

Isabella Carolyn Aida Higgins

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Bilingual (Spanish) public health professional pursuing a PhD in Health Behavior with a desire to lead mixed-methods research to inform and evaluate policies and programs that advance maternal and mental health outcomes of Spanish-speaking populations.

Education

University of North Carolina at Chapel Hill, Chapel Hill, NC
Doctor of Philosophy, Health Behavior
Anticipated May 2025

George Washington University, Washington, DC
Master of Public Policy
May 2019, GPA 3.97

University of North Carolina at Chapel Hill, Chapel Hill, NC
Bachelor of Arts, Women's & Gender Studies and Sociology (dual degree); minor in Hispanic Studies
December 2014, *summa cum laude*, GPA 3.94

Professional Experience

Population Science Predoctoral Trainee (NICHD T32) Aug 2021-Present
Carolina Population Center, Chapel Hill, NC

Research Project Manager Aug 2020-July 2021
Research Project Coordinator July 2019-Aug 2020
Global Food Research Program, Chapel Hill, NC

Program Intern Jan 2018-June 2018; Aug 2018-Dec 2018
NFPRHA, Washington, DC

Healthcare Intern Aug 2017-Dec 2017
MomsRising, Washington, DC

Accessibility Coordinator June 2016-June 2017
Ipas, Chapel Hill, NC

Research Assistant Aug 2015-June 2016
UNC School of Medicine Department of Family Planning, Chapel Hill, NC

Research Assistant Sept 2014-April 2015
UNC Sociology Department, Chapel Hill, NC

Peer-reviewed Publications

*Authors contributed equally

1. Taillie LS, Bercholz M, Prestemon CE, **Higgins ICA**, Grummon AH, Hall MG, Jaacks LM. Impact of taxes and warning labels on red meat purchases among US consumers: A randomized controlled trial. *PLOS MED*. 2023. doi: 10.1371/journal.pmed.1004284
2. Hall MG, Richter APC, Ruggles P, Lazard AJ, Grummon AH, **Higgins ICA**, Duffy EW, Taillie LS. Natural Claims on Sugary Fruit Drinks: A Randomized Experiment With U.S. Parents. *AJPM*. 2023. doi: 10.1016/j.amepre.2023.06.015

3. D'Angelo Campos A, Taillie LS, Vataavuk-Serrati G, Grummon AH, **Higgins ICA**, Hall MG. Effects of pictorial warnings on parents' purchases and perceptions of sugar-sweetened beverage categories. *Pediatr. Obes.* 2023; e13030. doi: 10.1111/ijpo.13030
4. 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. *IJBNPA.* 2023;1-10. doi: 10.1186/s12966-023-01469-3
5. Richter APC, Duffy EW, **Higgins ICA**, Barrington C, Martin SL, Aquilina KH, Avendaño-Galdamez MI, Hall MG. Perceptions of toddler milk and responses to front-of-package claims and product warnings: A qualitative study of caregivers of toddlers. *JAND.* 2023. doi: 10.1016/j.jand.2023.06.281
6. Taillie LS, **Higgins ICA**, Lazard AJ, Miles DR, Blitstein J, Hall MG. Do sugar warning labels influence parents' decisions to purchase a labeled snack for their children? A randomized trial in a virtual convenience store. *Appetite.* 2022; 106059. doi:10.1016/j.appet.2022.106059.
7. Hall MG, Grummon AH, **Higgins ICA**, Lazard AJ, Prestemon CE, Avendaño-Galdamez MI, Taillie LS. Do pictorial health warnings reduce purchases of sugary drinks? A randomized trial with US parents. *PLoS Med.* 2022; 19(2): e1003885. doi: 10.1371/journal.pmed.1003885
8. Hall MG, Lazard AJ, **Higgins ICA**, Blitstein JL, Duffy EW, Greenthal E, Sorscher S, Taillie LS. Nutrition-related claims lead parents to choose less healthy drinks for young children: A randomized trial in a virtual convenience store. *AJCN.* 2022; 115(4):1144-1154. doi:10.1093/ajcn/nqac008
9. Hall MG, **Higgins ICA**, Grummon AH, Lazard AJ, Prestemon C, Sheldon JM, Taillie LS. Using a Naturalistic Store Laboratory for Clinical Trials of Point-of-Sale Nutrition Policies and Interventions: A Feasibility and Validation Study. *Int. J. Environ. Res.* 2021;18. doi: 10.3390/ijerph18168764
10. Hall MG, Lazard AJ, Grummon AH, **Higgins ICA**, Bercholz MG, Richter APC, Taillie LS. Designing warnings for sugary drinks: A randomized experiment with Latino and non-Latino parents. *Prev. Med.* 2021; 148(2):106562. doi: 10.1016/j.ypmed.2021.106562
11. Carl AE, Taillie LS, Grummon AH, Lazard AJ, **Higgins ICA**, Mendel JR, & Hall MG. Awareness of and reactions to the health harms of sugary drinks: An online study of U.S. parents. *Appetite* 2021; 164(6):105234. doi:10.1016/j.appet.2021.105234
12. Duffy EW, Taillie LS, Richter APC, **Higgins ICA**, Harris JL, Hall MG. Toddler Milk Perceptions and Purchases: The Role of Latino Ethnicity. *Public Health Nutr.* 2021;24(10):2911-2919. doi:10.1017/S1368980021000264
13. Vereen RN, Lazard AJ, Frank SC, Pulido M, Richter AP, **Higgins ICA**, Shelus V, Vandegrift SM, Hall MG, Ribisl K. Motivations, barriers, and communication recommendations for promoting face coverings during the COVID-19 pandemic: Survey findings from a diverse sample. *PLoS One.* 2021;16(5):e0251169. doi:10.1371/journal.pone.0251169
14. 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.* 2021; 18(2): 528. doi: 10.3390/ijerph18020528.
15. Rummo PE*, **Higgins ICA***, Chauvenet C, Vesely A, Jaacks LM, Taillie LS. A Standardized Guide to Developing an Online Grocery Store for Testing Nutrition-Related Policies and Interventions in an Online Setting. *Int. J. Environ. Res.* 2021; 18(9): 4527. doi: 10.3390/ijerph18094527
16. Shelus VS, Frank SC, Lazard AJ, **Higgins ICA**, Pulido M, Richter APC, Vandergrift SM, Vereen RN, Ribisl K, 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.* 2020; 17(24): 9298. doi: 10.3390/ijerph17249298

17. Taillie LS, Hall MG, Gómez LF, **Higgins I**, Bercholz M, Murukutla N, Mora-Plazas M. Designing an effective front-of-package warning label for sugary drinks and ultra-processed foods in Colombia: an online experiment. *Nutrients* 2020; 12(10): 3124. doi: 10.3390/nu12103124
18. **Higgins I**. Legislative Gaps in Addressing Rural Women's Access to Obstetric Care in the United States: A Case Study of the North Carolina Home Birth Freedom Act. *Policy Perspectives* 2019; 26: 27-37. doi: 10.4079/pp.v26i0.19290

Other Articles and Reports

Vereen RN, Lazard AJ, Pulido M, Richter AP, Vandegrift SM, **Higgins I**, Shelus V, Frank S, Hall MG, Ribisl KM. (2020). UNC face coverings survey report. Report to the North Carolina Department of Health and Human Service on face covering messaging in response to the COVID-19 State of Emergency.

Frank S, Shelus V, Lazard AJ, **Higgins I**, Pulido M, Richter AP, Vandegrift SM, Vereen RN, Ribisl KM, Hall MG. (2020). *UNC Face Coverings Research Team Focus Group Findings*. Report to the North Carolina Department of Health and Human Service on Face Covering Messaging in Response to the COVID-19 State of Emergency.

Higgins I. (2017). Birth control coverage is in jeopardy, and this is a huge problem. *MomsRising*.

Higgins I. (2017). Celebremos el liderazgo hispano. *MomsRising*.

Higgins I. (2017). MomsRising fighting for CHIP. *MomsRising*.

Higgins I. (2017). Why we need to protect undocumented parents. *MomsRising*.

Higgins I. (2015). Feminism and my path to recovery. *Office on Women's Health*.

Conference Presentations

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. Talk presented at the Healthy Eating Research Annual Grantee Meeting, Durham, NC.

Higgins ICA, Goldenberg T, Kerrigan D, Donastorg Y, Gomez H, Perez M, Barrington C. (2023). Family acceptance and support among trans women sex workers living with HIV in the Dominican Republic. Talk presented at the 2023 NC Consortium for Latin American Studies Conference, Durham, NC.

Higgins ICA, Sheffield EC, Barker M, Wouk K, Chetwynd E. (2022). Innovation in rural maternity care: An evaluation of a rural maternity care center in a critical access hospital. Poster presented at the 2022 American Public Health Association Annual Conference, Boston, MA

Sheffield E, **Higgins ICA**, Barker M, Wouk K, Chetwynd C. (2022). Elevating birthing people's voices in rural maternity care. Talk presented at the National Maternal Health Innovation Symposium, Chicago, IL and virtual.

D'Angelo Campos A, Taillie LS, Vatavuk Serrati G, Grummon AH, **Higgins ICA**, Hall MG. (2022). How do pictorial warnings affect purchases and perceptions of different sugar-sweetened beverage categories? An experiment with US parents. Talk presented at the 21st Annual Meeting of the International Society of Behavioral Nutrition and Physical Activity, Phoenix, AZ.

Hall MG, Lazard AJ, **Higgins ICA**, Blitstein JL, Duffy EW, Greenthal E, Sorscher S, Taillie LS. (2021). Nutrition-related claims lead parents to choose less healthy drinks for young children: A randomized trial in a virtual convenience store. Paper presented at the 2021 American Public Health Association Annual Conference, Denver, CO and virtual.

Duffy EW, Taillie LS, Richter AP, **Higgins I**, 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.

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.

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

Community Service & Leadership Experience

Certified ACA Health Care Navigator Legal Aid of North Carolina, Raleigh, NC	Open enrollment 2022
Migrant Health Service-Learning Trip Casa Alitas, Tucson, AZ	June 2022
Planning Committee Member Fellowship for Exploring Research in Nutrition (FERN)	August 2021-Present
English Tutor United States Committee for Refugees and Immigrants, Raleigh, NC	May 2020-Jan 2022
Tutor at women's prison Petey Greene Program, Washington, DC	Jan 2019-May 2019
Employment Volunteer Instituto Católico Chileno De Migración, Santiago, Chile	July 2018-Aug 2018
Diversity, Equity, and Inclusion Co-Chair Trachtenberg Student Organization, Washington, DC	Jan 2018-Dec 2018
Board Member NC Women United, Raleigh, NC	Aug 2015-June 2017
Volunteer Doula UNC Women's Hospital, Chapel Hill, NC	Aug 2014-June 2016; Jan 2020 - Present
Fellowship Committee Co-Chair WomenNC, Raleigh, NC	June 2014-April 2016
Co-Chair Students United for Reproductive Justice, Chapel Hill, NC	Aug 2013-April 2014
Crisis Companion Orange County Rape Crisis Center, Chapel Hill, NC	Jan 2013-Sept 2014
Mentor Volunteers for Youth, Carrboro, NC	Aug 2012-Aug 2017

Awards/ Honors/Funding

2023
Carolina Population Center Predoctoral Trainee, NICHD T32 Training Grant (1 year)

2022
Carolina Population Center Predoctoral Trainee, NICHD T32 Training Grant (1 year)

2021

Carolina Population Center Predoctoral Trainee, NICHD T32 Training Grant (1 year)
North Carolina Excellence Fellowship (1 year)

2019

Trachtenberg School Honor Award
Trachtenberg School Service Award

2017

Trachtenberg Scholarship
Women's Leadership Fellow

2014

Buckley Public Service Scholar
Carolyn King Scholarship
Commission on the Status of Women Fellow
Phi Beta Kappa

2012

Honors Carolina

Teaching

Teaching Assistant

Intro to Microeconomics, Master of Public Policy course

Fall 2018

Skills

Languages

Spanish, full professional proficiency

Systems

ATLAS.ti, Dedoose, MS Excel, Qualtrics, REDCap, SAS, STATA, SurveyMonkey, Taguette