

**LIZ CHEN, PhD, MPH**  
Department of Health Behavior  
Gillings School of Global Public Health  
University of North Carolina at Chapel Hill  
358A Rosenau Hall CB 7440, Chapel Hill, NC 27599-7440  
919-966-9207 • [lizcchen@unc.edu](mailto:lizcchen@unc.edu)

## PROFILE

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Public health professional and social entrepreneur focused on reducing health and educational disparities among underserved populations across North Carolina.

## EDUCATION

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- Doctor of Philosophy in Public Health (PhD)** August 2019  
Health Behavior, UNC Gillings School of Global Public Health, Chapel Hill, North Carolina
- Master of Public Health (MPH)** May 2014  
Health Behavior, UNC Gillings School of Global Public Health, Chapel Hill, North Carolina
- Bachelor of Arts in Anthropology** June 2010  
Princeton University, Princeton, New Jersey  
*Certificate: Global Health & Health Policy*

## PROFESSIONAL EXPERIENCE

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- Department of Health Behavior**, UNC Gillings School of Global Public Health, Chapel Hill, NC  
*Director, Graduate Certificate in Innovation for the Public Good (CIPG)* July 2020 - Present
- Oversee recruitment, admissions, and student experience for a new graduate certificate for an interdisciplinary cohort of students starting Fall 2020
  - Teach HBEH 748: Design Thinking for the Public Good, the required course for CIPG students, starting Spring 2021
- MPH Concentration Lead* July 2019 – Present
- Oversee the training experience of MPH students
  - Chair the MPH Admissions Committee for the Health Behavior concentration
  - Represent the Health Behavior concentration at school leadership meetings and events
- Assistant Professor* July 2019 – Present
- Teach HBEH 752: Public Health Evaluation to second year MPH students
  - Mentor at least three MPH students per cohort
- Innovate Carolina**, University of North Carolina at Chapel Hill, Chapel Hill, NC  
Innovate Carolina (IC) is formally known as the office of Innovation, Entrepreneurship and Economic Development (IEED) at UNC Chapel Hill. Innovate Carolina works closely with a cohesive network of University partners to turn novel ideas into economic and social value.
- Design Thinking Lead* July 2019 – Present
- Oversee design thinking strategy and programming across the university

- Collaborate with faculty members, staff, and students to apply design thinking to their research, teaching, and practice

*Design Thinking Facilitator*

January 2019 – June 2019

- Created and delivered customized training workshops for faculty on design thinking and how to apply design thinking to address issues in research, teaching, and practice at UNC and abroad
- Provided technical assistance to faculty to apply design thinking principles and methods to their research and to submit grant applications and Institutional Review Board applications for these design thinking projects
- Connected faculty with funders who support design thinking projects

**MyHealthEd, Inc.**, Chapel Hill, NC

August 2016 – Present

MyHealthEd, Inc. is a nonprofit organization whose mission is to use design thinking to improve the health and well-being of youth of every identity.

*Co-Founder*

- Oversaw nonprofit processes for content creation/curation and teen engagement (Teen Advisory Board)
- Built relationships with a wide variety of stakeholders across North Carolina, including school districts, health centers, and public health departments
- Secured funding from Power to Decide, the U.S. Office of Adolescent Health, and Google.org to develop *Real Talk*, a sex education mobile app for teens ages 13-15 that has recently been featured in *Teen Vogue* and *Fast Company*

**Eastern North Carolina STEM**, Durham, NC

August 2013 – December 2017

ENC STEM provides high-quality STEM learning opportunities and leadership training to high school students living in economically disadvantaged communities in Eastern North Carolina in order to increase growth mindset and college readiness in pursuit of STEM majors/careers.

*Co-Director*

- Secured more than \$1M in funding from the NC Department of Public Instruction as well as budget appropriations through the NC General Assembly to sustain future funding for programming
- Created and taught Leadership Development course sequence for three years
- Recruited, hired, and managed teams of up to 20 staff members at a time who served as lead instructors, teaching assistants, and interns

**North Carolina Institute of Medicine**, Morrisville, NC

May 2013 – August 2017

The NCIOM is an independent organization focused on improving the health and well-being of North Carolinians by bringing together diverse stakeholders to develop solutions to the health problems in NC.

*Research Assistant*

- Organized and facilitated statewide task forces related to numerous issues including early childhood obesity, rural health, and child maltreatment
- Analyzed data collected by local and state agencies to inform decision-making
- Drafted policy recommendations to inform health policy at the state and local level

**HONORS AND AWARDS**

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**Teaching Excellence and Innovation Award 2020-2021**

March 2021

- Received departmental, student-nominated award that recognizes a faculty member “who inspires students, enhances their learning through creative, engaging and/or innovative teaching methods; and supports success in the classroom and growth as a student and public health professional.”

**Social Innovation in Health Evaluation Contest, The Special Program for Research and Training in Tropical Diseases (TDR)** February 2020

*Finalist*

- Was named one of three finalists across the world for this crowdsourcing competition to solicit creative ideas and tools on the development of social innovation research checklists and measurement ideas for evaluating social innovations in health, specifically in low- and middle-income countries.
- Will be part of the team (along with other finalists and representatives from WHO, TDR and other orgs) to put together a new guide for evaluating social innovation in health.

**Impact Award, The University of North Carolina at Chapel Hill Graduate School** December 2019

*Awardee*

- Received one of 15 competitive awards honoring graduate students in programs throughout the University for their contributions to a better future for people and communities in North Carolina.

**American Association of University Women** April 2018

*American Dissertation Fellowship*

- Awarded a nationally competitive \$20,000 fellowship to assist with achieving academic and professional goals from July 2018 through June 2019.

**Forbes 30 Under 30: 2018** November 2017

*Honoree, Social Entrepreneurship*

- Recognized for leveraging business to lead to social impact through the development of the Real Talk app for young teens.

**School Health Education and Services Section, APHA** November 2015

*Student Abstract Award Winner*

- Selected as the student abstract award winner for the SHES section of the 143<sup>rd</sup> annual American Public Health Association meeting.

**Robert and Kristen Greczyn Scholarship** May 2015

*Award recipient*

- Received this merit scholarship and UNC Gillings Student Award for demonstrated commitment to public health practice.

**Delta Omega, National Public Health Honor Society** May 2014

*Inductee*

- Received honor and recognition for academic excellence and leadership potential in the field of public health.

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**PEER-REVIEWED MANUSCRIPTS**

**Chen, E., Neta, G., & Roberts, M. C.** (2020). Complementary approaches to problem solving in healthcare and public health: implementation science and human-centered design. *Translational Behavioral Medicine*.

**Chen, E., Leos, C., Kowitt, S. D., & Moracco, K. E.** (2020). Enhancing Community-Based Participatory Research Through Human-Centered Design Strategies. *Health Promotion Practice*, 21(1), 37–48.

<https://doi.org/10.1177/1524839919850557>.

**Chen, E.,** & Barrington, C. (2017). "You Can Do it Anywhere": Student and Teacher Perceptions of an Online Sexuality Education Intervention. *American Journal of Sexuality Education, 12*(2), 105-119.

**Chen, E.** & Mangone, E. R. (2016). A Systematic Review of Apps using Mobile Criteria for Adolescent Pregnancy Prevention (mCAPP). *JMIR mHealth and uHealth, 4*(4), e122.

Grewe, M. E., Taboada, A., Dennis, A., **Chen, E.**, Stein, K., Watson, S., Barrington, C. & Lightfoot, A. F. (2015). 'I learned to accept every part of myself': the transformative impact of a theatre-based sexual health and HIV prevention programme. *Sex education, 15*(3), 303-317.

## **PEER-REVIEWED MANUSCRIPTS UNDER REVIEW**

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Skywark, E. **Chen, E.**, & Jagannathan, V. (Under Review at *Higher Education for the Future*). Co-creating a new, interdisciplinary design thinking course to train 21<sup>st</sup> century changemakers.

Kpokiri, E., **Chen, E.**, Li J, Payne, S., Shrestha, P., Afsana, K., Amazigo, U., Awor, P., de Lavisson, J., Khan, S., Mier-Alpano, J., Ong, A., Subhedar, S., Wachmuth, I., Mehta, K., Halpaap, B., Tucker, J.D. (Under Review at *PLOS Medicine*). Social innovation research checklist: A crowdsourcing open call and digital hackathon to develop a checklist for research to advance social innovation in health. medRxiv. 2020:2020.11.03.20225110.

**Chen, E.**, Moracco, K. E., Kainz, K., Muessig, K. E. & Tate, D. F. (Under Review at *Digital Health*). Developing and validating a new scale to measure the acceptability of health apps among adolescents.

**Chen, E.**, Muessig, K. E., & Moracco, K. E. (Under Review at *Applied Clinical Informatics*). Understanding the acceptability of health apps among adolescents using the Theoretical Framework of Acceptability: a qualitative study.

## **PRESENTATIONS**

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**Chen, E.** "Social innovation research checklist." Presented at the virtual Social Innovation in Health Initiative (SIHI) Social Monitoring and Evaluation Framework Launch & Webinar on May 5, 2021.

Skywark, E. R. & **Chen, E.** "Co-creating a new, interdisciplinary design thinking course to train 21<sup>st</sup> century changemakers." Presented at the Innovative Teaching and Learning Conference on March 30, 2021.

Skywark, E. R. & **Chen, E.** "Co-creating a design thinking course for an interdisciplinary cohort of changemakers." Presented at the virtual Ashoka Exchange on March 18, 2021.

**Chen, E.**, Skywark, E. R. & Jagannathan, V. "Using the design thinking process to create a new design thinking course for graduate students." Presented at the virtual International Social Innovation Research Conference on September 1, 2020.

**Chen, E.** "Applying design thinking to public health research: a Real Talk case study." Presented at Meeting 3 of the Committee on Prevention and Control of Sexually Transmitted Infections in the United States, The National Academies of Sciences, Engineering, and Medicine, Health and Medicine Division, Washington, DC, October 7, 2019.

**Chen, E.** & Suellentrop, K. "Innovation Next: seeding innovation in technology-based solutions to adolescent sexual health." Presented at the annual SHIFT NC conference, Research Triangle Park, NC, May 17, 2018.

**Chen, E.** "Transforming health education through technological and audience insights." Presented at the Agents of Change Conference 2018, San Diego, CA, February 13, 2018.

**Chen, E.,** Jagannathan, V. & Leos, C. "Elevating student voices through human-centered design." Presented at the Education Leadership Conference at Yale University, New Haven, CT, April 7, 2017.

**Chen, E.** & Leos, C. "Feasibility, usability, and acceptability of a comprehensive online sex education intervention in rural North Carolina." Presented at the American Public Health Association Annual Conference 2016, Denver, CO, November 1, 2016.

**Chen, E.** "Student perceptions of an online sex education intervention in rural North Carolina." Presented at the American Public Health Association Annual Conference 2015, Chicago, IL, November 3, 2015.

**Chen, E.** "MyHealthEd: An online course for transforming and personalizing sex ed in the classroom." Presented at the American School Health Association Conference 2015, Orlando, FL, October 15, 2015.

**Chen, E.** "MyHealthEd: The feasibility of implementing an online, sexual health intervention in schools with African American youth in North Carolina." Presented at the SHIFT NC Conference 2015, Greensboro, NC, May 21-22, 2015.

**Chen, E.** & Jagannathan, V. "MyHealthEd: The feasibility of implementing an online, sexual health intervention in schools with African American youth in North Carolina." Presented at the Youth + Tech + Health (YTH) Live Conference 2015, San Francisco, CA, April 26-28, 2015.

## **TEACHING & TRAINING**

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### **HBEH 748: Design Thinking for the Public Good**

*Assistant Professor*, Chapel Hill, NC

January 2021 – Present

This 3-credit service-learning course is the required course for the new Certificate in Innovation for the Public Good and trains an interdisciplinary group of graduate students to apply the mindsets, methods, and process associated with design thinking (i.e. human-centered design) to solve real world problems.

- Co-created the course with co-instructor and TA by engaging UNC faculty who teach design thinking, design thinking leads at peer institutions, design thinking experts in the field, and UNC graduate students
- Designed responsive community partnership model
- Evaluated design thinking experience, practices, and outcomes over the course of the semester

### **HBEH 772: Planning, Implementing, and Evaluating Health Behavior Interventions**

*Assistant Professor*, Chapel Hill, NC

August 2020 – Present

This 2-credit course is required for second year Health Behavior concentration MPH students and provides practical tools for students to plan, implement, and evaluate health behavior interventions

- Created the course syllabus, assignments, and evaluation surveys and delivered weekly Zoom lectures
- Included content on equitable public health design, implementation, and evaluation
- Provided written and oral feedback to students on class activities and class assignments

### **HBEH 752: Public Health Evaluation**

August 2019 – December 2019

*Assistant Professor, Chapel Hill, NC*

The purpose of this 3-credit course is to provide MPH students practical evaluation tools that can be used in real world settings. The course examines methods to determine how a particular health-related program or policy works and covers several major types of evaluation with an emphasis on process and impact evaluations.

- Developed course syllabus and delivered biweekly lectures on public health evaluation including content on human-centered design and the communication of evaluation results to community members and stakeholders
- Provided written and oral feedback to students on class activities and class assignments

**HBEH 746/992: Capstone**

August 2015 – May 2018

*Teaching Assistant, Chapel Hill, NC*

Capstone is a year-long, group-based, mentored service learning course that gives master's students an opportunity to apply their skillset to real-world public health problems in partnership with local organizations.

- Managed 60+ MPH students across 15 student teams (60+ MPH students) to complete project work with health-focused organizations including IntraHealth, the UNC Center for Health Promotion and Disease Prevention, and the NC Cancer Hospital Cancer Caregiver Support Network
- Provided technical assistance to student teams and oversaw the collection and sharing of 360° feedback between students and mentors

**HBEH 811: Development and Evaluation of Health Promotion & Disease Prevention Interventions**

*Teaching Assistant, Chapel Hill, NC*

August 2016 – December 2016

The goal of this course is to prepare doctoral students to be able to design a behavior change intervention that could be implemented and evaluated through funded research.

- Developed and delivered lectures on the development and evaluation on interventions for health promotion and disease prevention with a focus on formative research and process evaluation
- Mentored doctoral students to develop their own interventions and assessed the feasibility of projects

**HBEH 772: Planning Health Promotion Programs**

January 2014 - May 2016

*Teaching Assistant, Chapel Hill, NC*

The goal of this required course is to equip master's students with foundational skills in program planning to address public health issues.

- Created and facilitated instructional activities to apply concepts to real world scenarios
- Provided regular written and oral feedback to teams of students on their program plans
- Managed the course Sakai site

**Northampton County High School, Gaston, NC**

August 2010 – June 2012

*High School Science Teacher & Science Department Chair*

NCHS is a Title I high school that partners with Teach For America in rural Eastern North Carolina where more than 70% of students qualify for free- or reduced-price lunch.

- Doubled the district passage rate for 10<sup>th</sup> grade students taking the state end-of-course (EOC) biology exam for 2011-2012 school year; 90% of students earned a proficient or advanced proficient score compared to 45% the previous year
- Developed and facilitated school-wide and district-wide professional development on best practices for science instruction, data-driven classrooms, and integrating technology into the classroom

**MPH Student Mentees**

- Kacia Vines (2020-2023)

- Lee Doyle (2020-2022)
- Angelica Mejia (2020-2022)
- Zamantha Granados (2019-2021)
- Marlyn Pulido (2019-2021)
- Emily Skywark (2019-2021)

### **Masters Papers and Dissertations**

<b>Student Name</b>	<b>Academic Year</b>	<b>Department/ Concentration</b>	<b>Title</b>	<b>Role</b>
Susanna Choi	2021-	Nutrition	TBD	Dissertation committee member
Lindsay Oluyede	2021-	City and Regional Planning	An Investigation of Design Thinking for Place-Based Transportation Innovation: A Study of Early Adopters	Dissertation committee member
Lily Herbert	2020-	Geography	TBD	Dissertation committee member
Summer Debnam	2019-2020	MCH	Preparation of secondary health and physical education teachers and the implementation of the Healthful Living Essential Standards in North Carolina classrooms	Second reader

### **CONTRACTS AND GRANTS**

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#### **Real Talk: Developing a tech-based solution for teen pregnancy in the U.S.**

*Principal Investigator*

November 2016 – May 2018

\$325,000

- Selected as one of five teams from initial cohort to build the MVP (minimally viable product) for a technological solution for teen pregnancy
- Oversaw content solicitation, content curation, and content distribution
- Conducted design research with hundreds of stakeholders across the country
- In September 2017, launched the Real Talk app, a storytelling app for adolescents ages 13 to 15 so that teens know that they are not alone

*Principal Investigator*

April 2016 – August 2016

\$80,000

Office of Adolescent Health, U.S. Department of Health and Human Services

- Selected as one of 10 teams nationally to participate in the Innovation Next accelerator to develop a technological solution for teen pregnancy in the U.S.
- Received human-centered design training from world renowned design firm IDEO over 6 months

- Conducted design research with dozens of stakeholders to empathize and ideate alongside intended users to co-create the concept for a sex education mobile app
- Incorporated as a 501(c)3 tech nonprofit to implement learnings from design research

**Adapting an evidence-based sex education curriculum for eHealth delivery in rural Eastern North Carolina**

*Co-Investigator*

February 2014 – June 2015

\$50,000

State Employees Credit Union (SECU) Foundation

- Adapted *Reducing the Risk*, an evidence-based sex education curriculum from an in-person intervention to a digital intervention (using an online course-builder called Moodle)
- Conducted formative research with stakeholders to understand what high school students, health educators, and school leaders want in an online sex education course
- Led process and outcome evaluation efforts to assess the impact of the adapted online course on students' knowledge, attitudes, and behaviors

**PROFESSIONAL SERVICE**

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**Service to the UNC Gillings School of Global Public Health**

**Admissions Coordinator Search Committee**

May 2021 – Present

*Search Committee Member*

- Review materials, attend meetings, and participate in activities to identify and hire a new Admissions Coordinator to Gillings.

**Gillings Asian and Asian American/Pacific Islander Pod**

April 2021 – Present

*Co-Lead*

- Schedule, plan, and facilitate monthly pod meetings open to the 500+ faculty, staff, and students who identify as Asian or AAPI to provide a safe space to share social support and resources.

**UNC Task Force for Childcare for Healthcare Workers**

March 2020 – Present

*Co-Chair*

- Led a joint effort between UNC Health and UNC Gillings of Global Public Health to ensure that UNC Health employees have access to safe, affordable childcare options amidst the COVID-19 pandemic. Worked with UNC Health Foundation to set up a flexible subsidy program to help UNC Health employees cover the increased cost of childcare.

**Health Behavior MPH Admissions Committee**

July 2019 – Present

*Chair*

- Oversaw the application review and selection process for 2020-2021 admissions cycle; led MPH recruitment efforts for the Health Behavior concentration.

**MPH Steering Committee**

July 2019 – Present

*Member*

- Engaged in committee work to make decisions and recommendations to strengthen the MPH training experience for our Gillings students.

**Doctoral Student Advisory Committee**

May 2015 – May 2017

*Representative*

- Served as a liaison and representative voice of the doctoral student body to departmental faculty and administration and coordinated professional development events aligned with student needs.



## **Service to the University**

### **SaferWays Project**

July 2020 – May 2021

*Team Member*

- Worked with University leaders and faculty to develop [Saferways](#), a digital tool to assess Covid safety behaviors by crowdsourcing reports from community members.
- The project was supported by the North Carolina Policy Collaboratory at the University of North Carolina at Chapel Hill with funding from the North Carolina Coronavirus Relief Fund established and appropriated by the North Carolina General Assembly.

## **Service to the State of North Carolina**

### **myFuture NC Commission**

October 2017 – Present

*Commission Member*

- Appointed to a statewide commission along with thought leaders from education, business, philanthropy, faith-based, and nonprofit communities to set comprehensive postsecondary education attainment goals for the North Carolina's education system to develop a competitive workforce.

## **Manuscript Reviews**

*American Journal of Sexuality Education*

*Applied Clinical Informatics*

*Health Promotion Practice*

*International Perspectives on Sexual and Reproductive Health*

*Translational Behavioral Medicine*

## **Grant Reviews**

*Spencer Foundation*