

Curriculum Vitae

Effie Simou, Ph.D

Senior Researcher.

National School of Public Health.

Athens. Greece



Summary

Effie Simou is a senior researcher at the Department of Epidemiology and Biostatistics of the National School of Public Health, Athens, Greece, and head lecturer of the postgraduate module "Mass Media and Public Health".

She is the author of the book entitled "Risk Communication: Mass Media, Risk and Public Health" (Greek Edition, 2013). She obtained her Ph.D in the field of "Mass Media and Public Health: Representations of Health Risks in Greek Mass Media" from National and Kapodistrian University, Department of Philosophy Athens, in 2011.

She is the president of organizing committee of 2 conference concerning Health and Risk Communication.

- Mass Media and Public Health (2013)
(https://www.linkedin.com/home?trk=nav_responsive_tab_home)
- 2nd European Risk Summit: Risk communication Principles Practice Tools (2014) <http://www.risksummit.gr/>

During the past ten years, Effie Simou has collaborated as a researcher in the framework of various research projects on the field of public health, which were funded by the European Commission and/or national resources. She is the coordinator and the author of the "National Action Plan for Public Health 2008-2012"(Ministry of Health -Greece) and has participated in the planning and implementation of prevention campaigns managed by the Ministry of Health.

She is the author of book "Breast Cancer Screening: Guidelines and Implementation" and co-Author of the book "Travel Medicine: A Guide for International Travelers". She has authored and co-authored numerous scientific publications, including books (3) and peer-reviewed articles , focusing mainly on health monitoring systems, health indicators, woman health, and the effects of economic crisis on health.

Effie Simou holds a PhD in Philosophy from National and Kapodistrian University of Athens/Greece and postgraduate degrees in Epidemiology (Msc- London School of Hygiene and Tropical Medicine) and Adult Education Distance Learning (Dipl-Open University of Patras, Greece) with undergraduate studies in the fields of Public and Community Health (Bsc - Technological Institute of Athens) and Communication and Mass Media Studies (Bsc- National and Kapodistrian University of Athens).

Under humanitarian and activism actions she has participated in projects aiming to protect and to promote women's health and between 2004-2014 she has developed and was the coordinator of the Centre for Breast Cancer Prevention, that has offered free of charge 40.000 screening tests and numerous health education seminars mostly to insecured and unemployed women.

Education

National and Kapodistrian University of Athens

2007-2011

Phd in Philosophy. "Representations of Health Risks in Greek Mass Media"

National and Kapodistrian University of Athens

2006-2011

BSc in Communication and Mass Media

Open University of Greece

2004-2007

Diploma Distance Learning and Adult Education

London School of Hygiene and Tropical medicine

1996-1997

MSc in Epidemiology

Technological Institute of Athens

1990-1994

BSc in Public and Community Health

Professional carrier

2008- present: Department of Epidemiology and Biostatistics. National School of Public Health. Senior Research. Lecturer of the postgraduate module "Mass Media and Public Health".

2007-2008: Scientific Advisor. Unit of Strategic Design and Documentation. Ministry of Health

2004-2006. Department of Epidemiology. Ministry of Health

2000-2004: Scientific Advisor of Minister of Health. Ministry of Health

1998-1999: Department of Epidemiological Surveillance. Centre for Disease Control and Prevention

1994-1996: Department of Epidemiology. Athens Medical School. National and Kapodistrian University of Athens

Publications

1. **Simou, E** .(2016). **Health Information Sources: Trust and Satisfaction**. International Journal of Healthcare. Vol 2, No 1. DOI: 10.5430/ijh.v2n1p38.
2. **Simou, E**. (2015).**Greatest Fears in the Era of Economic Crisis: Implications for Public Health Policy**. International Journal of Health Sciences and Research. 5(10): 221-229.
3. **Simou, E**. (2015). **Health risk perceptions: population trends, mass media coverage and the role of the state**. International Journal of Health Sciences and Research. 5(3): 250-261
4. **Simou E**. **Health Information on the Internet: The Case of Greece**. (2015). International Journal of Health Sciences and Research. 5(8): 446-456.
5. **Simou, E**,Koutsogeorgou, E. (2014).**Effects of the economic crisis on health and healthcare in Greece in the literature from 2009 to 2013: A systematic review**. Health Policy, 115(2-3), 111-119.
6. **Simou, E**, Pliatsika, P., Koutsogeorgou, E., Roumeliotou, A. (2014). **Developing a national framework of quality indicators for public hospitals**.International Journal of Health Planning and Management. Jan 28. [Epub ahead of print] doi: 10.1002/hpm.2237.
7. **Simou, E**, Pliatsika, P., Koutsogeorgou, E., Roumeliotou, A. (2013). **Quality indicators for primary health care: a systematic literature review**. Journal of Public Health Management and Practice. Dec 26. [Epub ahead of print]doi: 10.1097/PHH.0000000000000037.

8. **Simou, E.**, Karamagioli, E., Roumeliotou, A. (2013). **Reinventing Primary Healthcare in the Greece of austerity: the role of healthcare workers**. Primary Healthcare Research & Development. Nov 19, 1-9. [Epub ahead of print]doi: <http://dx.doi.org/10.1017/S1463423613000431>.
9. **Simou, E.**, Tsimitselis, D., Tsopanlioti, M., Anastasakis, I., Papatheodorou, D., Kourlaba, G., Gerasimos, P., Maniadakis, N. (2011). **Early evaluation of an organised mammography screening program in Greece 2004-2009**. Cancer Epidemiology, 35(4), 375-80.
10. **Simou, E.**, Foundoulakis, E., Kourlaba, G., Maniadakis, N. (2010). **Factors associated with the use of preventive services by women in Greece**. European Journal of Public Health, 21(4), 512-9
11. Pallis, A., Tsiantou, V., **Simou, E.**, Maniadakis, N. (2010). **Pharmacoeconomic considerations in the treatment of breast cancer**. ClinicoEconomics and Outcomes Research, 2, 47-61.
12. Maniadakis, N., Fragoulakis, V., Pallis, A.G., **Simou, E.**, Georgoulas, V. (2010). **Economic evaluation of docetaxel-gemcitabine versus vinorelbine-cisplatin combination as front-line treatment of patients with advanced/metastatic non-small-cell lung cancer in Greece: a cost-minimization analysis**. Annals of Oncology, 21(7), 1462-7.
13. **Simou, E.**, Maniadakis, N., Pallis, A., Foundoulakis, E., Kourlaba, G. (2002). **Factors associated with the use of pap smear testing in Greece**. Journal of Women's Health, 19(8), 1577-85.
14. Petridou, E., Paliokosta, E., Skenteris, N., **Simou, E.**, Petousis, G. (1997). **Unintentional genital injuries in childhood: a hospital based monitoring of a circumscribed population**. International Journal for Consumer and Product Safety, 4(2), 101-105.
15. Petridou, E., **Simou, E.**, Skondras, C., Pistevos, G., Lagos, P., Papoutsakis, G. (1996). **Hazards of baby walkers in a European Context**. Injury Prevention, 2, 118-120.
16. Petridou, E., Karpathios, T., Dessypris, N., **Simou, E.**, Trichopoulos, D. (1996). **The role of dairy products and non alcoholic beverages**

in bone fractures among schoolage children. Scandinavian Journal of Social Medicine, 25(2), 119-25.

17. Petridou, E., **Simou, E.,** Chatzipanagiotou, G., Chatzi, G., Karouti, I., Phsaropoulou, E. (1995). **A serially biting monkey.** Injury Prevention, 1, 1265-267.

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