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I do as I am: understanding and leveraging identity to promote smoking cessation and physical activity

Penformis, K.M.

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CURRICULUM VITAE

Kristell was born on January 8th, 1992 in Lagny-sur-Marne, France.

Education

- 2017–2014: BA in Business Administration, Hotelschool The Hague
- 2016–2017: Psychology Bachelor's program (first year), University of Amsterdam
- 2017–2018: Pre-master program Health & Medical Psychology, Leiden University
- 2018-2020: MSc in Health & Medical Psychology (*cum laude*), Leiden University



PhD trajectory

In March 2020, Kristell started her PhD project at the Health, Medical and Neuropsychology Unit, Faculty of Social and Behavioral Sciences, Leiden University. Kristell's PhD was part of a large interdisciplinary research initiative, *Perfect Fit*, which involved a combination of 23 academic and private partners. *Perfect Fit* focused on developing an mHealth intervention providing virtual coaching to support smoking cessation and promote physical activity.

PhD training program

Kristell's doctoral training comprised 280 hours of courses focused on transferable and academic skills, including research integrity, data management, qualitative and quantitative methodology, academic writing and presentation, peer review, research outreach, patient and public involvement in research and formal mental imagery training. She also contributed to the PhD community in the role of PhD representative (2021-2022).

Ancillary activities

Throughout her PhD, Kristell remained closely connected to the field by working one day a week in the department of Cardiology at Leiden University Medical Center. Initially, she served as a Medical Psychologist, screening and supporting patients hospitalized with COVID-19. Drawing on her corporate background, she also contributed to project management tasks. When the pandemic subsided in 2022, Kristell joined the management team for *The Vitality Box*, an initiative promoting healthy lifestyles among hospital staff. In addition to her management responsibilities, she also served as a trainer within the program. This experience solidified her passion for project management in healthcare.

Current roles and future directions

Kristell currently remains involved in a postdoctoral role within the *Perfect Fit* project and continues to work as Project Manager and Trainer for *The Vitality Box*, while exploring new project management opportunities within healthcare and Psychology.

LIST OF PUBLICATIONS

Penforinis, K. M., Nooren, N., Meijer, E., Gebhardt, W. A., Janssen, V. R., & Ludden, G. D. S. (2025). Digital future-self interventions to promote physical activity: Perspectives of minimally active middle-aged and older adults. *Journal of Imagery Research in Sport and Physical Activity*, 20(1), 20250014. <https://doi.org/10.1515/jirspa-2025-0014>

Penforinis, K. M., Vliet, M. H. M. van, Haeseler, E. F. V., Gebhardt, W. A., & Meijer, E. (2025). Conceptualisation, operationalisation and role of identity in physical activity and smoking in individuals aged 45 and over: A systematic scoping review. *BMJ Open*, 15(7), e097232. <https://doi.org/10.1136/bmjopen-2024-097232>

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Versluis, A., **Penforinis, K. M.**, Burg, S. A. van der, Scheltinga, B. L., Vliet, M. H. M. van, Albers, N., & Meijer, E. (2024). Targeting Key Risk Factors for Cardiovascular Disease in At-Risk Individuals: Developing a Digital, Personalized, and Real-Time Intervention to Facilitate Smoking Cessation and Physical Activity. *JMIR Cardio*, 8(1), e47730. <https://doi.org/10.2196/47730>

van Vliet, M. H. M., Versluis, A., Chavannes, N. H., Scheltinga, B. L., Albers, N., **Penforinis, K. M.**, Baccinelli, W., & Meijer, E. (2024). Protocol of a mixed-methods evaluation of Perfect Fit: A personalized mHealth intervention with a virtual coach to promote smoking cessation and physical activity in adults. *DIGITAL HEALTH*, 10, 20552076241300020. <https://doi.org/10.1177/20552076241300020>

Penforinis, K. M., Gebhardt, W. A., Rippe, R. C. A., Van Laar, C., van den Putte, B., & Meijer, E. (2023). My future-self has (not) quit smoking: An experimental study into the effect of a future-self intervention on smoking-related self-identity constructs. *Social Science & Medicine*, 320, 115667. <https://doi.org/10.1016/j.socscimed.2023.115667>

Ghantasala, R. P., Albers, N., **Penforinis, K. M.**, van Vliet, M. H. M., & Brinkman, W.-P. (2023). Feasibility of generating structured motivational messages for tailored physical activity coaching. *Frontiers in Digital Health*, 5. <https://www.frontiersin.org/journals/digital-health/articles/10.3389/fdgth.2023.1215187>

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van Raaij, B. F. M., Stöger, J. L., Hinnen, C., **Penfornis, K. M.**, de Jong, C. M. M., Klok, F. A., Roukens, A. H. E., Veldhuijzen, J., Arbous, M. S., Noordam, R., Marges, E. R., & Geelhoed, J. J. M. (2022). Fibrotic-like abnormalities notably prevalent one year after hospitalization with COVID-19. *Respiratory Medicine and Research*, 82, 100973. <https://doi.org/10.1016/j.resmer.2022.100973>

Albers, N., Neerincx, M. A., **Penfornis, K. M.**, & Brinkman, W.-P. (2022). Users' needs for a digital smoking cessation application and how to address them: A mixed-methods study. *PeerJ*, 10, e13824. <https://doi.org/10.7717/peerj.13824>

PRESENTATIONS AT (INTER)NATIONAL CONFERENCES

Penfornis, K.M., Albers, N., Brinkman, W.P., Neerincx, M.A., Evers, A.E.W., Gebhardt, W.A., Meijer, E. Experiences with digital future-self interventions targeting smoking and physical inactivity. November 2024. Seventeenth European Public Health Conference, Lisbon, Portugal (poster presentation).

Penfornis, K.M., Van Vliet, M.H.M., Von Haeseler, E.F., Gebhardt, W.A., Meijer, E. A scoping review on the conceptualization, operationalization and role of identity in smoking and physical activity in individuals aged forty-five and over. March 2024. Twelfth annual conference of the Association for Researchers in Psychology and Health, Maastricht, The Netherlands (oral presentation).

Penfornis, K.M., Van Vliet M.H.M., Meijer E., Versluis A., Albers, N., Scheltinga, B., Van den Burg, S., Bacinelli, W. Lessons learnt in developing a virtual coach for smoking cessation and physical activity promotion. September 2023, Conference of the EHPS: Health Psychology for all: Equity, inclusiveness and transformation, Bremen, Germany (poster presentation).

Penfornis, K.M., Meijer E., Gebhardt W.A. Targeting identity in digital smoking cessation and physical activity promotion interventions. September 2023, Conference of the EHPS: Health Psychology for all: Equity, inclusiveness and transformation, Bremen, Germany (poster presentation).

Penfornis, K.M., Van Vliet M.H.M., Albers, N., Scheltinga, B., Van den Burg, S., Bacinelli, W., Versluis A., Meijer, E. Perfect Fit. Mei 2023, ACHC Symposium: Wearable Tech for Health, Amsterdam, The Netherlands (oral presentation).

Penfornis, K.M., Nooren, N.C.A., Meijer, E. Gebhardt, W.A., Janssen, V.R., Ludden, G.D.S. Future-self or avatar? A focus group study on user experiences of two identity-related interventions to promote physical activity. June 2022, Eleventh annual conference of the Association for Researchers in Psychology and Health, Egmond aan Zee, The Netherlands (poster presentation).

Penfornis, K.M., Janssen, V.R., Meijer, E., Gebhardt, W.A. Identiteit inzetten in digitale stoppen met roken interventies. February 2022, Congres Nederlands Netwerk voor Tabaksonderzoek, online conference (symposium).

Penfornis, K.M., Van Vliet, M.H.M., Meijer, E., Gebhardt, W.A. Identity mechanisms and interventions in the context of smoking and physical-activity: a scoping review protocol. August 2021, Conference of the EHPS: Health psychology approaches to tackle global challenges, online conference (poster presentation).

Penfornis, K.M., Meijer, E., Gebhardt, W.A. Mijn toekomstige zelf is (niet) gestopt met roken: Een experimentele studie naar de effecten van een toekomstige-zelf interventie op de zelfidentiteit van rokers. March 2021, Congres Nederlands Netwerk voor Tabaksonderzoek, online conference (oral presentation).

Penfornis, K.M., Meijer, E., Gebhardt, W.A. My Future Self Quit Smoking: An Experimental Study into the Effect of a Future-Self Intervention on Smoking-Related Identity. January 2021, Tenth annual conference of the Association for Researchers in Psychology and Health, online conference (poster presentation) (Award for best poster presentation).

Penfornis, K.M. Meijer, E., Gebhardt, W.A. My Future Self Quit Smoking: An Experimental Study into the Effect of a Future-Self Intervention on Identity and Behavioral and Psychological Smoking Outcomes. September 2020, Conference of the Society for Research on Nicotine and Tobacco, online conference (poster presentation).