

Selena E. Ortiz, Ph.D., MPH
Curriculum Vitae

604N Donald H. Ford Building
The Pennsylvania State University
University Park PA 16802

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Email seortiz@psu.edu

ACADEMIC POSITIONS

Assistant Professor
Department of Health Policy and Administration & Demography
School of Public Policy (courtesy appointment)
The Pennsylvania State University (PSU)
State College, PA
2015 – Present

Faculty Affiliate

The Rock Ethics Institute, PSU
Center for Health Care and Policy Research, PSU
Population Research Institute, PSU

POST-DOCTORAL FELLOWSHIPS

Health and Society Scholar, The Robert Wood Johnson Foundation
Harvard Center for Population and Development Studies
Harvard University, Cambridge, MA
2013 – 2015

Non-Resident Fellow, Ash Center for Democratic Governance and Innovation
Harvard Kennedy School of Government
Harvard University, Cambridge, MA
2014 – 2015

EDUCATION

Ph.D., Department of Health Policy and Management
UCLA Fielding School of Public Health
The University of California Los Angeles

MPH, Department of Health Policy and Management
Mel and Enid Zuckerman College of Public Health
The University of Arizona

B.A., Department of Sociology
The University of California Berkeley

PUBLICATIONS

Selena E. Ortiz, Gary J. Adler, Jr., and Bobbie L. Johannes¹. Economic Elites and Support for Housing Affordability Policy: How a Housing-Health Belief Matters. *Political Behavior*. <https://doi.org/10.1007/s11109-020-09623-4>

Lisa M. Lee, **Selena E. Ortiz**, Gregory Pavela, & Bruce Jennings. Public Health Code of Ethics: Deliberative Decision Making and Reflective Practice. *American Journal of Public Health*, 2020, 110(4): 489-491.

Selena E. Ortiz. Making (and Framing) the Connection between Housing Affordability and Health. *American Journal of Public Health*, 2019, 109(9): 1168-1169.

Joel E. Segel, **Selena E. Ortiz**, Bethany Shaw, Mark Stephens, and Dennis P. Scanlon. Becoming a Learning Health System: A Case Study of the Process of Identifying and Designing an Intervention. *Management in Healthcare*, 2019, 3(4): 302-316.

Selena E. Ortiz and Meredith B. Rosenthal. Medical Marketing, Trust, and the Patient-Physician Relationship. *JAMA*, 2019, 321(1): 40-41.

Selena E. Ortiz and Bobbie L. Johannes¹. Building the Case for Housing Policy: Understanding Public Beliefs about Housing Affordability as a Key Social Determinant of Health. *Social Science & Medicine: Population Health*, 2018. 6: 63-71.

Jessica A. Williams and **Selena E. Ortiz**. Knowledge of Preventive Coverage under the ACA. *PLoS One*, 2017, 12(12): 1-14.

Selena E. Ortiz, Ichiro Kawachi, and Angie M. Boyce. Bariatric Surgery: A Population Health Perspective. *Health*, 2016, DOI: 10.1177/1363459316660858.

Selena E. Ortiz, Frederick J. Zimmerman, and Gary J. Adler, Jr. Increasing Public Support for Food-Industry Related, Obesity Prevention Policies: The Role of a Taste-Engineering Frame and Contextualized Values. *Social Science & Medicine*, 2016, 156: 142-153

Selena E. Ortiz, Debra J. Perez, and Ninez A. Ponce. The Quality of Diabetes Management Among Mexican Adults in California: Does Generational Status Matter? *Medical Care*, 2015, 53(9): 792-799

Selena E. Ortiz, Frederick J. Zimmerman, Franklin D. Gilliam, Jr. Weighing In: The Taste-Engineering Frame in Obesity Expert Discourse. *American Journal of Public Health*, 2015, 105(3): 554-559.

Selena E. Ortiz and Frederick J. Zimmerman. Race/Ethnicity and the Relationship between Homeownership and Health. *American Journal of Public Health*, 2013, 103(4): e122 – e129.

¹ Student co-author
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Frederick J. Zimmerman, **Selena E. Ortiz**, Dimitri Christakis, Dana Elkun. The Value of Social-Cognitive Theory to Reducing Preschool TV: A Pilot Randomized Trial. *Preventive Medicine*, 2012, 54(3-4): 212 – 218.

Cecilia B. Rosales, Kathryn Coe, **Selena E. Ortiz**, Grace Gámez, and Nancy Stroupe. Social Justice, Health and Human Rights Education: Challenges and Opportunities in Schools of Public Health. *Public Health Reports*, 2012, 127(1): 126 – 130.

Manuscripts under Review

Selena E. Ortiz, Joel E. Segel, & Linh Tran¹. Minding the Equity Gap: The Role of Health Savings Plans on Reducing Access to Care Disparities among Racial/Ethnic Minority Populations. *Revise & Resubmit*.

Gary J. Adler, Jr., **Selena E. Ortiz**, Eric Plutzer, Damon Mayrl, and Rebecca Sager. Religion at the Frontline: How Religion Influenced the Response of Local Government Officials to the COVID-19 Pandemic.

Selena E. Ortiz, Ashton Verdery, & Jonathan Daw. How Will the Advancing American Kidney Health Executive Order Impact Living Donor Kidney Transplant Rates and Disparities? Evidence from a Panel of Realistic Living Kidney Donors.

Bobbie L. Johannes¹ & **Selena E. Ortiz**. You said it, not me: How healthcare expertise is used on Twitter to spread misinformation about vaping and COVID-19

Joel E. Segel, Matthew M. Davis, **Selena E. Ortiz**, & T.N. Winkelman. Gaining Medicaid vs. Gaining Private Insurance: Does the Association with Utilization and Access to Care Differ among the Low-income Chronically Ill.

Technical Reports

Selena E. Ortiz, Gary J. Adler, and Eric Plutzer. 2020. How Pennsylvania’s Municipalities and Local Officials Confront the Coronavirus: A Public Report. Available at https://democracy.psu.edu/covid_report

American Public Health Association. Public Health Code of Ethics. 2019. Available at https://www.apha.org/-/media/files/pdf/membergroups/ethics/code_of_ethics.ashx?la=en&hash=3D6643946AE1DF9EF05334E7DF6AF89471FA14EC

Selena E. Ortiz, Christy Trimmer, Amy Liebman, Mary E. Miller. 2009. Border Crossing Deaths: A Public Health Crisis along the US-Mexico Border. American Public Health Association Policy Statement. APHA Policy No. 20092. Available at <http://www.apha.org/policies-and-advocacy/public-health-policy-statements/policy->

database/2014/07/24/08/56/border-crossing-deaths-a-public-health-crisis-along-the-us-mexico-border

Ninez A. Ponce, Winston Tseng, Paul Ong, Yen Ling Shek, **Selena E. Ortiz**, Melissa Gatchell. 2009. The State of Asian American, Native Hawaiian and Pacific Islander Health in California. A Report from the California Asian Pacific Islander Joint Legislative Caucus. UCLA Center for Health Policy Research. Available at <http://escholarship.org/uc/item/3s89c1cm>

Working Papers

Selena E. Ortiz, Christopher Seto, and C. Daryl Cameron. The Role of Empathy and Outrage on Support for Inclusive COVID-19 Economic Policies.

Selena E. Ortiz, Christopher Seto, and C. Daryl Cameron. Empathy as a Tool to Increase Support for Safe and Equitable Voting Policies in the Era of COVID-19.

Bobbie L. Johannes & **Selena E. Ortiz**. A Qualitative Analysis of How Vape Products are Marketed Using Facebook in College Towns.

Bobbie L. Johannes, Saman Naz, **Selena E. Ortiz**, & Patricia Miranda-Hartsuff. The Effect of Medicaid Supportive Housing Services on Health and Health Service Use: Early Results from the BRFSS.

Bobbie L. Johannes, Kayla Confer, **Selena E. Ortiz**, J McCullough, & Cynthia Chuang. Patient Perspectives on Comparative Effectiveness Research.

Joel E. Segel and **Selena E. Ortiz**. Specialty Care in Narrow Networks: Disparities in Access among Racial/Ethnic and Low-Income Communities.

GRANTS – AWARDED

Co-Principal Investigator/Project Director 2020
Robert Wood Johnson Foundation
Policies for Action: Research on Housing Policies that Promote Equity
Amount: \$243,490.00
Project Title: *The Impact of Pittsburgh's Innovative Mobility Vouchers and Mobility Counseling Program on Racial and Economic Equity*

Principal Investigator 2020
The Population Research Institute
The Pennsylvania State University
Award Amount: \$3000.00
Project Title: *Nationwide Local Officials COVID-19 Response Survey*

<p>Co-Principal Investigator The Clinical and Translational Science Institute (CTSI): Bridges to Translation VI Pilot Award The Pennsylvania State University Amount: \$49,000.00 Project Title: <i>Scaling Evidence Based Interventions Within a Health System to Achieve Population Health Benefits</i></p>	2020
<p>Principal Investigator The Population Research Institute The Pennsylvania State University Award Amount: \$3500.00 Project Title: <i>Pennsylvania Local Officials COVID-19 Response Survey</i></p>	2020
<p>Co-Investigator The Clinical and Translational Science Institute (CTSI): Bridges to Translation V Proposal The Pennsylvania State University Award Amount: \$235,000.00 Project Title: <i>A Pre-production Phase I Pilot: Multidisciplinary Collaboration as a Bridge to the Ethical Collection of Patient-level Data on Social Determinants of Health (SDoH)</i></p>	2019
<p>Principal Investigator Population Research Institute The Pennsylvania State University Award Amount: \$10,000.00 Project Title: <i>Examining the Impact of Medicaid's Supportive Housing Services on Health Outcomes and Health Utilization and Costs among Adults, Children, and Families</i></p>	2018
<p>Co-Investigator The Pennsylvania State University Strategic Planning Grant Award Amount: \$250,000.00 Project Title: <i>On Campus Ambulatory Intensive Care To Improve Health and Wellness of Penn State Employees and Adult Beneficiaries with Chronic Illness</i></p>	2017
<p>Co-Investigator National Institute of Diabetes and Digestive and Kidney Diseases R01 Award Amount: \$1,204,932.00 Project Title: <i>Eliminating Disparities and Promoting Greater Utilization in Living Donor Kidney Transplantation (LDKT)</i></p>	2017
<p>Co-Investigator General Education Integrative Studies Seed Grant Office of General Education The Pennsylvania State University Award Amount: \$15,000.00</p>	2017

Project Title: *Healthy People Healthy Society*

Principal Investigator 2016

The FrameWorks Institute

Award Amount: \$8,000.00

Project Title: *Measuring Public Opinion of the Affordable Housing Crisis: How Values and Explanatory Messages Increase Support of Housing Policies among Economic Elites and Policy Mobilizers*

Principal Investigator 2016

The FrameWorks Institute

Award Amount: \$8,000.00

Project Title: *Moving Public Support for Early Childhood Education: Do Frames Matter? A Case Study of Alamance County's Impact Alamance*

Principal Investigator 2015

Robert Wood Johnson Foundation, Health and Society Scholars Seed Grant

Award Amount: \$23,308.00

Project Title: *Emotion-Based Language used in Message Framing throughout Online Bariatric Surgery Advertising and Information Pages Targeting Adolescents*

Co-Principal Investigator 2015

Robert Wood Johnson Foundation, Health and Society Scholars Seed Grant

Award Amount: \$16,531.00

Project Title: *Perceptions of Prevention and Wellness during ACA Implementation*

FELLOWSHIPS

The University of California Los Angeles 2012

Graduate Division

Dissertation Year Fellowship

Agency for Healthcare Research and Quality (AHRQ) 2012

T32 Pre-Dissertation Fellowship

The University of California Los Angeles 2011

Graduate Division

Pre-Dissertation Fellowship

The University of California Los Angeles 2010

Graduate Division

Graduate Student Summer Mentorship Research Fellowship

The University of California Los Angeles 2008 – 2009

Diversity Initiative for Graduate Study in the Social Sciences

Graduate Student Summer Fellowship

National Center of Minority Health and Health Disparities 2005 – 2007
Mel and Enid Zuckerman College of Public Health, The University of Arizona
Graduate Student Fellowship

AWARDS AND HONORS

Nominee, 2013-2014 Dissertation of the Year Award 2014
AcademyHealth

Delta Omega 2008
National Public Health Honor Society, Alpha Nu Chapter

Hispanic Alumni Excellence Award 2007
Outstanding Graduate Student, The University of Arizona

Student Life Achievement Award 2007
Mel and Enid Zuckerman College of Public Health, The University of Arizona

Outstanding Thesis Award 2007
Mel and Enid Zuckerman College of Public Health, The University of Arizona

Peter W. Likins Inclusive Excellence Award 2007
Student Recipient Prize, The University of Arizona

INVITED TALKS

*Public Awareness of the Association Between Housing Affordability & Health:
The Key to Policy Change?* 2020
SUNY Buffalo School of Public Health and Health Professions Seminar – Invited Speaker
Buffalo, NY

*Public Awareness of the Association Between Housing Affordability & Health:
The Key to Policy Change?* 2020
MANNA Housing Young Professionals Series – Invited Speaker
Washington, DC

*Public Awareness of the Association between Housing Affordability & Health:
the Key to Policy Change?* 2018
Population Research Institute Seminar – Invited Speaker
University of Maryland
College Park, Maryland

Building the Case for Housing Policy: Understanding Public Beliefs about Housing Affordability As a Key Social Determinant of Health 2018
Brown School, Washington University in St. Louis – Invited Speaker
St. Louis, MO

Alumni Contributions to the Science of Health Disparities 2016
Robert Wood Johnson Foundation Health & Society Scholars (HSS) Annual Program Meeting – Invited Plenary Speaker
New Orleans, LA

Reframing Child Health: What Will It Take to Make America Care? 2016
AcademyHealth National Child Health Policy Conference – Invited Plenary Speaker
Washington, DC

Increasing Public Support of Obesity Prevention Policies: Using Strategic Frame Analysis to Identify Alternative Frames and Values 2015
Nutrition Resource Centre 2015 Forum – Invited Plenary Speaker
Toronto, Canada

Using Strategic Framing Analysis to Increase Public Support for Policies that Target Obesity 2014
Harvard Program on the Global Demography of Aging Seminar – Invited Speaker
Harvard University, Cambridge, MA

CONFERENCE PRESENTATIONS

The Effect of Proposed Regulation to Decrease Financial Burden Associated with Living Donor Kidney Transplant on Potential Kidney Donor Willingness 2020
American Public Health Association Annual Meeting & Expo – Poster Presentation
Virtual Conference

Minding the Equity Gap: The Role of Health Accounts on Reducing Access to Care Disparities among Racial/Ethnic Minority Populations 2019
American Public Health Association Annual Meeting & Expo – Oral Presentation
Philadelphia, PA

Minding the Equity Gap: The Role of Health Accounts on Reducing Access to Care Disparities among Racial/Ethnic Minority Populations 2019
Academy Health Annual Research Meeting Annual Meeting & Expo – Poster Presentation
Washington, DC

Reasons to Donate: A Mixed-Methods Experimental Vignette Study of Willingness to Become a Living Kidney Donor 2019
Population Association of America Annual Conference – Oral Presentation
Austin, TX

<i>Building the Case for Housing Policy: Understanding Public Beliefs about Housing Affordability As a Key Social Determinant of Health</i>	2018
American Public Health Association Annual Meeting & Expo – Poster Presentation San Diego, CA	
<i>Building the Case for Housing Policy: Understanding Public Beliefs about Housing Affordability As a Key Social Determinant of Health</i>	2018
Interdisciplinary Association for Population Health Science – Poster Presentation Washington, DC	
<i>Building the Case for Housing Policy: Understanding Public Beliefs about Housing Affordability As a Key Social Determinant of Health</i>	2018
AcademyHealth Annual Research Meeting – Poster Presentation Seattle, WA	
<i>Emerging Ethical Issues within Integrated Health Delivery Systems</i>	2016
American Public Health Association Annual Meeting & Expo – Moderator Denver, CO	
<i>How Families Shape Obesity</i>	2016
Persistent and Emerging Issues in Population Health Science Interdisciplinary Association of Population Health Science Meeting – Moderator University Park, PA	
<i>Knowledge of Preventive Coverage under the ACA</i>	2016
Health Economics Special Interest Group AcademyHealth Annual Research Meeting – Poster Presentation Boston, MA	
<i>Ethical Conduct of Public Health Practice and Research in Challenging Situation</i>	2015
American Public Health Association Annual Meeting & Expo – Moderator Chicago, IL	
<i>Does Exposure to an Alternative Frame of Obesity and Values Influence Public Support for Obesity Prevention Policies? Results from a Population-Based Survey Experiment</i>	2015
AcademyHealth Annual Research Meeting – Oral Presentation Minneapolis, MN	
<i>Does Exposure to an Alternative Frame of Obesity and Values Influence Public Support for Obesity Prevention Policies? Results from a Population-Based Survey Experiment</i>	2015
Robert Wood Johnson Health and Society Annual Meeting – Oral Presentation Chapel Hill, NC	

<i>Ethics of Setting Policy in the Face of Technological Developments</i> American Public Health Association Annual Meeting – Moderator New Orleans, LA	2014
<i>The Interaction between Media and the Public: Do Frames Used in Readers' Comments Mirror Those Used in Online News Content about Obesity?</i> Robert Wood Johnson Health and Society Annual Meeting – Oral Presentation Detroit, MI	2014
<i>Does Race and Ethnicity Moderate the Relationship between Homeownership and Health? Findings from the California Health Interview Survey</i> AcademyHealth Annual Research Meeting – Poster Presentation Orlando, FL	2012
<i>Does Race and Ethnicity Moderate the Relationship between Homeownership and Health?</i> American Public Health Association Annual Meeting & Expo – Poster Presentation Washington, DC	2011
<i>The Role of Generational Status in Diabetes Care and Processes among Mexicans</i> American Public Health Association Annual Meeting & Expo – Poster Presentation Denver, CO	2010
<i>The Role of Generational Status in Diabetes Care and Processes among Mexicans</i> AcademyHealth Annual Research Meeting – Oral Presentation Boston, MA	2010
<i>Reducing Immigrant Deaths along the U.S./Mexico Border: The Role of Academic Institutions</i> American Public Health Association Annual Meeting & Expo – Oral Presentation San Diego, CA	2008
<i>The Impact of Deaths Due to Exposure along the US-Mexico Border</i> American Public Health Association Annual Meeting & Expo – Poster Presentation Washington, DC	2007
<i>How Social Justice and Human Rights Impacts the Communities of the Southwest</i> American Public Health Association Annual Meeting & Expo – Poster Presentation Washington, DC	2007

CAMPUS/DEPARTMENTAL TALKS

<i>Housing as a Social Determinant of Health. Communication, Policies, and COVID-19: Impacts on Hispanic Communities</i> Penn State Hershey Medical Center Seminar Series – Invited Speaker	2020
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Hershey, PA

How Pennsylvania's Municipalities and Local Officials Confront the Coronavirus: A Public Report 2020

School of Public Policy – Policy and The Pandemic Series – Invited Speaker
The Pennsylvania State University
University Park, PA

Wearable technology data and its use to nudge behavior: Ethical considerations 2019

Rock Ethics Institute Bioethics Colloquium – Invited Speaker
The Pennsylvania State University
University Park, PA

Examining Public Beliefs about the Link between Housing Affordability and Health: Results from a Mixed-Methods National Survey 2017

Population Research Institute (PRI) Seminar – Invited Speaker
The Pennsylvania State University
University Park, PA

Elite Support for Policies Addressing Housing Affordability: Examining the Causal Pathways 2016

Center for American Political Responsiveness (CAPR) Seminar – Invited Speaker
The Pennsylvania State University
University Park, PA

Addressing Health Disparities through the Lens of Health Policy Framing 2016

Penn State-Hershey and Lebanon VA Medical Center
Medicine Grand Rounds, Invited Speaker
Hershey, PA

TEACHING EXPERIENCE

Instructor 2016 - Present

Department of Health Policy and Administration
College of Health and Human Development
The Pennsylvania State University

Spring 2018 - 2020: HPA 301 Honors Health Services Policy Issues

Spring 2017 - 2020: HPA 561 Introduction to Research Design in Health Services Research

Spring 2016/Fall 2016: HPA 301 Health Services Policy Issues

Special Reader (Teaching Assistant) 2011 – 2012

Department of Health Services
UCLA Fielding School of Public Health
The University of California Los Angeles

Rev. 01/2021

Ortiz, SE

Winter 2011 and 2012: Ethical Issues in Public Health

Instructor

2008

Saint Mary's College of California

Winter 2008: The Intersection of Public Health, Ethics, and Human Rights

Teaching Assistant

2006 – 2007

Mel and Enid Zuckerman College of Public Health

The University of Arizona

Spring 2007: Ethics, Values, and Public Health Policy

EDITORIAL AND JOURNAL POSITIONS

Chair, Advisory Committee, *The Nation's Health*, APHA

2017 – 2018

Appointee, Advisory Committee, *The Nation's Health*, APHA

2014 – 2016

Member, Editorial Board, *AIMS Public Health Journal*

2013 – 2018

Peer Reviewer

2013 – Present

American Journal of Public Health

American Journal of Preventive Medicine

Health Communication

International Journal of Health Policy and Management

Journal of Racial and Ethnic Health Disparities

Medical Care

Obesity

Social Science & Medicine

Social Science & Medicine Population Health

PROFESSIONAL AFFILIATIONS, SERVICE & EXPERIENCE

Elected Board Member

2020 – Present

Co-Chair, Membership Committee

Interdisciplinary Association of Population Health Science (IAPHS)

Washington, DC

Immediate Past Chair

2020 – Present

Ethics Section

American Public Health Association (APHA)

Washington, DC

Chair

2017 – 2019

Ethics Section

American Public Health Association (APHA)

Washington, DC

Honors Advisor - Schreyer Honors College Department of Health Policy and Administration College of Health and Human Development The Pennsylvania State University University Park, PA	2017 – Present
Chair-Elect Ethics Section American Public Health Association (APHA) Washington, DC	2016 – 2017
Appointed Member Consumer Health Insurance Literacy Work Group Pennsylvania Insurance Department	2016 – Present
Member Pennsylvania Public Health Association (PPHA)	2016 – Present
Member Interdisciplinary Association of Population Health Science (IAPHS)	2016 – Present
Fellow The FrameWorks Institute Washington, D.C.	2015 – Present
Program Chair, 2016 Ethics Section American Public Health Association (APHA) Washington, DC	2015 – 2016
Member AcademyHealth National Organization	2009 – Present
Member American Public Health Association	2006 – Present
Co-Founder Social Justice in Health Symposium The University of Arizona, Mel and Enid Zuckerman College of Public Health Tucson, AZ	2007