

Webinar: Setting the Code of Ethics for Social and Behavior Change in the Private and Public Sectors

SPEAKER BIOS



Catherine Mesianto Lengewa - PhD, MA, BeD, Partnerships and Strategy Director, Centre For Behaviour Change and Communication, Kenya

Dr. Catherine Mesianto Lengewa is the Partnerships and Strategy Director with the Centre for Behaviour Change and Communication (CBCC), which is an organization that works with civil society organizations (CSOs), governments, and private sector institutions in Kenya and the rest of Sub-Saharan Africa in social and behaviour change (SBC)

programming and capacity strengthening. She has 24 years of experience working in SBC across different sectors. In her role, she is responsible for providing technical direction in SBC design, planning, implementation, and monitoring and evaluation for different programs. She also is the faculty head for the SBC Hub at the XXXX, which was established to provide SBC capacity strengthening throughout the Region. Prior to this, she worked with various international and local CSOs in Kenya and the rest of Sub-Saharan region. Catherine also has served in different academia, media, and church boards.



Briana Ferrigno, MPH, MS, President, McCann Global Health, US

Ms. Briana Ferrigno is a communications leader dedicated to unleashing the power of insight-driven communications into the field of health and development to drive innovation, effectiveness, and, most importantly, impact. She has 17 years of experience in health marketing and communications, working across public and private sectors worldwide. Briana joined McCann in 2013 to launch McCann Global Health, the full-service communications agency that she leads. She has built a team of top talent who, together with clients, take on the world's toughest challenges. Her experience is grounded in global health issues like HIV/AIDS, malaria, and tuberculosis, and has expanded over the years to address nearly every threat to human health and wellness—including maternal and child health, vaccination

uptake, gender equity, climate change, and communicable and noncommunicable diseases. As president of McCann Global Health, Briana also works to provide clients integrated solutions from McCann Health, McCann Worldgroup, and Interpublic Group's vast offerings. Whether working across multiple regions of the world or combining disciplines to create multichannel communications solutions, she approaches each challenge with the steadfast belief that there is always a way forward.



Rafael Obregon, PhD, MA, UNICEF Country Representative, Paraguay

Dr. Rafael Obregon is current the UNICEF Country Representative in Paraguay. Most recently, he led the Communication for Development Section in UNICEF NY which provided technical guidance and support to UNICEF's social and behaviour change (SBC) work in humanitarian and development settings. He is a member of the Forum on Microbial Threats of the US National Academies of Medicine, Science, and Engineering, and of the Editorial Boards of the Journal of Health Communication and the Journal of Communication in Health Care. Rafael also served as the

founding chair of the Global Alliance for Social and Behaviour Change and was a member of the Advisory Group to the WHO Emergency Committee for the 2017 Zika Virus Emergency. He has published extensively on the role of communication for development and social change, including in humanitarian settings. Has recently coedited: *Communication and Community Engagement in Disease Outbreaks: Dealing with Rights, Culture, Complexity and Context (Springer)*.



Beniamino Cislighi, PhD, Associate Professor, London School of Hygiene and Tropical Medicine, England

Dr. Beniamino Cislighi is an Associate Professor at the London School of Hygiene and Tropical Medicine (LSHTM). He has worked for various non-governmental organizations (NGOs) and international organisations, including UNICEF, the World Health Organization (WHO), and International Labour Organization (ILO). He also has collaborated with several universities, including Stanford and Columbia. He was director of research for the NGO Tostan in Senegal for three years.

His research work at the LSHTM has contributed to increasing the understanding of how gender norms affect people's health and how their effect can be measured. There, he leads a team of researchers and activists working at the intersection between gender equality, child protection, and ethics of international development. Ben's team is passionate about translating research into practice and collaborates with several NGOs to increase their self-reflective ethical practices and integrate greater understanding of gender and social norms into their work. This commitment results in both translational research to action and accompaniment of small and mid-size NGOs working in low and middle-income countries.