

Susan B. Aradeon, Ph.D.

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Social and Behaviour Change Communication (SBCC) Consultant

Nationality: American

Languages: fluent English and French; basic Yoruba, Hausa, German

AREAS OF EXPERTISE

- Social & Behaviour Change Communication (SBCC) strategy and implementation
- Innovative participatory, community communication for normative behavior change
- Community mobilization; health worker communication and counselling (IPCC)
- Materials development, pre-testing and production: community, radio, DVD and print
- Facilitator/trainer and mentor; manual and curriculum developer
- Quantitative & qualitative assessments, rapid monitoring assessments, logframe development & reporting
- Peer education and in-school adolescent reproductive health
- SBCC program manager
- Advocate; fluent in English and French

Specialties: RH: FP, HIV/AIDS, ARH, Safe Motherhood, Health Worker IPC

CIMCI: immunization and polio, newborn care, breastfeeding, nutrition, malaria, diarrhoea, ARI

PROFILE

International Social and Behavior Change Communication Specialist: 14 years as resident BCC Advisor for Maternal Newborn Child Health and HIV/AIDS programs within more than 20 years with DFID/Ukaid, USAID, UNFPA and IPPF in Africa and the South Pacific. Facilitated the development and managed implementation of SBCC strategies, materials, manuals and monitoring tools including rapid assessments; managed and contributed to major household surveys; innovated participatory community communication social mobilization for normative change with communication body tools and rapid Interpersonal Communication training for health workers; initiated peer education and in-school adolescent reproductive health interventions; reinforced community work with multiple media (print, radio, DVD). Author and co-author of numerous publications; fluent in English and French; basic Yoruba and Hausa

EDUCATION AND QUALIFICATIONS

PhD, Ahmadu Bello University, Zaria, Nigeria

MA, Teachers College, Columbia University, New York, USA

BA, Smith College, Massachusetts, USA

PROFESSIONAL EXPERIENCE

BEHAVIOUR CHANGE COMMUNICATION (BCC) CONSULTANT to MANNION DANIELS, LTD. for PATHS2 Nigerian health systems strengthening programme in Jigawa, Kaduna, Kano, Enugu and Lagos States. Oct 2013 to July 2014. Provided technical assistance to improve norm changing, social pressure interventions from within smaller, more cohesive audiences in churches, Islamic organisations and mosques, hamlets and trade unions; developed SBCC strategy including social pressure plans for the PATHS2 Extension project.

Developed monitoring system for key achievements; transferred BCC management responsibilities (see below) to a national manager in November. Wrote ***PATHS2 e-MANUAL for COMMUNITY COMMUNICATION: MNCH INTERACTIVE HEALTH PROMOTION SESSIONS*** (150 pages) for trainers along with ***JOB AIDS*** for health workers and community volunteers; supported development of safe motherhood and diarrhoea prevention and care leaflets and posters and edited public service announcements.

Developed and led TOT for a Rapid Interpersonal Communication Training system to improve health worker attitudes. Provided technical assistance to integrate state of the art communication approaches into the federal government *SURE-P Community Health Worker Curriculum*; drafted BCC input into PATHS2 Extension Plan.

RESIDENT BCC TECHNICAL LEAD for MANNION DANIELS, LTD., for PATHS2, Nigeria (see above for states), Oct 2011 -- Sept 2013. Managed substantial scale up of highly effective BCC interventions with BCC Officers, consultants, government and community partners in 5 states; led BCC monitoring, evaluation and reporting: drafted logframe indicators and household survey questions, developed and implemented deliverable tracking system; wrote annual reports and ARIES texts.

Developed BCC strategy and supported development of state workplans; introduced and led community-based Community Communication intervention for safe motherhood in rural communities and Rapid Awareness Raising for facility catchment areas in the three northern states; provided technical assistance that improved BCC outreach interventions in two southern states and increased social pressure from within smaller, more cohesive audiences in hamlets, churches, mosques, and trade unions.

Developed Community Communication materials (oral materials with communication body tools and narrated mimes to ensure recall) targeting felt need for child spacing, nutrition and diarrhoea prevention and care; led TOT for Health Worker Communication Training. Scripted and produced three-minute youtube demonstration video, *Communication body tools for safe motherhood*, in Hausa with English subtitles; provided technical assistance for development of radio public service announcements and health education songs.

Key Results: All logframe indicators achieved. Timely referral by rural communities of emergency obstetric care (EmOC) cases confirmed at their EOC facilities saved the lives of 5,634 northern women, equivalent to more than 30,000 Skilled Birth Attendant deliveries calculated conservatively assuming 80% of the referrals actually saved lives x the 15% of pregnancies (or every 7 deliveries) expected to be emergency cases (5634 x 80% x 7). Significant percentage point increases in skilled birth attendant deliveries in three Northern states. Significantly greater Value for Money achieved through reduced costs, increased efficiency and introduction of the more effective social pressure approaches. Federal government SURE-P programme replicated communication body tools in middle belt and southern states.

RESIDENT COMMUNICATION ADVISOR & SENIOR PROGRAM OFFICER JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH CENTER FOR COMMUNICATION PROGRAMS, seconded to Kano, Nigeria for PRRINN-MNCH covering Jigawa, Kano, Katsina, Yobe and Zamfara States, an immunization and maternal newborn child health systems strengthening project for a largely Muslim, Northern Nigerian population of 17 million; funded by UKaid and the Norwegian State Department; resident in Kano, Nigeria, *January 2007 – March 31, 2011.*

Co-facilitated RI and MNCH communication strategy development for one multi-state and four state-specific demand creation strategies; integrated radio, print and rapid awareness raising

(RAR) in urban areas with facilitated community discussions based on the innovative, communication body tools and/or DVD viewings.

Co-facilitated and facilitated mass media capacity building and the development, pre-testing and production of print materials, radio spots and songs for Routine Immunization (RI), EmOC and ANC with government, radio and donor counterparts; 18 spots, 3 songs, 2 posters and one flyer widely disseminated. Facilitated development and production of Reality Radio (RR) programs with live community discussions and testimonies reinforced by a radio nurse responding to listener questions.

Monitoring, evaluation and rapid assessments: Facilitated the PRRINN Baseline Household Survey: nominated international and national consultants, developed detailed Terms of Reference, contributed questions and recommended changes in the report. Technical adviser/trainer for baseline focus group discussions: trained programme staff and fieldworkers, developed user-friendly handouts, assisted implementers to analyse findings and draft report. Developed and trained implementers to use rapid assessment questionnaires for volunteer-led polio sensitisation sessions and service provider-facilitated Motorcycle Cinema and Rapid Awareness Raising sessions. Contributed communication questions for follow-up Knowledge Attitude and Practice surveys; analysed rapid assessments and KAPs; and facilitated adjustment of communication interventions as necessary.

Provided evidence that Motorcycle Cinema provides value for money: Health workers travel on motorcycles with a backpack of DVD equipment to show health DVDs and facilitate discussions.

Results: DVD shows increased polio decision-making knowledge on average from 50% to 89% and plans to immunize from 69% to 90% for less than a soft drink per youth/adult.

Provided technical assistance for advocacy initiatives: Developed evidence-based advocacy briefing papers for 4 partner states; participated in high level advocacy meetings; provided technical assistance to the national NGO implementing the advocacy work; facilitated development of State Stakeholder Analysis Stakeholder Tables; developed PowerPoint presentations for stakeholders promoting RI and Primary Health Care issues.

Facilitated development, piloting and expansion of successful Social Approval Community Engagement (CE) strategy mobilizing rural communities in partnership with their health facilities: Lead facilitator for the strategy development, implementation and monitoring of the CE initiative fostering social approval that generates normative rather than incremental behavior change in low literate, traditional communities. Lead facilitator training/mentoring other facilitators during curriculum development and TOT workshops that established health partnerships between community volunteers and service providers in areas of RI, EOC, ANC, Clean Delivery, Skilled Birth Attendant Delivery and Neonatal Care: provided technical assistance to implementers; facilitated Lessons Learned Workshop and refresher training workshops for implementers. **Results:** 15% of births were transported to EOC facilities. Leveraged Funds: Districts in each state have funded replication of the CE approach. The project has replicated the approach in over 200 communities. UKaid has granted an extension doubling the project coverage in an effort to meet MDG targets.

Developed innovative, participatory communication body tools: Developed tools that use the body as a memory device for facilitators and participants empowering community members to own the information, talk about it and decide together to act. Volunteers use narrated mimes and Say & Do activities to convey decision-making information to groups, get people talking about healthier behaviours and generate social approval for change. Developed polio transmission mimes, the Vaccination Hand, the Emergency Maternal Care Danger Signs and the Safe Pregnancy Plan as communication tools used successfully by the CE volunteers; facilitated the MNCH Materials Development Workshop that enabled stakeholders to develop participatory tools for Birth Spacing, Skilled Birth Attendants and Safe Delivery, and Newborn Danger Signs and Care.

Wrote participatory training and implementation guides:Lead author for original and revised *Community Volunteer Discussion Guide for RI/ANC*, *Emergency Maternal Care Discussion Guide*, and the *Neonatal Care and Skilled Birth Attendant Discussion Guide* based upon input from the local consultants and participants for the rollout of the CE strategy. Also developed supporting guides: *LGA Facilitation Team TOT Guide*, *Integrated Measles [and Polio] "Community Dialogue" Guide* and the *Community Volunteer Advocacy Kit*. Author of the *Facilitators' Guide: Polio-RI Sensitisation Training DVD* and the *Working Draft Rapid Awareness Raising Guides for Emergency Maternal Care, ANC and RI*.

Scripted, produced, co-directed and co-edited the *Polio-RI Sensitisation Training DVD* in Hausa with English sub-titles that uses the communication body tools to provide audiences with decision-making information to respond strategically to continued resistance to the constant polio eradication campaigns in partnership with Katsina State Television Services and Katsina State Primary Health Care Development Agency: facilitated a national orientation workshop with government and donor partners in 8 states. Assessed effect of *Polio-RI Sensitisation Training DVD* in one LGA by training and coaching 72 literate and non-literate community volunteers to lead 6 sensitisation sessions for women and 6 for men in their own settlements reaching 5537 youths and adults in seven wards.

Results: During the subsequent polio campaign, the percentages of missed children and of non-complying households were dramatically reduced by at least 80% in the sensitised settlements. The rapid pre- and post-session questionnaires demonstrated that the sessions increased participant knowledge on key polio and RI decision-making to $\geq 90\%$ from an average of 33% and 9% respectively.

Produced *draft RI-DVD* in partnership with National Social Mobilisation Working Group: Facilitated scriptwriters workshop, provided technical assistance for production and editing; completed after my departure.

Provided technical assistance for service provider capacity building: Facilitated TOT workshop on improved Interpersonal Communication and Counselling (IPCC); provided technical assistance for development of a short, user-friendly IPCC guide including an increased focus on service provider attitudes. Drafted user-friendly Health Talks.

Partnerships: Established working relationships and shared materials and strategies with the National Social Mobilisation Working Group (NPHCDA) and other key national partners including UNICEF, WHO, EU-PRIME, COMPASS, COMPASS Polio, Roll Back Malaria, HERFON, ENHANSE and RED CROSS as well as with key state counterparts. Contributed to and cited as a contributor to *National Integrated Communication and Social Mobilisation Strategy for Immunization in Nigeria*, FMOH, NPHCDA and partner agencies supported by EU-PRIME project, 2008.

Mentor: Mentored and strengthened the capacity of four Hausa demand creation programme officers and numerous local consultants on project strategy development, implementation, monitoring and report writing.

Management: Developed and managed Output 6 budget, more recently jointly with a colleague. Drafted communication sections of UKaid reports; developed and implemented work plans, budgets and M&E indicators. Wrote and supervised TORs for international and national consultants. Identified and supported staff and national consultants with an affirmative action approach for women and Northern Nigerians.

INTERNATIONAL ADVOCACY & COMMUNICATIONS CONSULTANT with JOHNS HOPKINS CENTER FOR COMMUNICATION PROGRAMS, UKaid-funded PATHS1, Kano, Nigeria. *Intermittent support provided from December 2005 (107 days)*

Provided technical assistance on the Social Development Team for the Kano State Safe Motherhood Demand-side Programme to Government and civil society bodies; facilitated development of a rights-based community mobilisation and BCC strategy for empowering women and their families to demand emergency obstetric care (EOC) care in low resource settings; co-facilitated development of a gender-mainstreamed implementation plan ensuring participation of the very poor and the marginalised and promoting financial assistance for their emergency obstetric care.

Co-facilitated development of the Emergency Maternal Care Community Strategy; lead author of the *Emergency Maternal Care Discussion Guide*, an implementation manual that empowers literate and non-literate Community Volunteers including local religious leaders, respected women, influential men, and representatives of community-based organisations to mobilise and empower female and male participants to access EOC care without delay. Volunteers facilitate simultaneous guided discussions groups that build knowledge, skills and social support for accessing EOC including recognition of the human right to safe motherhood and participation in an emergency transport scheme and group savings schemes.

Co-facilitated communications capacity building and materials development including Trainer of the Trainer, Community Facilitator and Community Volunteer training workshops using the innovative Rapid Facilitation Imitation method. Facilitated media plan development with the Kano State Health Education Unit and Radio Kano. Lead Facilitator for BCC materials development workshop, pre-testing and revision of materials including job aids, posters, leaflet, songs and whole body communication tools to aid recall of key maternal danger signs and safe pregnancy plan actions. Jointly developed a quantitative KAP monitoring questionnaire; developed a new Excel questionnaire format that provides instant quantitative and visual feedback.

Facilitated work on an advocacy strategy to increase Government funding for free Maternal and Child services with prioritisation for emergency services; worked with Government through the Kano State Safe Motherhood Committee and the Safe Motherhood Ambassador (Governor's wife) to leverage official political support and with informed communities who have increased their demand for EOC; facilitated advocacy issue planning during the Kano State Safe Motherhood Committee Workshop.

RESIDENT SENIOR BEHAVIOUR CHANGE COMMUNICATION SPECIALIST, PATH,
USAID Family Health Project (PROSAF) **focusing on family planning, HIV/AIDs and IMCI based among largely Muslim populations in the Republic of Benin, December 2001 - June 2005**

Headed the Behaviour Change Communication (BCC) Unit with two staff and served on the Intermediate Results Managers team: Prepared and implemented gender-mainstreamed BCC strategy, work plans and budgets integrated with PROSAF team and with the Department of Health counterparts. Wrote project reports in French; mentored and supervised BCC Assistants. Drafted, supervised and provided technical assistance for NGO, radio, theatre, DVD film and evaluation contracts with gender equitable participation. Facilitated participatory BCC and Trainer of the Trainer workshops with BCC change agents; co-facilitated counselling workshops and sessions for pre and in-service service providers and NGO staff. Collaborated with USAID and with international, government and civil society partners. Presented papers on participatory monitoring, men as partners, and resource mobilisation for Norplant introduction; wrote lessons learned reports.

Supervised monitoring and evaluation quantitative surveys & developed and coached Implementation of qualitative studies: Co-supervised firm implementing two major child and reproductive health knowledge, attitude and practice (KAP) surveys; supervised qualitative evaluations of malaria prevention and treatment, expanded immunization coverage, and family planning multi-media campaigns. Carried out socio-cultural literature review and developed

supplementary focus group guide and coached field researchers. Facilitated the development and implementation of pre-testing guides for family health print and radio materials. Developed and implemented with actors a community media rapid participatory monitoring system for family planning, HIV/AIDS, malaria and other travelling plays inspired by participatory learning and action approaches. Developed and supervised field testing of an AIDS behaviour questionnaire using the pebble survey (a rapid KAP survey technique for non-literate groups and for topics requiring privacy).

Developed, facilitated, and supervised the BCC capacity building system linked to health clinics: Training of Trainers and step-down trainings at LGA clinic sites for local implementers-clinic staff, selected Health Clinic Management Board members and NGO personnel.

Researched, wrote and facilitated implementation of two manuals for participatory community-based child and reproductive health sessions for both non-literate and literate populations: Lead author and curriculum development facilitator with Department of Health staff and NGO representatives for the ***Curriculum de Formation en Communication pour le Changement de Comportement (BCC Training Curriculum)*** for use by Department of Health staff, Community Health Clinic Management Boards and NGOs. This health BCC manual includes chapters with lesson plans for participatory group sessions on IMCI (infant and child nutrition, diarrhoea prevention and treatment, childhood vaccination and malaria prevention and treatment), RH (family planning, HIV/AIDS prevention and EOC) and community and client communication techniques including advocacy and basic counselling for service providers, clinic health management board members and community volunteers.

Author and technical advisor for the piloting with NGOs of an interactive community facilitators' manual, *Les Etapes Participatives: un curriculum de la prévention du SIDA, version pour pré tester (Participatory Steps: an AIDS Prevention Manual, pre-test version)*, that enables non-literate community members to acquire AIDS prevention information and skills, reflect on harmful norms, choose safer social and sexual practices, and share their new perspectives with their communities. The Government of Benin adapted and validated the manual for use throughout the country.

Developed and initiated a community HIV/AIDS prevention pilot intervention that links promotion of family planning to promotion of fidelity and partner reduction for HIV/AIDS prevention: wrote the manual (see above) and initiated the Memorandum of Understanding with the Swiss *Programme Socio-Sanitaire* (PSS) for joint implementation. Developed, facilitated, and supervised the capacity building for PSS staff and NGO implementers working with self-selected peer educators. Within four months, peers reached out to almost 1000 participants. The intervention is being expanded and replicated at additional sites.

Facilitated the development, pre-testing and dissemination of BCC products with counterparts: Rural radio broadcasts: *Aunt Health* program, public forums and spots and songs on malaria and other child survival and reproductive health topics.

Three DVDs: a training DVD on methods for teaching community members child survival Participatory Entertainment Education activities; and two dramas, *If Only I had known* (an AIDS and stigma prevention drama in French) and *Spacing Our Children* dubbed in French. Five local language travelling plays: *Let's Combat Malaria*, *Protecting Our Children*, and *Living with HIV* (also in French). Two traditional praise-singer's performances: *The Vaccination Hand & Child Health Tales* and *The Song of Shabi & STIs*.

Numerous print materials: a low literacy *Infant Health Booklet* including user-friendly, illustrated fever care information; a user-friendly multi-language chart of greetings for use by service providers, a multi-method family planning flyer, and washable cloth posters of reproductive body parts. Models: wooden malaria tablets for practicing correct dosage, a family planning samples folder and sets of 25 wooden penises.

Facilitated the conception and/or adaptation of cost-free, Participatory Entertainment Education activities and associated Job Aids for service providers and community volunteers

including: using wooden model malaria tablets to practice correct dosage by age; the *Vaccination Hand and Chant* (a kinetic mnemonic chant to aid in remembering the vaccination schedule and necessity for complete childhood vaccination), Miming Diarrhoea Transmission, *Breastfeeding Lullaby*, *Childhood Danger Signs Chant*, AIDS Wildfire Dance, and the Soldiers of Our Blood.

Supervised monitoring and evaluation quantitative surveys & developed and coached Implementation of qualitative studies: Co-supervised firm implementing two major child and reproductive health knowledge, attitude and practice (KAP) surveys; supervised qualitative evaluations of malaria prevention and treatment, expanded immunization coverage, and family planning multi-media campaigns. Carried out socio-cultural literature review and developed supplementary focus group guide and coached field researchers. Facilitated the development and implementation of pre-testing guides for family health print and radio materials. Developed and implemented with actors a community media rapid participatory monitoring system for family planning, HIV/AIDS, malaria and other travelling plays inspired by participatory learning and action approaches. Developed and supervised field testing of an AIDS behaviour questionnaire using the pebble survey (a rapid KAP survey technique for non-literate groups and for topics requiring privacy).

Facilitated development of BCC activities to make entire family (patriarch, mother-in-law, pupils as well as mother) responsible for ensuring that their children are fully vaccinated on-schedule

UNFPA REGIONAL ADVISOR FOR POPULATION ADVOCACY & IEC, Country Support Team, the South Pacific, Fiji, October 1998 – October 2001

Advised/coached NGOs and 8 health ministries on rights-based ICPD Programme of Action implementation: advocacy, peer education and BCC strategy, materials development, and management. Facilitated workshops for government and NGO adolescent reproductive health peer groups. Lead facilitator for Men as Partners design workshop with Fijian stakeholders. Member, UNAIDS Regional Technical Working Group: participated in regional project design; assisted fledgling NGOs to develop small grant proposals. Presented papers (see page 4).

Wrote *Advocacy for Population & Reproductive Health, Part 1: An Introductory Manual*; drafted implementers' manual for community advocacy for adolescent pregnancy and AIDS prevention education; drafted AIDS peer education manual. Provided technical and user-friendly input for *Emergency Contraception Training Manual*

Member: UNFPA Evaluation Network introducing results-based management; Evaluation team for regional adolescent reproductive health (RH) project; UNFPA team at the 2001 VIII International Communication for Development Roundtable, Nicaragua. Provided technical advice for the UNESCO regional socio-cultural behaviour survey

WORLD BANK-FUNDED POPULATION EDUCATION CONSULTANT, PAPUA NEW GUINEA, Oct – Jan 1997. Department of Education/*World Bank*: Two-month consultancy-extension requested by Government: Facilitated development and testing of *Draft Reproductive Health Education In-Service Trainers Manual* that guides implementation of pregnancy and AIDS prevention curriculum and introduces participatory advocacy methods to address parental and community opposition to ARH. Researched and substantially revised the *Reproductive and Sexual Health: Supplementary Text* for secondary schools.

UNFPA CONSULTANT, PAPUA NEW GUINEA, May – Oct 1997. *UNFPA: Technical advisor, Department of Education, Curriculum Development Division*: Lead facilitator with counterparts of participatory workshop for staff and NGO stakeholder representatives that

developed the *Population Education Curriculum Framework* emphasizing family planning and AIDS prevention; provided counterpart coaching on workshop facilitation, population issues, and integration of RH topics into 6th-8th grade subjects. Wrote the "Population Advocacy & IEC" section of the *UNFPA Programme Planning Strategy for Papua New Guinea* and the *Aide Mémoire*

UNFPA CONSULTANT: Lesotho Programme Review and Strategy Development. October – November 1996. With counterpart input, researched and wrote "Advocacy and IEC" sections of the UNFPA PRSD and Aide-Mémoire; analyzed and reviewed achievements and current situation; recommended UNFPA five-year Country Programme strategy.

UNFPA CONSULTANT: Thematic Evaluation of Adolescent Reproductive Health Programs in Senegal, February – March 1996. Evaluated government and NGO programs.

Consultant, Assessed IPPF Vision 2000 Fund proposals. Reviewed gender, youth and IEC reproductive health proposals for Madagascar, Ivory Coast, Mauritius/Sri Lanka, Indonesia and Burkina Faso
Intermittent support provided from October 1995 – September 1996

PROJECT COORDINATOR, Management Sciences for Health, Nigeria and USA
July 1994 – September 1995

Managed Planned Parenthood Federation of Nigeria (PPFN) Management Strengthening Project: designed project and indicators; facilitated implementation of work plan and budget with 26-branch NGO; represented MSH at implementing partners' collaboration meetings

Wrote scopes of work and supervised local consultants and consulting firms; coached PPFN accounts staff through MSH procedures and managed MSH budget; coordinated development and introduction of new procedures for clinic (including abridged version of COPE), logistics, financial, and human resources management at field and headquarters levels. Jointly authored *PPFN Clinic Procedures: Commodities and Money Management Handbook*

MSH CONSULTANT in Nigeria and USA, January – April 1994; May – July 1994.
Designed Management Strengthening Project for Planned Parenthood Federation of Nigeria. Wrote scopes of work and provided guidance to international consultants for clinic management and logistics.

PROGRAM ANALYST, USAID-Nigeria, November 1992 – June 1993
Managed Child Survival Project: prepared USAID documentation; monitored budget & activities; initiated revision of budget monitoring system; and, drafted language for revised project agreement with Government. Coordinated Child Survival Pre-Project Workshop held with Government and NGO implementers; wrote consultant TORs; reviewed international NGO child survival project proposals. Researched and wrote AIDS status cable and participated in National AIDS Prevention & Control Programme Strategic Planning Workshop.

DIRECTOR & TEAM LEADER, SBA CONSULTANTS, Lagos, Nigeria. July 1992 – October 1992
Formed SBA Consultants and served as, a contractor for Social Soundness Analysis of USAID-Nigeria Child Survival, Family Planning, and HIV/AIDS Projects. Conceptualized the analysis framework; selected and supervised six consultants; analyzed the data and interviewed government, NGO and donor key informants. Jointly authored socio-cultural feasibility analysis, recommended IEC strategy, and clarified NGO roles.

Protocol Assistant, American Embassy, Lagos, Nigeria

Senior Lecturer, Faculty of Environmental Studies, University of Lagos, Nigeria
Senior Arts Fellow, Centre for Cultural Studies, University of Lagos, Nigeria
Assistant Lecturer, College of Education, University of Lagos, Nigeria
Field Research Assistant, Ford Foundation Study of Human Settlement in 8 West African countries: utilised on-site observation, key informant interviews and literature review.
Master Teacher/Administration, Chemical Bank Jobs Program, New York, USA
Wrote Federal Government grant for job training program, managed program
English and French Teacher, Exeter High School, Reading, Pennsylvania, USA
Teacher Trainer, Peace Corps Volunteer, Kabba, Kogi State, Nigeria
Taught northern Nigerian female adolescents who were being trained as primary school teachers; supervised Health and Art teaching practice in primary schools; coached Primary One school teacher for two years.

PUBLICATIONS AND PRESENTATIONS (1992 TO DATE)

Principal author and presenter with Amina Aminu and Henry V. Doctor, *Towards Better Solutions for Reducing Maternal Mortality* and the associated handout, *Integrating Community Communication Into the SBA Model for Reducing Maternal Mortality*, Presented at the American Public Health Association Annual Meeting, New Orleans, November 15-19, 2014, <https://apha.confex.com/apha/142am/webprogram/Paper315565.html> (Hit the PDF icon for the handout.)

Co-author with Musa I. Abdullahi and Binta Fatima Hussaini, "Rapid Entertainment Education" in Singhal, Arvind et al. eds., *Entertainment-Education and Health Behaviour Change: Issues and Perspectives in Africa*, forthcoming.

Co-author with Ekechi Okereke, Adekunle Akerele, Mustapha Tanko, Ibrahim Yisa, Benson Obonyo, Knowledge of safe motherhood among women in rural communities in northern Nigeria: implications for maternal mortality reduction, *Reproductive Health* 2013, 10:57 doi:10.1186/1742-4755-10-57 (<http://www.reproductive-health-journal.com/content/10/1/57>)

Participatory Communication Channels – providing good value for money, Chapter 6 segment. PRRINN-MNCH Annual Report 2010, February 2011, pp.51-54

Siri Wood with the PROSAF Communications Team, "The Communication Hand," FOOTSTEPS (a Tear Fund publication), No. 65, 12/05

PROSAF Behavioral Change Communication Lessons Learned Report. December 2003. ([www/pdf.usaid.gov/pdf_docs/PDACJ328.pdf](http://www.pdf.usaid.gov/pdf_docs/PDACJ328.pdf)), *PROSAF Compte Rendu des Lecons Tirées de la Communication pour le Changement de Comportement*. Décembre 2003 (French translation: [www/pdf.usaid.gov/pdf_docs/PDACJ329.pdf](http://www.pdf.usaid.gov/pdf_docs/PDACJ329.pdf)) "PROSAF Behavioral Change Communication Lessons Learned Report: 1999-2003" in the *PROSAF BCC CD-ROM*, 10/05.

Principal author and presenter with Marcel Sagbohan and Aguima Tankoano, "Resource Mobilization and Partnership to Increase Family Planning Coverage through Access to Quality Services: Introducing Norplant at the Periphery." Conference on Repositioning Family Planning in West Africa, Accra, Ghana, 02/05

Principal author with Mamatou Meba Bio Djossou, Aguima Tankoano, Tonja Cullen, Siri Wood, Mouhamadou Karimou, "Participatory Monitoring: Quality Assurance in Behavior Change Communication," Roundtable PowerPoint presentation by Mamatou Meba Bio Djossou at the Global Health Conference, Washington, DC, 06/04

Principal author with Aguima Tankoano, Mouhamadou Karimou, Mamatou Meba Bio Djossou and Siri Wood, "Theatre with Male Perspective Creates a Favorable Family Planning Environment (Benin)." Conference: Reaching Men to Improve Reproductive Health for All

(organized by the Interagency Gender Working Group Reaching Men and Reproductive Health Task Force, Dulles, Virginia, 09/03
(www.ihuccp.org/igwg/presentations/Tuesday/Plen5/MensDrama.pdf)

Principal author with Aguima Tankoano, Mouhamadou Karimou and Siri Wood, "The Power of Participatory Monitoring," PATH BCC Meeting organized by PATH/Kenya, 10/02

"Participatory Approaches in Advocacy: Using Energizing Games," Southpac News: UNFPA Country Support Team for the South Pacific, 12/99
(www.un.org/popin/regional/asiapacfiji/news/99dec/dec1099.htm)

"Mass Media as Behavior Change Communication" in *Proceedings of the Secretariat for the Pacific Community Regional Media Workshop*, Nadi, Fiji, 11/99

"Pushing the Research Envelope from the Quantity to the Quality of Sex," Paper presented at the *HIV/AIDS Resistances to Behavioral Change Workshop*, University of Australia, Canberra, 20-28, 4/99

"Advocacy & IEC for Behavioral Change," *The Pacific Response to the ICPD POA*, UNFPA/Suva, 11/98

"Social Marketing for Behavioral Change," CST/Suva Internal Workshop Report, UNFPA/Suva, 12/98

Team Leader, *Social Soundness Analysis of USAID-Nigeria Family Planning, Child Survival & HIV/AIDS Projects*, SBA Consultants: Lagos, Nigeria, 1992-3

AUTHOR/CO-AUTHOR WITH COUNTERPARTS: MANUALS, DOCUMENTS AND SCRIPTS

PATHS2 Behavioural Change Communication Strategy (Output 5), Revision 2013, July 2013

Producer & script writer, DVD short: *Communication body tools for safe motherhood* in Hausa with English subtitles, PATHS2, Abuja Nigeria. www.youtube.com/watch?v=3UcbHHMvWY. Sept. 2012.

Co-author with Mini Soyoola et al. *Community Discussion Guide for Maternal and Newborn Health: A Training Manual for Safe Motherhood Action Groups*, Health Partners International, Lusaka, Zambia, 2012 http://www.healthpartners-int.co.uk/our_projects/documents/MAMaZ_CDGuide_AW_single_lowres.pdf

PRRINN-MNCH. *Community Discussion Guide for Maternal and Newborn Health Care and Immunization in Northern Nigeria*. Kano, Nigeria: Partnership for Reviving Routine Immunization in Northern Nigeria and Maternal, Newborn and Child Health (PRRINN-MNCH) under the auspices of the United Kingdom Department for International Development (DFID/UKaid) and the Government of Norway, 2012. (See acknowledgments; based on my 2011 updated version of the manual.)

Co-author with Mini Soyoola. *Emergency Maternal Care Discussion Guide: Safe Motherhood Demand-Side Initiative for PATHS Kano and Jigawa State, Nigeria*. Dutse: Jigawa State Ministry of Women's Affairs with Millennium Development Funds. January 2008

Scriptwriter and co-producer, *Polio-RI Sensitisation Training DVD* in Hausa with English subtitles. Produced in partnership with Katsina State Television Services and Katsina State Primary Health Care Development Agency, October 2009

Facilitator's Guide for the Polio Sensitisation Training DVD (in Hausa with English subtitles).

Katsina, Nigeria: Katsina State Primary Health Care Development Agency and Katsina State Television Services with support from PRRINN-MNCH, a United Kingdom Department for International Development (DfID) and the State Department of the Government of Norway Programme, 2009.

Advisor and co-author, *Report on the Focus Group Discussions (FGDs) to Fill Gaps in the PRRINN Baseline Surveys*, PRRINN, Kano, Nigeria, 2008.

Contributor, *National Integrated Communication and Social Mobilisation Strategy for Immunization in Nigeria*, FMOH, NPHCDA and partner agencies supported by the EU-PRIME Project, 2008.

Principal author with Siri Wood, Mamatou Meba Bio Djossou and Mouhamadou Karimou, *Le Curriculum de formation en communication pour le changement de comportement (CCC)* [English translation: *Training Curriculum for Behavioral Change Communication*] PROSAF & DDSP (Department of Health) Borgou-Alibori, Parakou, Benin, 06/05; available in the *CD-ROM: Ressources en Communication pour le Changement de Comportement, (PROSAF BCC CD-ROM)*, Parakou, Benin, Octobre 2005; also available in (www/pdf.usaid.gov/pdf_docs/PNADE452.pdf)

Les Etapes Participatives: un curriculum de formation sur le VIH/SIDA, version pour pré test (Participatory Steps: an AIDS Training Manual, pre-test version) PROSAF & PSS, Parakou, Benin, October 2005; available in the *PROSAF BCC CD-ROM*, Octobre 2005. *Note: This curriculum has been slightly modified and validated by the Ministry of Health for national use.*

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Supporting Self-Disclosure of HIV Status (Centers for Disease Control)
Gender, Population & Development (CEDPA)
Results-based Evaluation; Log-framed Project Design; Distance Learning Ed. (UNFPA)
Participatory Strategic Planning; Group Facilitation Methods (Institute of Cultural Affairs)