

Victor Villalobos

Doctor in Public Health (C) * Management of Technology
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ABOUT. Victor Villalobos is specialist in lifestyle medicine, design and behavior change. He holds a doctoral degree in Public Health from the University of California, Berkeley. His research and practice focus on how to improve the design of health policies and interventions in his areas of expertise. He has worked for the USA Center for Disease Control in Atlanta, the Center for Disease Control in México, the Pan American Health Organization, private companies focused on health behavior change and several higher education institutions. He holds a technical degree in programming, a Bachelor's in Psychology, a Master's in Nutrition, a Certificate in Management of Technology and Doctoral Studies in Behavioral Design. He is also the founding researcher of the Diabetes Remission Project, a study of successful, long lasting cases of remission around the world.

AREAS OF EXPERTISE

- Nutrition, Fasting, Ketogenic Diet, Lifestyle medicine
- Behavioral change, Digital Behavioral Interventions
- Food policy, health program design and evaluation
- Statistical analysis and causal inference
- Design Thinking, Social Entrepreneurship

Languages: English (professional proficiency), Spanish (Native), German (Basic)
GPA: Doctoral 3.7, Master's: 3.6, Bachelor's 3.83.
GRE: 1270, Quantitative: 790/800.

EDUCATION

The University of California - Berkeley. School of Public Health

Doctor in Public Health & Technology (2011-2015, 2017-2018)

Dissertation: *Innovation in Public Health: a behavioral and design sciences approach.*

Relevant Topics: Dietary Change, Diabetes Remission, Fasting.

The University of California - Berkeley. School of Business & College of Engineering

Certificate in Management of Technology (2011-2012)

Final Project: *Fighting information asymmetry in the food market with mobile technology*

Relevant topics: Quantitative Modeling of Human Behavior, eHealth, Marketing of High Technology.

The John Hopkins University - Bloomberg School of Public Health

Summer School of Epidemiology (2009)

Relevant topics: Statistical Analysis, geographic information systems.

National Institute of Public Health, Mexico. Center for Health and Nutrition

Master in Health Sciences, Nutrition (2002-2005)

Magna Cum Laude

Thesis: Understanding the consumption of the nutritional supplement Nutrisano

Relevant Topics: Nutrition, Health Behavior, Mixed Methods.

National Autonomous University of Mexico

B.A. in Psychology & minor in Programming (2000)

B.A. in Social Communication (partial B.A.)

Magna Cum Laude

Thesis: *Application of accelerated learning techniques to develop creativity*

Relevant topics: Cognitive Sciences, Health Psychology, System Dynamics.

WORK EXPERIENCE

2021 – 2021. Consultant. Pan American Health Organization, Washington

- Development of a digital behavioral change media campaign using design thinking
- Assessment of food regulation and nutritional programs

2019 - 2021. Technical Coordinator of Implementation Sciences. National Center for Disease Prevention and Control, Mexico

- Statistical analysis of national databases related to obesity, chronic diseases and aging
- Development of a digital health behavior change program
- Development of a diabetes remission program for Mexico (pending approval)
- Scientific and Technical support on:
 - o Food market labeling, advertising and technical norms
 - o Health, Food and Nutrition for children, schools, vulnerable populations
 - o Sustainable and livable Food Systems

2017- 2018. Researcher and Teaching Assistant. UC Berkeley

- Taught classes for a 600-undergraduate cohort at Haas Business School on principles of
 - o Marketing,
 - o Operations research
 - o Finance
- Performed research on health, sedentary behaviors, gravity and productivity. Interdisciplinary Center for Healthy Workplaces

2016 - Now. Co-Founder. Diabetes Remission.org. USA, Germany

- Launched Social entrepreneurship startup for diabetes remission

- Development of lifestyle medicine protocol for remission of diabetes
- Development of a curriculum to train healthcare providers in diabetes remission

2015. Behavioral Design Researcher. Centers for Disease Control. Atlanta, USA

- Collaborated with an international team to develop a framework to combat childhood obesity through Behavioral Design. CDC Division of Nutrition, Physical Activity and Obesity
- Knowledge Management of databases on the interplay of Environment, Food and Diet
- Taught on design thinking

2012 – 2014. Research Assistant. UC Berkeley

- Assistant on behavioral economics experiments through mobile platforms. Center for Information Technology Research in the Interest of Society.
- Analysis of mHealth data, discrete outcomes. Design of behavioral change interventions. School of Welfare.

2005 - 2011. Researcher/Instructor. National Institute of Public Health, Mexico

- Performed research on Epidemiology, Health Promotion and Nutrition.
- Taught at Master's level in the areas of
 - Health Communication
 - Health Promotion
 - Nutrition and
 - Biostatistics
- Designed training programs for health care professionals.
- Developed Health Communication Campaigns

1999 – 2005. Founder. Human Soft, Mexico, Canada

- Provided services on training and human capacity building
- Lifestyle coaching
- Analysis of Public Opinion Campaigns

SKILLS

- Statistical Analysis, Causal Inference, Design Thinking , Marketing of Health and High Technology

SOFTWARE

- Stata - R programming (medium), Python (basic), Targeted Machine Learning Estimation, MSOffice

AWARDS

- Bitmark Fellowship. 2017. UC Berkeley Dissertation Award to perform a mHealth study utilizing double-sided encryption and blockchain technology: the diabetes remission registry.
- The Obesity Week, Los Angeles, CA. 2015. Best research from Latinamerica award: "Using design thinking to develop a metabolic control intervention for people under economic constraints"
- University of California, research award, 2012. UCMEXUS Scholarship for doctoral studies at UC system.
- Fulbright Scholarship, USA , 2011. Scholarship for doctoral studies in USA.

RESEARCH FUNDING

- Global Health Lilly grant. 2020. Normalization of glycemia in people with diabetes through fasting and ketogenic diet. Randomized Controlled Trial to start in late 2021. USD \$110,000.
- Consumer's Rights Attorney's México. 2013. Fighting informational asymmetry in the food market. USD \$10,000.

DOCTORAL DISSERTATION PAPERS

- The Dietary Intervention Canvas: a model to develop innovative dietary interventions
- Exploring the Solution Space for Weight Loss Maintenance: findings from Positive Outlier Cases
- Remission of type 2 diabetes under economic constraints: results of an iterative design process.

SELECTED EXPERIENCE IN GOVERNMENTAL PROGRAMS

National collaborations

Modification to the National Regulation on Advertising of Health and Food products. 2021. Target: protection of children against non-nutritious foods.

Modification of the National Health Law, México. 2020. Target: prevention and control of NCDs.

Modification to the National Regulation of Health Goods and Services. 2019. Target: improvements regarding metabolic risk factors.

Development of a COVID-19 media campaign and web monitoring strategy. Target: protection of elder population during the Sars-Cov-2 emergency.

NOM-051 on consumer packaged food goods labeling. 2019. Technical Deputy Representative for the Center for Disease Prevention and Control (Mexico).

Food Systems, Natural Resources Intersectorial Group. 2019. Administrative Coordinator.

Open Policy Analysis Initiative. 2019-20. Co-Founder of the initiative within the Ministry of Health-Mexico.

International collaborations

The Global Burden of Disease Initiative. 2021- now. Institute of Health Metrics at the University of Washington. A worldwide joint effort to estimate and analyze mortality trends around the world.

International Therapeutic Carbohydrate Reduction Study Group. 2021- now. Society of Metabolic Practitioners.

Path to HEALTH Study. 2020 - now. Pennsylvania State University. A multi-centric study on diabetes and treatment effectiveness using Electronic Medical Records.

Building Human capacity for tobacco control advocacy in Latin-america. A joint effort among Tobacco Free Kids, Bloomberg foundation and CODICE, S.C. to build social sector capacity. Responsible of risk communication training.

The International Tobacco Control Project. 8-country evaluation and development of tobacco cessation policies in the following areas: analysis and creation of warning labels, social media campaigns, translation of medical findings into social messages, monitoring and implementation of second hand smoking regulations.

Ministry of Health, federal level

Building human capacity in Health Promotion: a national training. Delivered training for more than 1000 health promoters using an online platform and in-person workshops.

Program Seguro Popular. Evaluation of physical, nutritional status and mental health for adults.

Program Oportunidades. Evaluation of the nutritional component for children 6-24 months old.

Ministry for social development, federal level

Matlapa. Evaluation of supportive programs for homeless kids.

Analysis of III and IV Survey on Social Insecurity. Analysis of crime statistics at national level for a social sector organization.

Ministry of Health, state level

Training to build healthcare providers skills on behavioral support for children with cancer; vaccination campaigns, strategies to control malaria and dengue. Quintana Roo.

SELECTED PRESENTATIONS

“Diabetes Remission: mission impossible?”. Seminar, Center for Sciences of the Complexity. México, online: c3.unam.mx, September, 2020.

“Diabetes Remission: towards a new paradigm of diabetes treatment”. 2019. *National Institute of Medical Sciences and Nutrition (INCMNSZ). Mexico, Nov 2019.*

“Using system dynamics to model an accelerated learning loop: applications for creativity”. Berkeley Education Day, Berkeley, USA. 2014.

CONGRESS, CONFERENCE PRESENTATIONS AND POSTERS

“Type 2 diabetes through intermittent fasting, a future possibility?“, Diabetes Symposium. México: Mexican Association of Surgeon Doctors. Online, Nov 13, 2020.

“Terapias Digitales: la frontera actual”. 2020. AMITI Digital Health Congress. México, online, (26-27 August). Amiti.org.mx.

“Control and Prevention of Diseases through Fasting and Food”. International Congress of Autonomy and Food Justice in the Américas. México: UNAM, 28-31 October 2019.

“Aging, sedentary behaviors and workplaces: an opportunity for gravitational pull”. Aging and Technology Conference, University of California – Berkeley. USA, August 2018.

“Using design thinking to develop a metabolic control intervention for people under economic constraints”. *The Obesity Week. Los Angeles, USA, 2015.*

“Using Behavioral Economics to Improve the Framework of Health Promotion”. 2012. *1st conference of the Behavior Change Research Network (BCRN)*, Berkeley, California.

SELECTED PUBLICATIONS

Papers in progress

“Weight Loss and incidence of diabetes remission: effect modifiers and trends in USA from 2010 to 2019”.

“Exploring the Solution Space for Weight Loss Maintenance: findings from Positive Outlier Cases”.

“The Dietary Intervention Canvas: a model to develop innovative dietary interventions”.

“Scoping review of lifestyle interventions for remission of Type 2 Diabetes”.

Submitted

“Remission of type 2 diabetes under economic constraints: results of an iterative design process”. 2021.

Accepted

“Elena+ Care for COVID-19, A Pandemic Lifestyle Care Intervention: Intervention Design and Study Protocol”.

Journal: *Frontiers in Public Health*, section Digital Public Health. Sept 2021.

Published

“Psychological distress and coping mechanisms during the early stages of the 2019 coronavirus disease (COVID-19) pandemic in México”. *Frontiers in Psychology*. May, 2021.
<https://doi.org/10.3389/fpsyg.2021.648069>

“Lockdown Measures and Their Impact on Single- and Two-Age-Structured Epidemic Model for the COVID-19 Outbreak in Mexico.” *Mathematical Biosciences*, March 27, 2021, 108590.
<https://doi.org/10.1016/j.mbs.2021.108590>.

“Characterizing a Two-Pronged Epidemic in Mexico of Non-Communicable Diseases and SARS-Cov-2: Factors Associated with Increased Case-Fatality Rates.” *International Journal of Epidemiology*, no. dyab008 (February 15, 2021). <https://doi.org/10.1093/ije/dyab008>.

“To Drive or Not to Drive? A Study of Travel Behavior for a Recent Drinking Occasion.” *Travel Behaviour and Society* 20 (July 1, 2020): 74–82. <https://doi.org/10.1016/j.tbs.2020.02.008>.

“Instrumentos para evaluar cambio de hábitos relacionados con el control de peso” [Psychometric tools to assess habit change related to weight control] *Revista de Salud Pública y Nutrición*. 2012; 13 (1).

“Can pictorial warning labels on cigarette packages address smoking-related health disparities? Field experiments in Mexico to assess pictorial warning label content” [¿Pueden las advertencias sanitarias gráficas en los paquete de cigarillos combatir desigualdades en materia de salud relacionadas con el tabaquismo?]. *Cancer Causes Control*. 2012 Mar;23 Suppl 1:69-80.

Consumption of single cigarettes and quitting behavior: a longitudinal analysis of Mexican smokers [Consumo de cigarillos y dejar de fumar: un estudio longitudinal de fumadores mexicanos]. *Bio Med Central (BMC) Public Health*. 2011 Feb 25;11:134.

"Mercadotecnia social y políticas públicas de salud: campaña para promover espacios libres de humo de tabaco en México" [Social Marketing and public policies for health: campaign to promote smoke-free places in Mexico]. *Salud Pública de México*, 2010; 52 (Sup2) :129-137. http://bvs.insp.mx/rsp/articulos/articulo_e4.php?id=002541

"Promoting the effective translation of the framework convention on tobacco control: a case study of challenges and opportunities for strategic communications in Mexico." *Eval Health Prof* 31(2): 145-66.

"Asociación entre ingesta de calcio dietético y bajo índice de masa corporal en población Mexicana" [Association between dietary calcium intake and lower body mass index in Mexican population]. *Revista de Investigación en Nutrición Clínica*, México. 2007: Sep-Dic.

"Metabolic Syndrome: evolution of and relevance of diagnostic". *Revista de Investigación en Nutrición Clínica* 9(2) 32-36. Mexico. Mayo-Ago, 2006.

"Factors that influence dietary behaviors: towards a model to promote healthy dietary behaviors." 2005. *I Regional Latin-American and Caribbean Meeting of Behavioral Medicine*, DF, México.

"Changing dietary and physical activity habits in DM2 patients, who should be in charge?". 2005. *I Regional Latin-American and Caribbean meeting of Behavioral Medicine*, DF, México.

"Strategies to improve the type of food available at worksites dining rooms in Mexico". 2005. *XI National Congress of Public Health*, Cuernavaca, México.

"The relationship Mind-Body". 2005. *V Coloquium of Philosophy and methodology of Psychology*. Facultad de Estudios Superiores Zaragoza, México.

SOFTWARE

- Stata
- R programming (medium level), Python (basic level).
- MS-Office
- Affinity Designer, Photo
- Balsamiq mockups

REFERENCIAS PROFESIONALES

Linda Neuhauser. Director of the Center for Public Health Action – UC Berkeley

Omar Romero. Professor, Haas Business School – UC Berkeley

Mario Flores. SubDirector *Centro de Investigación en Nutrición y Salud*– INSP – México

-- more details are available upon requests --