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Victoria Sánchez is an Associate Professor in the Masters in Public Health program at the University of New Mexico. Dr. Sánchez earned her M.P.H. at the University of California at Berkeley and her Doctorate in Public Health in Health Behavior and Health Education at the University of North Carolina at Chapel Hill. Her research interests span substance abuse prevention, community capacity building, coalition effectiveness, participatory planning and evaluation processes with public health departments, and qualitative methodologies to understand community change. Dr. Sánchez has a long-standing interest in understanding health behaviors within the broader contexts of family, cultural, community, and societal norms.