

**ANA PAULA C. RICHTER**

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**EDUCATION**

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2019-	<b>University of North Carolina Gillings School of Global Public Health</b> <i>Doctoral Candidate, Department of Health Behavior</i> <i>Advisor: Dr. Marissa G. Hall</i>	Chapel Hill, NC, US
2019	<b>Johns Hopkins Bloomberg School of Public Health</b> <i>Master of Public Health</i>	Baltimore, MD, US
2013	<b>Institut Barcelona d'Estudis Internacionals</b> <i>Master of Science in International Relations</i>	Barcelona, Spain
2007	<b>Pontifícia Universidade Católica do Rio Grande do Sul</b> <i>Bachelor of Science in Pharmacy and Biochemistry</i>	Porto Alegre, Brazil

**RESEARCH INTERESTS**

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*Food policy; food labeling; breastmilk substitutes; mixed methods***RELEVANT EXPERIENCE**

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2023	<b>Deakin University.</b> <i>Visiting student</i>	Melbourne, Australia
2019-2022	<b>University of North Carolina at Chapel Hill.</b> <i>Research Assistant</i>	Chapel Hill, NC, US
2019	<b>University of North Carolina at Chapel Hill.</b> <i>Teaching Assistant</i>	Chapel Hill, NC, US
2018	<b>National School of Public Health at Oswaldo Cruz Foundation.</b> <i>Graduate Visiting Student</i>	Rio de Janeiro, Brazil
2015	<b>World Health Organization.</b> <i>Consultant</i>	Geneva, Switzerland
2012-2015	<b>National School of Public Health at Oswaldo Cruz Foundation.</b> <i>Research Assistant</i>	Rio de Janeiro, Brazil
2012	<b>World Health Organization.</b> <i>Intern</i>	Geneva, Switzerland
2010-2011	<b>Yale University.</b> <i>Post Graduate Associate</i>	New Haven, CT, US
2004-2005	<b>Hospital de Clínicas de Porto Alegre.</b> <i>Volunteer</i>	Porto Alegre, Brazil

**AWARDS, FELLOWSHIPS and TRAINEESHIPS**

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2023	Carolina Population Center Population Science Traineeship
2022	Healthy Eating Research Food Labeling Working Group Fellow
2022	Ruth L. Kirschstein National Research Service Award (NRSA) Individual Predoctoral Fellowship

2022	Carolina Population Center Population Science Traineeship
2021	Carolina Population Center Population Science Traineeship
2020	Carolina Population Center Population Science Traineeship
2019	Maizie J. Levenson Endowment Award. University of North Carolina at Chapel Hill
2017	Welch Scholarship. Johns Hopkins Bloomberg School of Public Health
2013	Global Tobacco Control Certificate Program. Johns Hopkins Bloomberg School of Public Health

## PEER REVIEWED ARTICLES

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12. Hall MG, **Richter APC**, Ruggles PR, Lee CJY, Lazard AJ, Grummon AH, Higgins ICA, Duffy EW, Taillie LS. Natural Claims on Sugary Fruit Drinks: A Randomized Experiment with U.S. Parents. *Am J Prev Med*. 2023 Jul 13:S0749-3797(23)00279-9. doi: 10.1016/j.amepre.2023.06.015. Epub ahead of print. PMID: 37480920.

11. **Richter APC**, W Duffy E, Higgins ICA, Barrington C, Martin SL, Aquilina KH, Avendaño-Galdamez MI, Hall MG. Toddler Milk Perceptions and Responses to Front-of-Package Claims and Product Warnings: A Qualitative Study of Caregivers of Toddlers. *J Acad Nutr Diet*. 2023 Jun 21:S2212-2672(23)01187-5. doi: 10.1016/j.jand.2023.06.281. Epub ahead of print. PMID: 37352928.

10. Hall MG, Grummon AH, Queen T, Lazard AJ, Higgins ICA, **Richter APC**, Taillie LS. How pictorial warnings change parents' purchases of sugar-sweetened beverage for their children: mechanisms of impact. *Int J Behav Nutr Phys Act*. 2023 Jun 23;1-10. doi: <https://doi.org/10.1186/s12966-023-01469-3>. [Epub ahead of print].

9. **Richter APC**, Grummon AH, Falbe J, Smith Taillie L, Wallace DD, Lazard AJ, Golden SD, Conklin JL, Hall MG. Toddler milk: A scoping review of research on consumption, perceptions, and marketing practices. *Nutr Rev*. 2023 May 18:nuad057. doi: 10.1093/nutrit/nuad057. Epub ahead of print. PMID: 37203416.

8. **Richter APC**, Duffy EW, Smith Taillie L, Harris JL, Pomeranz JL, Hall MG. The Impact of Toddler Milk Claims on Beliefs and Misperceptions: A Randomized Experiment with Parents of Young Children. *J Acad Nutr Diet*. 2022 Mar;122(3):533-540.e3. doi: 10.1016/j.jand.2021.08.101. Epub 2021 Aug 13. PMID: 34391941; PMCID: PMC8840993.

7. Vereen RN, Lazard AJ, Frank SC, Pulido M, **Richter APC**, Higgins ICA, Shelus VS, Vandegrift SM, Hall MG, Ribisl KM. Motivations, barriers, and communication recommendations for promoting face coverings during the COVID-19 pandemic: Survey findings from a diverse sample. *PLoS One*. 2021 May 7;16(5):e0251169. doi: 10.1371/journal.pone.0251169. PMID: 33961657; PMCID: PMC8104408.

6. Hall MG, Lazard AJ, Grummon AH, Higgins ICA, Bercholz M, **Richter APC**, Taillie LS. Designing warnings for sugary drinks: A randomized experiment with Latino parents and non-Latino parents. *Prev Med*. 2021 Apr 17:106562. doi: 10.1016/j.jpmed.2021.106562. PMID: 33878350.

5. Duffy EW, Taillie LS, **Richter APC**, Higgins IC, Harris JL, Hall MG. Toddler milk perceptions and purchases: the role of Latino ethnicity. *Public Health Nutr*. 2021 Jan 21:1-9. doi: 10.1017/S1368980021000264. Epub ahead of print. PMID: 33472718.

4. Duffy EW, Taillie LS, **Richter APC**, Higgins ICA, Harris JL, Hall MG. Parental Perceptions and Exposure to Advertising of Toddler Milk: A Pilot Study with Latino Parents. *Int J Environ Res Public Health*. 2021 Jan 10;18(2):E528. doi: 10.3390/ijerph18020528. PMID: 33435227.

3. Shelus VS, Frank SC, Lazard AJ, Higgins ICA, Pulido M, **Richter APC**, Vandegrift SM, Vereen RN, Ribisl KM, Hall MG. Motivations and Barriers for the Use of Face Coverings during the COVID-19 Pandemic: Messaging Insights from Focus Groups. *Int J Environ Res Public Health*. 2020 Dec 12;17(24):9298. doi: 10.3390/ijerph17249298. PMID: 33322672; PMCID: PMC7763909.

2. Lencucha R, Drope J, Bialous SA, **Richter AP**, Silva VLDCE. Institutions and the implementation of tobacco control in Brazil. *Cad Saude Publica*. 2017 Oct 19;33Suppl 3(Suppl 3):e00168315. Portuguese, English. doi: 10.1590/0102-311X00168315. PMID: 29069213.

1. Oliveira, APN, da Costa e Silva, VL da Costa, Turci, SR, **Richter, AP**. Can the risk in public-private partnerships be classified? *Cad. Saúde Pública*, Rio de Janeiro, v. 33, n.15, e00086316, May 2016.

## REPORTS AND BOOK CHAPTERS

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8. **Richter APC**, Hasselmann LG, Torres R, Pollnow GE, Turci SR, Costa e Silva VL. Use by the tobacco industry of Corporate Social Responsibility strategies in promoting the fight against child labor. *Centro de Estudos sobre Tabaco e Saúde (Cetab)*, Rio de Janeiro, 21 October 2022. 30p.

7. **Richter APC**, Hasselmann LG, Turci SR, Costa e Silva VL. Tobacco Industry's use of Corporate Social Responsibility strategies to join the 2030 Agenda for Sustainable Development. *Centro de Estudos sobre Tabaco e Saúde (Cetab)*, Rio de Janeiro, 13 June 2022. 44p.

6. **Richter APC**, Hasselmann LG, Torres R, Turci SR; Costa e Silva VL. The use of corporate social responsibility strategies by the tobacco industry to interfere in the fight against illicit trade. *Centro de Estudos sobre Tabaco e Saúde (Cetab)*, Rio de Janeiro, 23 May 2022. 49p.

5. **Richter APC**, Hasselmann LG, Turci SR; Costa e Silva VL. The use of the Corporate Social Responsibility strategies by the tobacco industry in the promotion of electronic smoking devices. *Centro de Estudos sobre Tabaco e Saúde (Cetab)*, Rio de Janeiro, 29 November 2021. 61p.

4. Costa e Silva VL, **Richter APC**. "Indicadores Epidemiológicos do Tabagismo no Mundo." In *Tabagismo - Prevenção e Tratamento*, edited by Luiz Fernando F Pereira, Alberto J de Araújo, Carlos AA Viegas, Maria VO Castellano, Editora DiLivros, 2021.

3. Frank S, Shelus V, Lazard AJ, Higgins I, Pulido M, **Richter APC**, Vandegrift SM, Vereen RN, Ribisl KM. Department of Health and Human Service on Face Covering Messaging in Response to the COVID-19 State of Emergency. July 27, 2020.

2. **Richter AP** (Author); Bastos de Andrade AC, Choiniere D, Zaatari G, Costa e Silva VL, Szilágyi T (Eds.) 2015. *Best Practices in Implementation of Article 9 of the WHO FCTC. Case Study: Brazil and Canada*. Geneva: World Health Organization.

1. Bialous S., da Costa e Silva, VL, Drope J., Lencucha R., McGrady B., **Richter AP**. 2014. *The Political Economy of Tobacco Control in Brazil: Protecting Public Health in a Complex Policy Environment*. Rio de Janeiro: Centro de Estudos sobre Tabaco e Saúde, Escola Nacional de Saúde Pública/FIOCRUZ, and Atlanta: American Cancer Society.

## PRESENTATIONS

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13. **Richter, APC**, Grummon, AH, Falbe, J, Smith Taillie, L, Wallace, DD, Lazard, AJ, Golden, SD, Conklin, JL, Hall, MG (2023) Toddler milk: A scoping review of research on consumption, perceptions, and marketing practices. Oral presentation at the 22<sup>nd</sup> International Society of Behavioral Nutrition and Physical Activity Meeting. Uppsala, Sweden.

12. **Richter, APC**, Grummon, AH, Falbe, J, Smith Taillie, L, Wallace, DD, Lazard, AJ, Golden, SD, Conklin, JL, Hall, MG (2023) Toddler Milk Beliefs, Behavior, and Marketing Influences: A Scoping Review. Oral presentation at the Healthy Eating Research Annual Grantee Meeting. Durham, NC, US.

11. Soto-Diaz C, Duffy EW, Higgins ICA, **Richter APC**, Davis CR, De Marco M, Hall MG, Maselko J, Ng SW, Taillie LS

(2023). Perceptions about Pandemic-Related Changes to WIC among Spanish-Speaking Latina WIC Participants in North Carolina: A Qualitative Study. Oral presentation accepted at the Healthy Eating Research Annual Grantee Meeting. Durham, US.

10. **Richter, APC**, Duffy, EW, Avendano-Galdamez, MI, Hall, MG (2022). Toddler milk feeding practices and the role of health claims: a qualitative study. Poster presentation at the 21<sup>st</sup> International Society of Behavioral Nutrition and Physical Activity Meeting. Phoenix, AZ, US.

9. **Richter APC**, Duffy, EW, Avendano-Galdamez, MI, Hall, MG (2022). Toddler milk feeding practices and the role of health claims: a qualitative study. Oral presentation at the HER Food Labeling Working Group Meeting, virtual.

8. **Richter, APC**, Trangeststein P, Rossheim M, Barry A (2021). Changes in crime after making alcohol more available at college football games. Oral presentation at the American Public Health Association 2021 Meeting, virtual due to COVID-19.

7. **Richter APC**, Duffy EW, Taillie LS, Harris JL, Pomeranz JL, Hall MG (2021). The impact of toddler milkclaims on beliefs and misperceptions: A randomized experiment with parents of young children. Oral presentation at the 20<sup>th</sup> International Society of Behavioral Nutrition and Physical Activity Meeting, virtual due to COVID-19.

6. **Richter APC**, Trangenstein PJ, Rossheim ME, Barry AE (2021). Does the level of crime on football game days change after colleges start serving alcohol? Oral presentation at the UNC high-Risk Alcohol and Substance Abuse Working Group Meeting.

5. **Richter AP**, Duffy EW, Taillie LS, Harris JL, Pomeranz JL, Hall MG (2021). The impact of toddler milk claims on parents' beliefs and misperceptions: A randomized experiment with parents of young children. Nutrition and Obesity Prevention and Research Evaluation Network Early Childhood Working Group Student Research Spotlight, virtual.

4. Duffy EW, Taillie LS, **Richter AP**, Higgins ICA, Harris JL, Hall MG (2020). Exploring Toddler Milk Perceptions and Behaviors among Latino and Non-Latino Parents. Paper presented at the 2020 ObesityWeek Conference of The Obesity Society virtual due to COVID-19.

3. Hall MG, Lazard AJ, Grummon AH, Higgins I, Bercholz MG, **Richter APC**, Taillie LS (2020). Designing impactful warnings for sugary drinks: An online randomized clinical trial with Latino and non-Latino parents. Paper presented at the 2020 ObesityWeek Conference of The Obesity Society, virtual due to COVID-19.

2. Hall MG, Lazard AJ, Grummon AH, Higgins I, Bercholz MG, **Richter APC**, Taillie LS (2020). Designing pictorial health warnings on sugar-sweetened beverages to overcome language and literacy barriers: An online experiment with US parents. Paper presented at the 14th Annual Healthy Eating Research Grantee Meeting, Denver, CO, US.

1. **Richter APC**, Costa e Silva VL, Drope J (2013). Tobacco Industry Targeting of Women. Oral presentation at the IX Brazilian Congress of Asthma and V Brazilian Congress of COPD and Smoking. Vitória, ES, Brazil.

## RESEARCH SUPPORT

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Examining Marketing and Parents' Perceptions of Toddler Milk.

Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), National Institutes of Health (NIH) F31HD108962.

Role: Principal Investigator 04/01/2022-03/31/2025

Total amount: \$120,997.00

Toddler Milk Beliefs, Behavior, and Marketing Influences: A Scoping Review.  
Healthy Eating Research: Robert Wood Johnson Foundation  
Role: Co-PI  
12/15/2021 – 6/30/2022  
Total amount: \$6,000