Occa A.**, Leopold J., (2015). Indian journalists on new media technological changes, censorship and control, prestige. International Association for Media and Communication Research, Montreal, Canada.
2. Morgan S.E., Mouton A., **Occa A.**, Leopold J., Peter M., (2015). Research study recruiters' perceptions of barriers to the accrual of unserved populations. Sylvester Comprehensive Cancer Center Retreat. Miami, Florida, USA (Poster)
1. **Occa A.**, Sugg S.L., (2014). Confronto tra strategie comunicative su canali digitali nel parlare di tumore al seno alle giovani donne. Convegno dell'Associazione Alessandro Liberati/Network Italiano Cochrane. 23 May 2014, Milan, Italy. (Poster)

Working Papers

3. **Occa, A.**, Suggs, L.S. (07/11/2014). Il segreto degli strumenti di comunicazione vincenti nell'ambito della prevenzione e della diagnosi precoce del tumore al seno. Un confronto tra strategie comunicative su canali digitali. On http://www.partecipasalute.it/cms_2/node/4879
2. Suggs L. S. & **Occa A.** (07/2014). Final Report 'Ever:Fresh' - An external evaluation and communication strategy consultancy for a Swiss program to prevent tobacco consumption among teens.
1. Evans, C., Juma, A., Turner, K., Blake, H, Suggs, L.S., & **Occa, A.** (2015). Final report "Health4U text messaging to promote uptake of HIV testing amongst African communities in Nottingham: A feasibility study.

Other Work Experience

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| March 2017 | Production assistant for the short movie "Y' All Listening Now?"
Directed by Kerli Kirch. |
| Jan 2013- July 2013 | Library Assistant at BUL (Biblioteca Universitaria Lugano), Lugano (Switzerland) |
| Febr 2013-May 2013 | Novartis , (USI - Switzerland): Field project. Social media monitoring to improve the global pricing communication activities of the company and development of recommendations for the global pricing communication strategy |

Media and Press

- Invited guest during morning news block “Omnibus”, transmitted by the Italian national TV channel “La7” (December 3rd, 2016):
<https://www.youtube.com/watch?v=FNpCLNMjlvM&t=2900s>
- Invited guest during morning news block “Omnibus”, transmitted by the Italian national TV channel “La7” (September 4th, 2016):
<http://www.la7.it/omnibus/video/tutti-gli-errori-della-campagna-fertilityday-04-09-2016-192386>:
- Letter to the Italian Minister of Health appeared on the national newspaper “La Repubblica”:
<http://ricerca.repubblica.it/repubblica/archivio/repubblica/2016/09/02/fertilityday-una-campagna-sbagliata28.html?ref=search>
- Article n. 1 related to the event “Pulcheria” published on the official website of the Emilia-Romagna Regional Health Service:
http://www.ausl.pc.it/eventi/2016_pulcheria/
- Article n. 2 related to the event “Pulcheria” published by the local online newspaper Piacenza.it:
http://www.piacenzasera.it/mobile/dett_agenda_mob.jsp;jsessionid=ABAAA2E4FDB8450C6FAA4EF0D59E17E0?idAg=13&IdC=13&IdS=13&id_prodotto=14925&tipo_cliccato=7&tipo_padre=7

Professional Memberships

NCA (National Communication Association), 2015-present

Society for Health Communication, 2017-presents

AEJMC, 2017

AIRIcerca, 2015-present

COMPAS Lab, 2014-present

4C Center for Communication, Culture and Change at University of Miami, 2014- present

BeCHANGE Research Group at Università della Svizzera italiana, 2012-2014

ESMA – European Social Marketing Association, 2011-2014

Movember network for USI, 2013-2014

IT Skills

SPSS, Nvivo, ATLAS.ti, Rstudio, EpiData, Actilife, Limesurvey, Qualtrics, mTurk

Mac OS, Microsoft XP, Google pack for blog management, WordPress, InDesign, Photoshop

ECDL (European Computer Driving License), 2005