

# MARCO ZENONE

C: 778.908.6246 | [Marco.Zenone@lshtm.ac.uk](mailto:Marco.Zenone@lshtm.ac.uk) | Vancouver, BC. | [marcozenone.ca](http://marcozenone.ca) | @marco\_zenone

## Education

1. **London School of Hygiene & Tropical Medicine.** London, United Kingdom, Faculty of Public Health & Policy PhD, Department of Global Health & Development. 2020-Present.
2. **Simon Fraser University.** Burnaby, British Columbia, Faculty of Health Sciences MSc, August 2020.
3. **Simon Fraser University.** Burnaby, British Columbia, Faculty of Health Sciences BA Honours, August 2018.

## Employment

1. **University of British Columbia.** Research Associate, Faculty of Medicine. 2020-Present.
2. **Marco Zenone Research & Consulting.** Self-Employed. 2019-Present.
3. **British Columbia Children's Hospital.** Project Coordinator, Department of Health Literacy and Health Promotion. 2018-2020.
4. **Simon Fraser University.** Research Assistant, Faculty of Health Sciences. 2017-2020.
5. **Fraser Health Authority.** Coordinator, Department of Patient Safety and Injury Prevention. 2017-2018.
6. **Fraser Health Authority.** Research and Evaluation Assistant, Department of Patient Safety and Injury Prevention. 2015-2017.

## Peer-Reviewed Publications

1. **Zenone M**, Snyder J, Crooks V. Selling Cannabidiol Products in Canada: A Framing Analysis of Advertising Claims by Online Retailers. *BMC Public Health.* 2021;21:1285.
2. **Zenone M**, Silva D, Smith J, Lee K. How Does the British Soft Drinks Association Respond to Media Reporting of Research Against Their Interests? *Globalization and Health.* 2021;17:72.
3. **Zenone M**, Snyder J, Crooks V. What are the Informational Pathways that Shape People's Use of Cannabidiol for Medical Purpose? *Journal of Cannabis Research.* 2021;3:13.
4. Snyder J, **Zenone M**, Caulfield T. Crowdfunding Campaigns and COVID-19 Misinformation. *American Journal of Public Health.* 2021;111(4):739-742,
5. **Zenone M**, Cianfrone M, Sharma R, Majid S, Rakhra J, Cruz K, Costales S, Sekhon S, Mathias S, Tugwell A, Barbic S. Supporting youth 12–24 during the COVID-19 pandemic: how Foundry is mobilizing to provide information, resources and hope across the province of British Columbia. *Global Health Promotion.* 2021. doi: 10.1177/1757975920984196.

6. Snyder J, **Zenone M**, Caulfield T. Crowdfunding for Complementary and Alternative Medicine: What are Cancer Patients Seeking? PLoS One. 2020. doi: 10.1371/journal.pone.0242048.
7. **Zenone M**, Snyder J, Caulfield T. Crowdfunding Cannabidiol (CBD): Hype and Misinformation on GoFundMe. American Journal of Public Health. 2020;110(S3):S294-S299.
8. Snyder J, **Zenone M**, Crooks V, Schuurman N. What Medical Crowdfunding Campaigns Can Tell Us About Local Health System Gaps and Deficiencies: Exploratory Analysis of British Columbia, Canada. Journal of Medical Internet Research. 2020;22(5):e16982.
9. **Zenone M**, Irving P, Cianfrone M, Lockhart L, Costales S, Cruz K, Ignacio J. Increasing Awareness of a Provincial Mental Health Resource for Boys and Young Men 12 to 17 Years: Reflections from Foundry's Province-Wide Campaign. Health Promotion Practice. 2020;21(5):684-686.
10. **Zenone M**, Snyder J. Crowdfunding Abortion: An Exploratory Thematic Analysis of Fundraising for a Stigmatized Medical Procedure. BMC Women's Health. 2020;20:1-7.
11. **Zenone M**, Snyder J. Fraud in Medical Crowdfunding: A Typology of Publicized Cases and Policy Recommendations. Policy & Internet. 2019;11(2):215-234.

#### **Forthcoming, Under Review, & Submitted Peer-Reviewed Publications**

1. Revised and Resubmitted: **Zenone M**, Kenworthy N. Pre-Emption Strategies to Block Taxes on Sugar-Sweetened Beverages: A Framing Analysis of Facebook Advertising in Support of Washington State Initiative-1634. Global Public Health.
2. Under Review: **Zenone M**, Snyder J, Marcon A, Caulfield T. Analyzing Natural Herd Immunity Media Discourse in the United Kingdom and the United States. PLOS Global Public Health.
3. Under Review: **Zenone M**, Hawkins B. Powerful Allies and Weak Consensus: Towards a Deeper Understanding of how Health-Harming Industries Seek to Influence Global Health Governance. International Journal of Health Policy and Management.
4. Submitted: Lee K, Freudenberg N, **Zenone M**, Smith J, Mialon M, Marten R, Lima J, Friel S, Eisenkraft D, Crosbie E, Buse K. Measuring the commercial determinants of health and disease: A proposed framework. International Journal of Health Services.
5. Revised and Resubmitted: Freudenberg N, Lee K, Buse K, Collin J, Crosbie E, Friel S, Eisenkraft D, Lima J, Marten R, Mialon M, **Zenone M**. Defining Priorities for Research and Action on the Commercial Determinants of Health: A Conceptual Review. The American Journal of Public Health.
6. Under Review: **Zenone M**, Raimundo A, Nanji S, Uday N, Tee K, Helfrich W, Chan G, Mathias S, Barbic S. Implementing Integrated-Youth Services Virtually in British Columbia During the COVID-19 pandemic. BMJ Integrated Healthcare Journal.
7. Under Revision: Pattison R. Puyat J, Giesbrecht A, **Zenone M**, Mathias S, Barbic S. Examining Mental Health Differences Between Transgender, Gender Nonconforming, and Cisgender Young People in British Columbia. Frontiers in Psychiatry.

## **Non-Refereed Contributions**

1. **Zenone M.** Canadian Global Nutrition Leadership in Low and Middle-Income Countries: Promoting Evidence-Based Policy. International Policy Ideas Challenge. 2019.
2. **Zenone M.** A Youth Perspective on Proportional Representation. The Georgia Straight. 2018.
3. Ardiles P, Lane K, **Zenone M**, Copeland K, Santos J, Hutchinson C, Caseleijn, Rootman I. Engaging the Leaders of Tomorrow: Briefing Report on Youth Engagement for the 9<sup>th</sup> Global Conference on Health Promotion. IHUPE Health Promotion Conference. 2015.

## **Awards, Grants, & Funding**

1. **Dean's Convocation Medal**, Simon Fraser University, 2021.
2. **The Ethics of Public Health Emergency Preparedness and Response**, Co-Investigator, World Health Organization, \$44,500 CAD. 2020.
3. **Djavad Mowafaghian Child Health Practice & Research Award**, Simon Fraser University, \$1500 CAD. 2019.
4. **Cannabis & Vaping Micro Grant**, Health Canada, \$1000 CAD. 2019.
5. **International Policy Ideas Challenge Winner**, Global Affairs Canada, \$3000 CAD. 2019.
6. **Surrey Top 25 Under 25**, Surrey Board of Trade. 2018.
7. **Vice President of Research Award**, Simon Fraser University, \$2500 (CAD). 2018.
8. **Outstanding Service to the Faculty of Health Sciences Award**, Simon Fraser University. 2018.
9. **Vice President of Research Award**, Simon Fraser University, \$2500 CAD. 2017.
10. **Award: Canadian National Cooperative Champion**, Co-Operators & Mutuels Canada. 2017.

## **Formal & Invited Conference Presentations**

1. **London School of Hygiene and Tropical Medicine Special Meeting**, Online. Oral Presentation. Title: Facebook Advertisements to Deter Sugary Drink Taxation. 2021.
2. **American Public Health Association Annual Conference**, Online. Oral Presentation. Title: Crowdfunding Cannabidiol (CBD): Hype and Misinformation on GoFundMe. 2020.
3. **International Studies Association Annual Meeting**, Honolulu, Hawaii (Cancelled – COVID-19). Oral Presentation. Title: Taxing Debates: An Overview of Sugar Sweetened Beverage Tax Opposition and Key Considerations for Global Health. 2020.
4. **Global Affairs Canada Ideas Symposium**, Ottawa, Ontario. Oral Presentation. Title: Evidence-Based Nutrition Policy in Low and Middle-Income Countries. 2020.
5. **Canadian Anthropology Society Annual Meeting**, Vancouver, British Columbia. Oral Presentation. Title: Crowdfunding for Autism: Narratives. 2020.
6. **Healthy Minds Health Campuses Summit**, Vancouver, British Columbia. Oral Presentation. Title: A Policy Approach to Student Mental Health. 2019.

7. **British Columbia Public Health Association Conference**, Vancouver, British Columbia. Poster Presentation. Title: Crowdfunding Abortion: An Exploratory Thematic Analysis of Fundraising for a Stigmatized Medical Procedure. 2019.
8. **Student Voice**, Vancouver, British Columbia. Oral Presentation. Title: Cannabis Legislation: How We Can Move Forward. 2019.
9. **Public Health 2018**, Montreal, Quebec. Poster Presentation. Title: Student Strategies to Reduce Sugary Beverage Consumption. 2018.
10. **Recognize, Render & Redirect Conference**, Vancouver, British Columbia. Oral Presentation. Title: Supporting Mental Health in Students. 2018.
11. **Undergraduate Research Symposium**, Burnaby, British Columbia. Oral Presentation. Title: Sugary Beverage Consumption at Simon Fraser University. 2020.
12. **Simon Fraser University Senate**, Burnaby, British Columbia. Oral Presentation. Title: Mental Health at Simon Fraser University – Call to Action. 2018.
13. **Surrey City Hall**, Surrey, British Columbia. Oral Presentation. Title: An Upstream Approach to Senior Transportation Issues. 2017.
14. **6th Global Forum on Health Promotion**, Charlottetown, Prince Edward Island. Oral Presentation. How to Support Emerging Public Health Leaders. 2016.

#### **Service, Volunteering, & Community Contributions**

1. **Bridge for Health**. Youth Engagement Lead. 2015-Present.
2. **Faculty of Health Sciences**, Simon Fraser University. Student Representative (Elected). 2014-2018.
3. **Simon Fraser University Student Health Advisory Committee**. Chair. 2017-2018.
4. **Canadian Cancer Society**. Research Volunteer. 2016-2018.