

## Curriculum Vitae

PD Dr. Marta Fadda, Ph.D.

E-mail: marta.fadda@usi.ch; Phone: (+41) 058 666 49 63; Skype: faddamarta; Twitter: martafadda; ORCID: 0000-0003-3537-0346

### Education

2021-2023	<b>MBE</b>	<b>Master of Bioethics (expected)</b> Harvard Medical School (HMS), Harvard University
2013-2017	<b>PhD</b>	<b>Health Communication; Summa cum Laude</b> Institute of Communication and Health, Università della Svizzera italiana
2009-2010	<b>MA</b>	<b>Near and Middle Eastern Studies</b> School of Oriental and African Studies (SOAS), University of London
2006-2009	<b>BA</b>	<b>European and Non-European Languages and Cultures; Summa cum Laude</b> University of Cagliari

### Current position

Since 05/2019	<b>Postdoctoral Researcher and Lecturer</b> Institute of Public Health, Faculty of Biomedical Sciences, Università della Svizzera italiana
Since 12/2021	<b>Private lecturer (PD)</b> Faculty of Biomedical Sciences, Università della Svizzera italiana

### Previous positions

09/2018 – 04/2019	<b>Clinical Trial Coordinator</b> Oncology Institute of Southern Switzerland (IOSI), Ente Ospedaliero Cantonale
09/2017 – 08/2018	<b>Postdoctoral Researcher</b> Department of Health Sciences and Technology (D-HEST), ETH Zurich
09/2013 – 08/2017	<b>PhD Candidate and Teaching Assistant</b> Institute of Communication and Health (ICH), Università della Svizzera italiana
06/2015 – 07/2015	<b>Visiting Researcher</b> Faculty of Education, Department of Psychology, University of Erfurt

### Teaching activities

09/2020 - present	<b>Biomedical ethics</b> Lecturer, Master of Medicine, Università della Svizzera italiana
	<b>How to write and publish a scientific paper</b> Tutor, various PhD degrees, Università della Svizzera italiana
09/2019 - 01/2021	<b>Qualitative research methods in public health</b> Lecturer, MSc in Communication, Management and Health, Università della Svizzera italiana and MSc in Cognitive Psychology in Health Communication, Università della Svizzera italiana
01/2015 – 07/2017	<b>Theories and models in the communication sciences</b> Teaching Assistant and Seminar Lecturer, BA Communication Sciences, Università della Svizzera italiana
01/2014 – 07/2017	<b>Research methods in the communication sciences</b> Teaching Assistant, Course and Seminar Lecturer, BA Communication Sciences, Università della Svizzera italiana
09/2013 – 01/2014	<b>Health communication</b> Teaching Assistant, MSc in Communication, Management and Health, Università della Svizzera italiana

### Individual scientific reviewing activities

Ad-hoc reviewer for the following journals: JAMA Network Open, Frontiers in Public Health, Quality and Quantity (Springer), Vaccines (MDPI), Vaccine: X (Elsevier), PLOS ONE, Journal of Health Psychology (SAGE), Journal of Experimental Psychology: Applied (American Psychological Association), Computers in Human Behavior (Elsevier), Journal of Medical Internet Research (JMIR), Vaccine (Elsevier), Human Vaccines and Immunotherapeutics (Taylor & Francis), Patient Education and Counseling (Elsevier), BMJ Open, Health Communication (Routledge), Journal of Health Organization and Management (Emerald), Chinese Journal of Communication (Taylor and Francis), Annals of Public Health Reports (The Scientific Pages), Health Promotion International (Oxford University Press), European Journal of Pediatrics (Springer), International Journal of Public Health, Public Health Reviews, SSM - Qualitative Research in Health

### Editorial services

2020-2021	Bioethica Forum – Editorial board member
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### Prizes and awards

2023	Projects for Innovation in Teaching Award (USI) – PI
2022	UZH Postdoc Team Award (University of Zurich) Equal Opportunities Award (USI) Conference travel grant (SAGW)

2021	Project grant (FOPH) – Co-PI Project grant (COMEC EOC) – Co-PI
2020	KZS Fund (SAMW) – PI Project grant (COMEC EOC) – PI Scientific Exchange grant (SNSF) – PI
2019	Conference travel grant (SAGW) Scientific Exchange grant (SNSF) – PI
2015	Shadowing program grant (Equal Opportunities Service, USI)
2014	Conference travel grant (SAGW)
2009	Best Graduate Student award (University of Cagliari)

### **Contribution to grant proposal writing**

2022	Parent and youth athlete concussion knowledge in Southern Switzerland: A pilot study [STRONGHEAD] (AFRI EOC) Discussing Advance Care Planning in the internal medicine ward: A survey of clinicians in Switzerland (Swiss Society of General Internal Medicine Foundation; AFRI EOC) Caring and caregiving: The impact of COVID-19 Measures on how we care and will care for older persons [COVID-CARE] (SNF NRP 80)
2021	Vaccine hesitancy among school staff in Switzerland: A mixed-methods study (Federal Office of Public Health) Leveraging FOMO to counter COVID-19 vaccination misinformation on Instagram (2021 Instagram request for proposals on Safety and Community Health)
2020	Between autonomy and public good: Exploring individuals' understanding of the ethical implications of COVID-19 public health response measures (Swiss Academy of Medical Sciences – KZS Fund) What are the barriers and facilitators perceived by ICU physicians to use the guidelines “COVID-19 pandemic: triage for intensive-care treatment under resource scarcity” of the Swiss Academy of Medical Sciences (SAMS) in the Canton of Ticino Intensive Care Units (ICUs) involved in COVID-19 response? (Commissione di Etica Clinica dell'EOC – COMEC) Exploring fever-related knowledge and practice among young children's caregivers and healthcare professionals and testing the effectiveness of a culturally sensitive intervention to reduce fever phobia (Fondazione Leonardo) The mental health consequences of COVID-19 - Geographic variation and influencing factors (SNF project funding Div. I-III) A trustworthy infrastructure to support digital data collection and linkage for population health and well-being (SNF NRP77, LoI) Health policy response monitoring for COVID-19 – Public health measures, communication, and emotional stress (SNF Special call on coronavirus) Managing the risk of coronavirus in everyday life. A qualitative analysis of the responses to public health measures of older adults, younger adults and cross-border commuters in Ticino (SNF Special call on coronavirus)
2019	Untangling the 5G net(work): Exploration of the key factors driving acceptance and development of a communication measure (SNF Spark) MyDementia – A dialogue between scientists and society (SNF Agora) iSupport – Adaptation to the Canton of Ticino (Canton of Ticino, Pro Senectute) Exploring fever-related knowledge and practice among young children's caregivers and healthcare professionals in two language regions in Switzerland: Paving the way for a culturally sensitive intervention to reduce fever phobia (Bangerter-Rhyner Stiftung)

### **Organization of academic activities**

2022	Liberty Hospital is facing a crisis. Are you ready to make difficult decisions? (SWIMSA Convention)
2021	RISE - Raising awareness for mental health in patients and families affected by pediatric neuromuscular diagnoses leading to severe disability (SSPH+ funding)
2020	Advanced issues in qualitative research in healthcare (SNF funding)

### **Master theses supervision**

MSc in Communication, Management, and Health: Mrs. Iren Andreeva (2021), Mrs. Chanita Jantranukul (2022)  
MSc in Cognitive Psychology in Health Communication: Mrs. Ilaria Falvo (2021), Mrs. Elizabeth Istomina (2022)  
MSc in Medicine: Mrs. Vinurshia Sellaiah (2023), Mr. Charles Grimm (2024)

### **Mentorship**

Currently enrolled in the Academic Mentoring program of the Equal Opportunity Service of the Università della Svizzera italiana as a mentor of Ms. Deborah Pacifico and Ms. Ilaria Falvo, PhD students.

### **Memberships**

Swiss School of Public Health (SSPH+) Fellow  
Member of the Swiss Society of Biomedical Ethics

### **Language skills**

Italian (Native proficiency), English (Full professional proficiency), German (Intermediate), French (Intermediate), Arabic (Intermediate)

### **IT skills**

Microsoft Office (Word, PowerPoint, Excel), NVivo, SPSS

### **Course work and seminars**

- 2022 Creating online virtual interactive discussions – Prof. Axel Hoffmann (Swiss Tropical and Public Health Institute)
- 2020 Writing and publishing a scientific paper - Prof. Emiliano Albanese (Università della Svizzera italiana)
- 2019 Systematic reviews and meta-analyses - PD Dr. med. Giorgio Treglia (University of Lausanne)
- 2016 Moderation and mediation analysis - Prof. Bert Meuffels (University of Amsterdam)  
Risk communication in the 21st Century - Prof. Kasisomayajula Viswanath (Harvard School of Public Health)  
Qualitative clinical communication research: Fitting methods to the purpose - Prof. Peter Salmon (University of Liverpool)
- 2015 The analysis of social networks - Prof. Alessandro Lomi & Prof. Garry Robins (Summer School on Advanced Methods in the Social Sciences, Università della Svizzera italiana)  
Univariate and multivariate analysis of variance - Prof. Bert Meuffels (University of Amsterdam)  
Traditions of communication sciences - Prof. Jean-Patrick Villeneuve (Università della Svizzera italiana)  
Judgment and decision-making - Prof. Rajesh Bagchi (Virginia Tech University)  
Introduction to Structural Equation Modelling (SEM) - Prof. Todd Little (Texas Tech University)  
The health-literate citizen: A conceptual model and some related tools for research and intervention - Prof. Alessandro Antonietti (Catholic University of the Sacred Heart)  
Consumer psychology - Prof. Paul M. Herr (Virginia Tech University)
- 2014 Quantitative methods in the communication sciences - Prof. Reto Hofstetter (Università della Svizzera italiana)  
Multivariate methods - Dr. Kostis Christodoulou (Università della Svizzera italiana)  
Introduction to regression - Prof. Brian Schaffner (Essex Summer School in Social Science Data Analysis, University of Essex)  
Applying regression - Dr. Jeremy Miles (Essex Summer School in Social Science Data Analysis, University of Essex)  
Media, campaigns, and health: An introduction to mediated communication interventions and health behavior change - Prof. Michael P. Slater (The Ohio State University)  
Risk perception and social norms - Prof. Rajiv Rimal (George Washington University)  
Current trends in Health Communication - Prof. Kasisomayajula Viswanath (Harvard School of Public Health)  
Meta-analysis workshop - Prof. Judith A. Hall & Prof. Norah A. Murphy (Northeastern University and Loyola Marymount University)  
Constructing theories - Prof. Peter J. Schulz (Università della Svizzera italiana)  
Assessing quality of qualitative studies - Prof. Nicky Britten (University of Exeter Medical School)  
Talk to the editor. Publishing in Health Communication - Prof. Teresa L. Thompson (University of Dayton)
- 2013 Philosophy of Science - Prof. Peter J. Schulz (Università della Svizzera italiana)