

Marco Zenone

marcozenone.ca | @marco_zenone

Education

London School of Hygiene & Tropical Medicine. London, United Kingdom, Faculty of Public Health & Policy, PhD.

Dissertation: "How Harmful Online Environments Exploit Cancer Patients"
Expected Date of Completion June 2024.

Simon Fraser University. Burnaby, British Columbia, Faculty of Health Sciences, MSc.

Dissertation: "Cannabidiol Marketing and Decision-Making"
Date of Completion August 2020.

Simon Fraser University. Burnaby, British Columbia, Faculty of Health Sciences, BA Honours.

Dissertation: "Sugary Drink Perceptions Among Canadian University Students"
Date of Completion August 2018.

Research Experience

Research Associate, Health Law Institute, University of Alberta, May 2022-present.

Research Associate, Department of Occupational Science and Occupational Therapy, University of British Columbia, August 2020-2023.

Research Assistant, Faculty of Health Sciences, Simon Fraser University.
September 2020-June 2021.

Research Assistant, Faculty of Health Sciences, Simon Fraser University, May 2017-August 2020.

Research and Evaluation Assistant, Department of Patient Safety & Injury Prevention, Fraser Health Authority. September 2015-August 2017.

Teaching Experience

Affiliate Instructor, School of Nursing and Health Studies, University of Washington Bothell. 2021-Present.

Classes taught: BNURS 431 Social Justice in Health (Summer 2022) & BNURS 197 Special Health Topics ("Images of Wellness in the Media") (Fall 2023).

Peer-Reviewed Journal Articles

30. Snyder J, **Zenone M.** Vaccine Related Crowdfunding on a 'Freedom Fundraising' Platform. PLOS One. 2023;18(7):e0288539.

29. **Zenone M,** Snyder J, Belisle-Pipon JC, Caulfield T, van Schalkwyk M, Maani N. Advertising Alternative Cancer Treatments and Approaches on Meta Social Media Platforms: Content Analysis. JMIR Infodemiology. 2023;3(1):e43548.

28. Chasca W, Nerada S, **Zenone M**, Barbic S. TikTok and #OccupationalTherapy: Cross-Sectional Study. *JMIR Formative Research*. 2023;7(1):e45554.
27. Bagenal J, **Zenone M**, Barbic S, Maani N. Embracing the Non-Traditional: Alcohol Advertising on TikTok. *BMJ Global Health*. 2023;8(1):e009954.
26. **Zenone M**, Caulfield T. Using Data From a Short Video Social Media Platform to Identify Emergent Monkeypox Conspiracy Theories. *JAMA Network Open*. 2022;5(10):e2236993
25. **Zenone M**, Kenworthy N, Maani N. The Social Media Industry as a Commercial Determinant of Health. *International Journal of Health Policy and Management*. 2022. doi: 10.34172/ijhpm. 2022.6840
24. **Zenone M**, Caulfield T. Newspaper Coverage of COVID-19 Vaccination Requirement for Organ Transplant. *JAMA Network Open*. 2022;5(12): e2248800
23. Van Schalkwyk M, **Zenone M**, Maani N, Petticrew M, McKee M. Back to our Roots or Sowing New Seeds: Thinking Anew on the Paradigms of Health, Harm and Disease. *Journal of Public Health*. 2022;44(1):i28-i33.
22. Barbic S, Brooks E, Lassak N, Khaleghi M, **Zenone M**, Ow N, Leon A, Matthias S. "It Cannot be Boring!": Developing a Measure of Function for Young Adults Accessing Integrated Youth Services. *Journal of Patient-Reported Outcomes*. 2022;6(1):92.
21. **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*. 2022;2(1):e000078.
20. **Zenone M**, Raimundo A, Nanji S, Neha U, Karen T, et al. Implementing Integrated-Youth Services Virtually in British Columbia during the COVID-19 Pandemic. *Integrated Healthcare Journal*. 2022;4:e000089.
19. **Zenone M**, Ow N, Barbic S. TikTok and Public Health: A Proposed Research Agenda. *BMJ Global Health*. 2021;6:e007648.
18. **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*; doi: 10.1080/17441692.2021.1977971.
17. **Zenone M**, Kenworthy N, Barbic S. The Paradoxical Relationship Between Health Promotion and the Social Media Industry. *Health Promotion Practice*. 2021.
16. **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*; doi: 10.34172/ijhpm.2021.136.
15. 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*. 2021;52(1):115-128.

14. Freudenberg N, Lee K, Buse K, Collin J, Crosbie E, Field 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*. 2021;111(12):2202-2211.
13. **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.
12. 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*. 2021:1660.
11. **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.
10. **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.
9. Snyder J, **Zenone M**, Caulfield T. Crowdfunding Campaigns and COVID-19 Misinformation. *American Journal of Public Health*. 2021;111(4):739-742.
8. Abdullahi I, Chana NK, Zenone M, Ardiles P. Art During Tough Times: Reflections from an Arts-Based Health Promotion Initiative during the COVID-19 Pandemic. *Global Health Promotion*. 2021;28(2):78-82.
7. **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.
5. **Zenone M**, Snyder J, Caulfield T. Crowdfunding Cannabidiol (CBD): Hype and Misinformation on GoFundMe. *American Journal of Public Health*. 2020;110(S3):S294-S299.
4. 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.
3. **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.
2. **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.

1. **Zenone M**, Snyder J. Fraud in Medical Crowdfunding: A Typology of Publicized Cases and Policy Recommendations. *Policy & Internet*. 2019;11(2):215-234.

Book Chapters

1. Kenworthy N, Storeng KT, **Zenone M**. The digital technology sector and health systems. In: *Commercial Determinants of Health*. Oxford University Press; 2022.

Reports

1. **Zenone M**. Canadian Global Nutrition Leadership in Low and Middle-Income Countries: Promoting Evidence-Based Policy. *International Policy Ideas Challenge*. 2019.
2. 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 9th Global Conference on Health Promotion. *IHUPE Health Promotion Conference*. 2015.

Awards and Honors

Best Rapid-Fire Presentation by Trainee Award, Promoting Research in Social Media and Health Conference. 2022.

Best Student Extended Abstract, The 4th Multidisciplinary International Symposium on Disinformation in Open Online Media. 2022.

Dean's Convocation Medal, Faculty of Health Sciences, Simon Fraser University, 2021.

International Policy Ideas Challenge Winner, Global Affairs Canada, 2019.

Djavad Mowafaghian Child Health Practice & Research Award, Faculty of Health Sciences, Simon Fraser University. 2019.

Top 25 Under 25, Surrey Board of Trade. 2018.

Outstanding Service to the Faculty of Health Sciences Award, Faculty of Health Sciences, Simon Fraser University. 2018.

Vichy Bach Memorial Book Award, Faculty of Health Sciences, Simon Fraser University. 2016.

Grants Received

Trainee, Is TikTok Changing the Way Young People Learn about Mental Health and Connect to Health Services, Canadian Institute of Health Research, \$440,000. 2022.

Co-Investigator, The Ethics of Public Health Emergency Preparedness and Response, World Health Organization, \$44,500. 2020.

Co-Investigator, Cannabis & Vaping Micro Grant, Health Canada, \$1000. 2019.

Co-Investigator. Vice President of Research Award, Simon Fraser University, \$2500. 2018.

Co-Investigator. Vice President of Research Award, Simon Fraser University, \$2500. 2017.

Conference and Invited Presentations

Promoting Research in Social Media and Health, San Francisco. Oral Presentation. Title: "From Hospice to Healed": Examining Alternative Cancer Advertising on Meta Social Media Platforms. 2022.

Disinformation in Open Online Media: 4th Multidisciplinary International Symposium, Online. Oral Presentation. Title: Using TikTok Data to Pre-emptively Identify Emergent Monkeypox Conspiracy Theories. 2022.

International Association for Youth Mental Health Conference, Copenhagen. Oral Presentation. Title: Do You Have Depression? Examining the Accuracy of Mental Health Information and Advice on TikTok. 2022.

London School of Hygiene and Tropical Medicine Special Meeting, Online. Oral Presentation. Title: Facebook Advertisements to Deter Sugary Drink Taxation. 2021.

American Public Health Association Annual Conference, Online. Oral Presentation. Title: Crowdfunding Cannabidiol (CBD): Hype and Misinformation on GoFundMe. 2020.

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.

Global Affairs Canada Ideas Symposium, Ottawa, Ontario. Oral Presentation. Title: Evidence-Based Nutrition Policy in Low and Middle-Income Countries. 2020.

Canadian Anthropology Society Annual Meeting, Vancouver, British Columbia. Oral Presentation. Title: Crowdfunding for Autism: Narratives. 2020.

Healthy Minds Health Campuses Summit, Vancouver, British Columbia. Oral Presentation. Title: A Policy Approach to Student Mental Health. 2019.

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.

Student Voice, Vancouver, British Columbia. Oral Presentation. Title: Cannabis Legislation: How We Can Move Forward. 2019.

Public Health 2018, Montreal, Quebec. Poster Presentation. Title: Student Strategies to Reduce Sugary Beverage Consumption. 2018.

Recognize, Render & Redirect Conference, Vancouver, British Columbia. Oral Presentation. Title: Supporting Mental Health in Students. 2018.

Undergraduate Research Symposium, Burnaby, British Columbia. Oral Presentation. Title: Sugary Beverage Consumption at Simon Fraser University. 2020.

Simon Fraser University Senate, Burnaby, British Columbia. Oral Presentation. Title: Mental Health at Simon Fraser University – Call to Action. 2018.

Surrey City Hall, Surrey, British Columbia. Oral Presentation. Title: An Upstream Approach to Senior Transportation Issues. 2017.

6th Global Forum on Health Promotion, Charlottetown, Prince Edward Island. Oral Presentation. How to Support Emerging Public Health Leaders. 2016.

Service, Volunteering, & Community Contributions

Bridge for Health. Youth Engagement Lead. 2015-Present.

Faculty of Health Sciences, Simon Fraser University. Student Representative (Elected). 2014-2018.

Simon Fraser University Student Health Advisory Committee. Chair. 2017-2018.

Canadian Cancer Society. Research Volunteer. 2016-2018.

Media Coverage

Study shows 'false balance' in media coverage of COVID vaccine requirement for organ transplant, University of Alberta News. 2023.

More adults than ever have been seeking ADHD medications – an ADHD expert explains what could be driving the trend, The Conversation. 2023.

Monkeypox conspiracy theories spread rapidly on TikTok, says U of A researcher, CBC. 2022.

TikTok Traffic on Monkeypox Conspiracy Theories Swelled After WHO's Alert, MedPage. 2022.

Spreading misinformation: Monkeypox, COVID-19 conspiracy theories follow similar patterns online, City News Edmonton. 2022.

11 Monkeypox Conspiracy Theories Got 1.4 Million Views on TikTok in One Day, Study Finds, Gizmodo. 2022.

U of A study tracks speedy spread of monkeypox misinformation on TikTok, Edmonton Journal. 2022.

Canadian researchers aim to uncover misinformation on social media and how to curb it, City News Montreal. 2022.

How bogus cancer treatments prey on the most vulnerable, Coda Story. 2022
Medical misinformation rife in Amazon bestsellers about public health, Coda Story. 2022.

Canada needs better CBD policies to protect consumers from unlicensed products, The Conversation. 2022.

How an 'alarming' amount of monkeypox misinformation spread on TikTok, The Toronto Star. 2022.

11 Monkeypox Conspiracy Theories Got 1.4 Million Views on TikTok in One Day, Study Finds, Yahoo News. 2022.

Monkeypox misinformation on TikTok follows a familiar pattern, study shows, Medical Xpress. 2022.

TikTok faces investigation into its impact on young people's mental health, The Verge. 2022.

UBC scholars call for global research agenda into TikTok's impacts on public health, UBC News. 2021.

It's time to study the health impacts of TikTok, researchers say, The Verge. 2021.

TikTok's impact on public health needs research: UBC scholars, Squamish Chief. 2021.

Weighing the risks: Researcher looking at toxic health messages on TikTok, CBC. 2021.

More scrutiny needed of TikTok's reach, influence on public health: B.C. researchers, Victoria News. 2021.

Convocation medals honour SFU's best and brightest, Simon Fraser University News. 2021.

Sex ed info on TikTok shows gaps in traditional education, The Verge. 2021.

How to Make Health-Care Crowdfunding Work for Everyone, The Wall Street Journal. 2019.

Non-Academic Work Experience

Project Coordinator, Health Literacy, British Columbia Children's Hospital, August 2017- August 2018. Description of work.

Coordinator, Department of Patient Safety and Injury Prevention, Fraser Health Authority. September 2017- August 2018. Description of work.