

Aurora Occa, PhD

Curriculum Vitae

Department of Communication
University of Kentucky
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Education

PhD (2018)	Communication, University of Miami University of Miami
MSc (2013)	Communication, Management and Health Università della Svizzera italiana
MSc (2012)	Business Administration (concentration: Marketing) Virginia Polytechnic Institute and State University
BSc (2011)	Public Relation and Corporate Communication Libera Università di Lingue e Comunicazione IULM

Academic Appointments

2018 - present	Assistant Professor Department of Communication University of Kentucky
Summer 2018	Research Analyst Department of Communication Studies University of Miami
2014-2018	Graduate Research Assistant Department of Communication Studies University of Miami
2015-2018	Instructor of Record Department of Communication Studies University of Miami
2012-2014	Research Assistant BeChange Research Group, Institute for Public Communication Università della Svizzera italiana

Peer-reviewed Journal Publications

Occa A. & Morgan S.E. (in press). Animations about clinical trial participation for cancer patients and survivors. *Journal of Health Communication*.

- McFarlane, S.J., Morgan, S.E., **Occa A.**, Peng, W. (2019). An evaluation of clinical trial multimedia to support Hispanic cancer patients' informational and decision-making needs. *Journal of Cancer Education*.
- Peng, W., Morgan S. E., Mao B., McFarlane S., **Occa A.**, Grinfeder, G., & Byrne, M. M. (in press). Ready to make a decision: A model of information aids to improve informed participation in clinical trial research. *Journal of Health Communication*.
- Carcioppolo, N., Peng, W., Lun, D., & **Occa, A.** (2019). Can a social norms appeal reduce indoor tanning? Preliminary findings from a tailored messaging intervention. *Health Education & Behavior*.
- Carcioppolo, N., **Occa, A.**, & Chudnovskaya, E (in press). When is it OK to joke? Adding Humor to Fear-based Colonoscopy Screening Messages May Increase Compliance. *HUMOR: The International Journal of Humor Research*.
- Chen, Z., Hong, C., **Occa, A.** (2019). How Different CSR Dimensions Impact Organization-Employee Relationships? *Corporate Communications: An International Journal*.
- Evans, C., Suggs, L.S., Turner, K., **Occa, A.**, Juma, A., & Blake, H. (2018). Text Messaging to Promote Uptake of HIV Testing among Migrant African Communities. *Health Education Journal*.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

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 and Encyclopedia Entries

Morgan, S.E., **Occa, A.**, Peng, W., McFarlane, S. (2019, in press). Evidence-based communication in clinical, mass media, and social media contexts to enhance informed consent for participation in clinical trials and precision medicine initiatives. In D. O'Hair (Ed.) *Handbook of Applied Communication*.

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.

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.

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.

Peer-reviewed Conference Papers and Presentations

* Graduate student at the time of the study

Occa A. & *Bell S. (2019). Dr. Iguana and me: Using participatory drawings to create HPV vaccine messages for Italian children. Submitted for consideration to the 105th annual conference of the National Communication Association, Baltimore, MD

Occa A. & Morgan S. E. (2018). The Role of Cognitive Absorption in the Persuasiveness of Multimedia Messages. Submitted for consideration to the 105th annual conference of the National Communication Association, Baltimore, MD.

Morgan S. E., Peng W., **Occa A.**, Bingjing M., McFarlane S., Grinfeder G., & Byrne M. (2019). Deciding to make a decision: Improving research recruitment through tailored, interactive information about clinical trial participation. Submitted for consideration to the 105th annual conference of the National Communication Association, Baltimore, MD.

Bingjing M., Morgan S. E., Peng W., **Occa A.**, McFarlane S., Grinfeder G., & Byrne M. (2019). What motivates you to share? The effect of interactive tailored information aids on improving information sharing about clinical trials. Submitted for consideration to the 105th annual conference of the National Communication Association, Baltimore, MD.

Peng, W., Morgan S. E., Mao B., McFarlane S., **Occa A.**, Grinfeder, G., & Byrne, M. (2019). Ready to make a decision: A model of information aids to improved informed participation in clinical trial research. To be presented to the 105th annual conference of the National Communication Association, Baltimore, MD. (**Top Paper Award**).

Occa A. (2019). Le campagne di comunicazione sulla corretta alimentazione: uno sguardo globale. Presented to the event "La cultura alimentare 4.0: Alimentazione e consapevolezza nel 21 secolo" sponsored by Università degli Studi dell'Insubria.

- Occa A.**, Morgan S. E., Scaglione T., Kuzbyt B, Bookman R. J. What would an evidence-based tinnitus patient education program look like? Findings from a systematic review. (2019). To be presented to the 12th International Tinnitus Research Initiative Conference, Taipei, Taiwan.
- Occa A.** (2019). Roots and leaves: intergenerational health communication challenges and strategies. To be presented to the EASP Meeting on Intergroup Communication, Bologna, Italy.
- Guidry J., Vraga E., Ming H., Qin Y., **Occa A.**, Nan X., Carlyle K. E., & Fuemmeler B. (2019). Vaccines among Recipes: A Content Analysis of HPV Vaccine Posts on Pinterest. To be presented to the DCHC, Washington D.C., USA.
- Occa A.** (2019). An exploration of Italian children's and parents' information needs about HPV vaccine. To be presented to the 69th International Communication Association, Washington D.C., USA.
- McFarlane, S.J., Morgan, S.E., **Occa A.**, Peng, W. (2019). Cultural adaptation of cancer clinical trial multimedia for Hispanic patients. To be presented to the 69th International Communication Association, Washington D.C., USA.
- Occa A.** & Morgan S. E. (2018). "This sounds like a good idea." Animations about clinical trial participation for cancer patients and survivors. Presented at the 104th annual conference of the National Communication Association, Salt Lake City, UT.
- Peng, W., **Occa**, A., McFarlane, S., & Morgan, S. E. (2018). Discussions about clinical trials from a cancer-dedicated forum online. Presented at the 104th annual conference of the National Communication Association, Salt Lake City, UT.
- Peng, W., **Occa**, A., Ali, K., & Carcioppolo, N. (2018). Feeling worried, overloaded, or fatalistic? The determinants of cancer uncertainty management preferences. Presented at the 104th annual convention of the National Communication Association, Salt Lake City, UT.
- 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. Presented at the Kentucky Conference on Health Communication, Lexington, Kentucky, USA.
- Peng, W., **Occa**, A., McFarlane, S., & Morgan, S. E. (2018). A content analysis of clinical trial information and misconception on online cancer community. Presented at the Kentucky Conference on Health Communication, Lexington, Kentucky, USA.
- 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.
- 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**).
- 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.

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.

Occa A., Morgan, S.E., & Potter, J. (2016). Underrepresentation of minorities in clinical trials: recruiters' perspectives. National Communication Association, Philadelphia, Pennsylvania, USA.

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**).

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.

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

Occa A., (2016). A textual analysis of HPV vaccine educational videos targeting adolescents on YouTube. Media+Health Symposium at Virginia Commonwealth University, Virginia, USA.

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.

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.

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.

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**).

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.

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)

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

Occa, A. (01/13/2019). Progetto HPV. Report for Rotary Club Tradate.

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

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.

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.

Invited Talks and Conference Presentations

Occa A. (2019, June 17th). Formative research for the development of educational messages about the HPV vaccine. Rotary Club Tradate (Italy).

Occa A. (2017, July 17th). Animating HPV education. Rotary Club Tradate (Italy).

Occa A. (2016, October 26th). When I decide to become mother. Community event "Pulcheria," Piacenza, Italy.

Occa A. (2016, July 11th). Using visuals to communicate about health. Rotary Club Tradate (Italy).

Funded Research Projects

Formative Research to Develop Culturally Appropriate Messages to Increase African American's Willingness to Participate in Clinical Research. University of Kentucky, College of Communication and Information, Speed Dating for Researchers IX Grant.
Role: Principal Investigator
\$ 7500

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

GAFAC (Graduate Activity Fee Allocation Committee) funds to participate to the National Communication Association Conference 2017 in Dallas (TX, USA).
\$ 375

Formative research and message development to educate middle school students about HPV prevention. Rotary Club of Seprio Area (Italy).

Role: Principal Investigator
 € 7200 (≅ \$ 8193)

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)

Awards and Fellowships

- 2019 **Top Paper Award**, Health Communication Division, National Communication Association
- 2018 **Outstanding Doctoral Student Award**, School of Communication, University of Miami
- 2017 **Top Paper Award**, Training and Development Division, National Communication Association
- 2016 **Top Paper Award**, Training and Development Division, National Communication Association
- 2015 **Top Paper Award**, Nonverbal Communication Division, National Communication Association
- 2011 **Merit-based Fellowship**, Università della Svizzera italiana (USI)

Teaching

Assistant Professor, University of Kentucky

Introduction to Health Communication (<i>undergraduate, upper division</i>)	COM 471
Health, Campaigns and Communities: (<i>undergraduate, upper division</i>)	COM 572
Studies in Persuasion: (<i>undergraduate, upper division</i>)	COM 482
Directed Readings: (<i>graduate</i>)	CJT 700

Instructor of Record, University of Miami

Persuasion: (<i>undergraduate, upper division</i>)	COS 472
Health Behavior and Risk: (<i>undergraduate, upper division</i>)	COS 427
Introduction to Intercultural Communication: (<i>undergraduate, upper division</i>)	COM 343

Professional Service

To the Discipline

Paper Session Chair, *Kentucky Conference on Health Communication*, 2018
 Ad hoc Reviewer, *Journal of Health Communication*, 2016, 2017, 2018, 2019
 Ad hoc Reviewer, *Health Education and Behavior*, 2019
 Ad hoc Reviewer, *Health Education*, 2016
 Ad hoc Reviewer, *Journal of Racial and Ethnic Health Disparities*, 2017
 Ad hoc Reviewer, *Communication Quarterly*, 2017

To the University of Kentucky

Committee Member, Health Communication Research Collaborative, 2018, 2019

Committee Member, Personnel Committee, Department of Communication, 2019-2020
 Committee Member, Student Success Committee, Department of Communication, 2018-2019

Professional Memberships

2018 – present	University of Kentucky’s Markey Cancer Center (MCC)
2018 – present	University of Kentucky’s Center for Clinical and Translational Science (CCTS)
2018 – present	University of Kentucky’s Center for Health Equity Transformation (CHET)
2015 – present	National Communication Association
2019 – present	International Communication Association
2017 – present	Society for Health Communication
2015 – present	Associazione dei Ricercatori Italiani nel Mondo (AIRIcerca)
2014 – present	University of Miami’s Communication for Prevention & Screening Lab (COMPAS)
2014 – 2018	University of Miami’s Center for Communication, Culture and Change (4C)
2013 – 2014	European Social Marketing Association (ESMA)
2013 – 2014	Università della Svizzera italiana’s Movember network
2012 – 2014	Università della Svizzera italiana’s BeCHANGE Research Group

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&ldC=13&ldS=13&id_prodotto=14925&tipo_clickato=7&tipo_padre=7
- Article n. 1 appeared on the daily newspaper “La Prealpina” related to participation to the “Convegno Alimentazione” event <https://www.prealpina.it/pages/varese-cultura-alimentare-convegno-allinsubria-195395.html> (May 15th, 2019).
- Article n. 2 appeared on the online newspaper “Veresenews.it” related to participation to the “Convegno Alimentazione” event <https://www.varesenews.it/2019/05/alimentazione-malattie-workshop-alluniversita-dellinsubria/821142/> (May 16th, 2019)
- Article n. 3 appeared on the online newspaper “Varesepolis.it” related to participation to the “Convegno Alimentazione” event: <https://www.varesepolis.it/cultura-alimentare-4-0-workshop-aperto-al-pubblico-66277.html> (May 14th, 2019).

- Article n. 4 appeared on the online newspaper “Settegiorni.it” related to participation to the “Convegno Alimentazione” event: <https://settegiorni.it/cultura-e-turismo/la-cultura-alimentare-se-ne-parla-col-rotary-tradate/> (May 16th, 2019)
- IPR Research Letter featured research article: <https://instituteforpr.org/how-different-csr-dimensions-impact-organization-employee-relationships/> (August 7th, 2019)

Languages

Italian	Native speaker
English	Full knowledge, Speaking, Reading and Writing
Spanish	Upper Intermediate
French	Basic