

CRISTINA LEOS

cleos@email.unc.edu

SUMMARY

I am a nationally recognized behavioral scientist, research interventionist, and social entrepreneur with applied experience across academic, nonprofit, and startup settings. My expertise centers on combining behavioral science and human-centered design to develop innovative health technology products. I am trained in principles of adolescent development, program evaluation, quantitative and qualitative research methods, and human-centered design approaches. I also lead human-centered design workshops to train students, researchers, educators, activists, and public health professionals to design more effective and inclusive tools to support health and wellbeing.

EDUCATION

2019	PhD , Health Behavior	Gillings School of Global Public Health University of North Carolina at Chapel Hill
2015	MSPH , Health Behavior	Gillings School of Global Public Health University of North Carolina at Chapel Hill
2013	BA , Human Biology	Stanford University

PROFESSIONAL EXPERIENCE

2022-present	Sr. Innovation Strategist , Office of Strategy and Innovation, City of Raleigh Municipal Government, Raleigh, NC
2016-present	Co-Founder & President , MyHealthEd, Inc., Chapel Hill, NC
2019-2022	Chief Executive Officer , MyHealthEd, Inc., Chapel Hill, NC
2016-2019	Product Development Lead , MyHealthEd, Inc., Chapel Hill, NC
2015-2017	Research Interventionist , Department of Health Behavior, Gillings School of Global Public Health, University of North Carolina at Chapel Hill
2013-2016	Graduate Research Assistant , Department of Health Behavior, Gillings School of Global Public Health, University of North Carolina at Chapel Hill

PUBLICATIONS

Peer Reviewed Journal Articles

7. **Leos, C**, Chen, E, Jagannathan, V. “Using Human-Centered Design Strategies to Identify Unmet Adolescent Sexual Health Wants and Needs.” *Prevention Science*. doi: 10.1007/s11121-023-01559-5
6. Chen, E, Wallace, DD, **Leos, C**, Merino, Y. “Examining the White Supremacist Practices of Funding Mechanisms for Public Health Research and Practice: A Composite Narrative from Female, Junior Researchers of Color in Public Health.” (2023). *Health Promotion Practice* 24(1):45-58. doi:10.1177/15248399221129864
5. Chen, E, **Leos, C**, Kowitt, S, Moracco, B. “Human-Centered Design and Community-Based Participatory Research: Complementary Approaches in Public Health.” (2020). *Health Promotion Practice* 21(1), 37-48. doi: 10.1177/1524839919850557
4. **Leos, C**, Wiley, DC. “‘It falls on all our shoulders’: Overcoming Barriers to Delivering Sex Education in Schools.” (2019). *Journal of Applied Research on Children* 10(2), Available at: <https://digitalcommons.library.tmc.edu/childrenatrisk/vol10/iss2/4>
3. Langer, MM, Roche, M, Brewer, N, Khan, CM, **Leos, C**, Moore, EG, Brown, M, Rini, C. “Development and validation of a genomic knowledge scale to advance informed decision making research and clinical practice in genomic sequencing.” (2017) *Medical Decision Making: Policy & Practice* 2, 1-13. doi: 10.1177/2381468317692582
2. **Leos, C**, Khan, CM, Rini, C. “Understanding self-management behaviors in symptomatic adults with unknown etiology using an illness perceptions framework.” (2016) *Journal of Behavioral Medicine*. 39(2), 310-9. doi: 10.1007/s10865-015-9698-2
1. Khan, CM, Moore, EG, **Leos, C**, Rini, C. “Patient hopes for diagnostic genomic sequencing: Roles of uncertainty and social status.” (2016) *European Journal of Human Genetics*. 24(6), 803-8. doi: 10.1038/ejhg.2015.204

CONFERENCE PRESENTATIONS

10. Cervantes, M, **Leos, C**. Bringing Sex Education into the 21st Century Through Storytelling and Technology. Oral presentation at the Healthy Teen Network National Conference 2022, Miami, FL, October 17-19 2022.

9. Axelson, S, **Leos, C**, Nunez-Eddy, C. From MVP to RCT: Using Human-Centered Design to Develop a Novel Adolescent Pregnancy Prevention Intervention. Oral presentation at the Healthy Teen Network National Conference 17-19 2022, Miami, FL, October 2022.
8. **Leos, C**, Cervantes, M. Axelson, S, Nunez-Eddy, C. From MVP to RCT: Using Human-Centered Design to Develop a Novel Adolescent Pregnancy Prevention Intervention. Oral presentation at the Teen Pregnancy Prevention Grantee Conference 2022, Virtual, July 26-28, 2022.
7. **Leos, C**, Axelson, S, Nunez-Eddy, C. From MVP to RCT: Using Human-Centered Design to Develop a Novel Adolescent Pregnancy Prevention Intervention. Oral presentation at the Adolescent Pregnancy Prevention Grantee Conference 2022, Virtual, June 28-30 2022.
6. Chen, E, **Leos, C**, Jagannathan, V. Increasing student engagement among middle school students with sex-ed-through-storytelling app. Oral presentation at the American School Health Association Annual Meeting 2017, St. Louis, MO, Oct 2017.
5. **Leos, C**. A Feasibility Assessment to Adapt an Online Sexual Health Intervention for Youth in West Texas. Oral presentation at the Texas Campaign to Prevent Teen Pregnancy Symposium 2017, Dallas, TX, Mar 2017.
4. Mendez, A, Suarez, R, **Leos, C**, Lightfoot, AL, Eng, E, Merino, Y, Simán, FM, Thatcher, K, Thomas, T, Coyne-Beasley, T, Chapman, MV. The Power of Youth Voices: Engaging Latino Immigrant Youth in Analyzing Systems and Power through Photovoice. Poster presentation at the 38th Annual Minority Health Conference 2017, Chapel Hill, NC, Feb 2017.
3. **Leos, C**, Lightfoot, AL, Merino, Y, Thomas, T, Thatcher, K, Coyne-Beasley, T, Duran, T, Eng, E, Simán, FM, Chapman, MV. A Critical Race Theory Perspective on the Educational Experiences of Latino Immigrant Young Men in North Carolina. Roundtable presentation at the American Public Health Association Annual Meeting 2016, Denver, CO, Nov 2016.
2. Chen, E, **Leos, C**. Feasibility, Usability, and Acceptability of a Comprehensive Online Sex Education Intervention in Rural North Carolina. Oral presentation at the American Public Health Association Annual Meeting 2016, Denver, CO, Nov 2016.
1. **Leos, C**, Rini, C. Illness Perceptions Predict Healthcare Utilization Differently Among Adults and Parents. Poster presentation at the Society of Behavioral Medicine Annual Meeting 2015, San Antonio, TX, Apr 2015.

AWARDS & HONORS

2020	100 Women Fund COVID-19 Coaching Award, The Coaching Fellowship
2020	Camelback Ventures Fellowship, Finalist
2019	Roddenberry Fellow, Roddenberry Foundation
2018	Teach For America Social Innovation Award, Finalist
2018	Forbes 30 Under 30: Social Entrepreneurship, Honoree
2017	Aetna Foundation Prize for Health Equity Innovation, Audience Choice Award
2016	Outstanding Student Paper Award, American Public Health Association Latino Caucus
2015, 2017	Health Behavior Student Travel Award, Jo Anne L. Earp Scholarship Fund
2013	Gillings Merit Scholar, Gillings School of Global Public Health, University of North Carolina at Chapel Hill
2013	Phi Beta Kappa Honors Society, Stanford University
2009	Gates Millennium Scholar (\$380,000 award), Bill & Melinda Gates Foundation
2009	National College Match Recipient (\$200,000 award), QuestBridge

GRANTS & FELLOWSHIPS

Current Funding

2021	Family and Youth Services Bureau. MyHealthEd, Inc., Chapel Hill, NC. Grant #90AP2697-01-00. Period of award: 9/30/21-9/29/26
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Completed Funding

2021	Voqal USA. MyHealthEd, Inc., Chapel Hill, NC. Period of award: 6/15/21-6/14/22
2021	The California Endowment. MyHealthEd, Inc., Chapel Hill, NC. Period of award: 2/15/21-2/14/22
2020	Visible Connect. MyHealthEd, Inc. Chapel Hill, NC. Period of award: 7/1/20-6/30/21

- 2020 **Roddenberry Foundation.** MyHealthEd, Inc., Chapel Hill, NC.
Period of award: 5/1/20-12/31/20
- 2019 **Office of Population Affairs.** MyHealthEd, Inc., Chapel Hill, NC.
Grant #TP2AH000023-02-00.
Period of award: 10/1/19-6/15/21
- 2019 **Roddenberry Foundation.** MyHealthEd, Inc., Chapel Hill, NC.
Period of award: 1/1/19-12/31/19
- 2019 **Kenan-Biddle Partnership.** MyHealthEd, Inc., Chapel Hill, NC.
Period of award: 1/1/19-12/31/19
- 2019 **Goggio Family Foundation.** MyHealthEd, Inc., Chapel Hill, NC.
Period of award: 1/1/19-12/31/19
- 2019 **Shuttleworth Foundation.** MyHealthEd, Inc., Chapel Hill, NC.
Period of award: 1/1/19-12/31/19
- 2018 **Visible Connect.** MyHealthEd, Inc., Chapel Hill, NC.
Period of award: 8/1/18-7/31/19
- 2017 **Google.org.** MyHealthEd, Inc., Chapel Hill, NC.
Period of award: 10/1/17-9/30/18
- 2017 **Fast Forward.** MyHealthEd, Inc., Chapel Hill, NC.
Period of award: 7/1/17-6/30/18
- 2016 **Office of Population Affairs.** MyHealthEd, Inc., Chapel Hill, NC.
Grant #TP2AH000023-02-00
Period of award: 10/1/16-6/15/17
- 2016 **Office of Population Affairs.** UNC Gillings School of Global Public Health,
Department of Health Behavior, Chapel Hill, NC.
Grant #TP2AH000023-02-00
Period of award: 4/1/16-9/1/16

INVITED TALKS

National Presentations

- 2022 Transformative Funding: Insights for Advancing Equitable Innovation Projects
Working Session, U.S. Office of Population Affairs, Virtual Meeting.
- 2022 Using Design Thinking & Technology to Support Mental Health, American

Public Health Association – Mental Health Section, Instagram Live.

- 2021 Building Evidence: Experiences from the 2015 Teen Pregnancy Prevention Innovation Projects Working Session, U.S. Office of Population Affairs, Virtual Meeting.
- 2021 Advancing Health Equity and Innovation, SaludConTech Symposium, Webinar.
- 2020 Showcasing Promising TPP Tier 2 Interventions and Innovations – Real Talk App, U.S. Office of Population Affairs, Webinar.
- 2019 Using Human-Centered Design Tools for Activism, Roddenberry Foundation, Hollywood, CA.
- 2018 Inspiration for Human-Centered Design – Real Talk App, IDEO, Palo Alto, CA.
- 2017 Elevating Student Voices Through Human-Centered Design, Yale School of Management, New Haven, CT.

Campus Presentations

- 2020 Design Thinking in Public Health, UNC Gillings School of Global Public Health, Chapel Hill, NC.
- 2018 Examining the Role of Structural Racism in Producing and Maintaining Health Inequities, Initiative for Minority Excellence Research Colloquia, University of North Carolina at Chapel Hill, Chapel Hill, NC.
- 2016 A Human-Centered Design Approach for Developing Sexual Health Interventions, School of Public Health Advisory Council, UNC Gillings School of Global Public Health, Chapel Hill, NC.

TEACHING EXPERIENCE

Lead Instructional Designer, City of Raleigh Innovation Institute, Raleigh, NC

Facilitator, Human-Centered & Technology-Enabled: Sex Education for the Modern Era Health Teen Network National Conference 2022, Pre-Conference Institute, Miami, NC
October 2022

Adjunct Professor, Design Thinking for the Public Good
Department of Health Behavior, UNC Gillings School of Global Public Health, Chapel Hill, NC
Fall 2022, Fall 2023

Teaching Assistant, Development and Evaluation of Public Health Interventions

Department of Health Behavior, UNC Gillings School of Global Public Health, Chapel Hill, NC
Fall 2017, Fall 2019

Teaching Assistant, Foundations of Health Behavior
Department of Health Behavior, UNC Gillings School of Global Public Health, Chapel Hill, NC
Fall 2014, Fall 2015, Fall 2016, Fall 2017

PROFESSIONAL & COMMUNITY SERVICE

Youth-Centered BIPOC Mental Health Coalition. Member, Organized by Peer Health Exchange, Oakland, CA. 2020-2022.

Alumnae Panel. Chi Omega Fraternity – Nu Alpha Chapter, Stanford University, Stanford, CA. June 2020.

UNC Task Force for Childcare for Healthcare Workers (COVID-19 Emergency Response). Member, UNC Gillings School of Global Public Health, Chapel Hill, NC. 2020.

North Carolina 2020 Goal Setting Collaborative. Member, Organized by Sexual Health Initiatives for Teens NC (SHIFT NC), Chapel Hill, NC. 2019.

Policy Committee. Member, El Paso County Teen Pregnancy Prevention Coalition, El Paso, TX. 2017.

DEPARTMENTAL & UNIVERSITY SERVICE

MPH Practicum Student Preceptor. Department of Health Behavior, UNC Gillings School of Global Public Health, Chapel Hill, NC. Summer 2020, Summer 2022.

Summer Undergraduate Pipeline – Graduate School Panelist. Initiative for Minority Excellence, University of North Carolina at Chapel Hill, Chapel Hill, NC. August 2018.

Panel Moderator, Minority Health Conference. UNC Gillings School of Global Public Health, University of North Carolina at Chapel Hill, Chapel Hill, NC. February 2018.

Admitted Students Visiting Day Panel - MSPH Representative. Department of Health Behavior, UNC Gillings School of Global Public Health, Chapel Hill, NC. April 2018.

Diversity & Inclusion Planning Committee - TA Representative. Department of Health Behavior, UNC Gillings School of Global Public Health, Chapel Hill, NC. 2016-2017.

Working Group on Gender, Migration, & Health. UNC Gillings School of Global Public Health, Chapel Hill, NC. 2015-2017.

Posters Committee Co-Chair, Minority Health Conference. UNC Gillings School of Global Public Health, Chapel Hill, NC. 2014-2015.

New Student Orientation Panel - MSPH Representative. Department of Health Behavior, UNC Gillings School of Global Public Health, Chapel Hill, NC. August 2014.