

Biographical Sketch
Paul Freeman DrPH (Hopkins) MBBS MHP(Ed) MPH (TropH)

Dr Freeman is a physician with advanced training in tropical disease control and general public health, health personnel education, and health program management and evaluation. He has over three decades of experience in capacity building and the design, planning, implementation, monitoring and evaluation of primary health care, child survival and malaria control programs in developing countries and for deprived rural indigenous populations in developed countries. He is skilled as an innovative educator and capacity builder of individuals and organizations in both technical, especially public health, and management areas at National, University, Provincial, District and community levels in these situations. His research and report publications cover the evidence-base for community based primary health care, operational aspects and curricula covering the gamut of community-based primary health care, malaria, tuberculosis and tobacco control and problem-based, scenario-based, *elearning* and traditional curricula-- for medical students, post graduate students, health department managers, nurses, Health Extension Officers and community health workers. He has liaised at the national level with the Secretary of Health in PNG, a vice-minister in Vietnam and senior Health Department officials in Fiji, Uganda, Nepal and Madagascar.

After general medical and hospital experience from 1976 to 1979 in teaching hospitals and mainstream general practice in Australia and England, he worked for non-governmental organizations- Aboriginal Community Controlled Health Services (ACCHS) - in urban, rural and remote Australia from 1980 to 1989. In this situation, he was a medical and public health officer -- covering all child survival programs, adolescent substance abuse, TB, STIs, Trachoma, and adult degenerative disease programs -- community developer, and educator.

From 1990 to 1993 he was an academic in the Department of Community Medicine at the University of Papua New Guinea (PNG). In this role he was a member of multiple national level committees advising the National Department of Health of PNG in the planning of rural health service programs including child survival, malaria, infectious diseases and STIs and the development of two five year national health plans. He conducted many national level workshops in these areas and planned and implemented two national level evaluations of all key aspects of programs dealing with the rural management and prevention of common childhood illnesses. He also taught all cadres of health workers. During this time and in 1994 he also did consultancy work for the World Bank in PNG, in program evaluation, and for a total of 6 months in Lao PDR, in training for malaria control from national university to community level.

He was based in Hanoi, Vietnam as Team Leader of the Vietnam Australia Malaria Control project in 1995 and 1996, after doing coursework for his DrPH in 1994. This multifaceted \$US 12 million project, strengthened malaria control at the national level and in 5 provinces.

Since 1997 he has been an international health consultant specializing in program evaluation and development, in Child Survival and malaria, and human and organizational capacity building for national health programs, non-governmental organizations, and educational institutions. In 2002, in response to the wishes of his US wife he settled in Seattle and became a US citizen in early 2007. Since migrating, he has also pursued his passion for promoting capacity building in health systems, and primary health care, through the Community-Based Primary Health Care (CBPHC) working group of the International Health Section of the American Public Health Association (APHA) of which he was Chairman for 4 years. In 2010, he was appointed as a Clinical Assistant Professor at the University of Washington in the Department of Global Health and was elected Chair of the International Health Section of APHA in 2012.

Citizenship: US and Australian, US resident. Seattle.

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Country Experience Benin, Congo, Fiji, Uganda, Nepal, Cambodia, Mozambique, Madagascar, Vietnam, Maldives, PR China, Lao PDR, Papua New Guinea

PAUL FREEMAN Curriculum Vitae

EDUCATION:

2003	Doctorate in Public Health	Johns Hopkins University. USA
1989	Master of Health Personnel - Education	University of NSW, Sydney. Australia
1986	Master of Public Health - Tropical Health	University of Sydney
1976	Bachelor of Medicine & Surgery	University of NSW

PROFESSIONAL EXPERIENCE

July 2014 Leader of End of Project Evaluation of the Evidence-based Interventions for Improved Nutrition to Reinforce Infant, Child and Maternal Health in Cambodia (ENRICH) project implemented by International Relief and Development 2010-2014.

This large 5 year project implemented components addressing child and maternal nutrition, the community component of activities to address prevention and early referral of common childhood illness and family planning. A very successful community and family orientated culturally appropriate approach was used to community mobilization and education. The final KPC survey was analyzed and reported by the author. The EOP report is currently being prepared including the many positive KPC findings with those from document review, focus group and key informant interviews.

December 2013 Final Evaluation of the Health Component of the Multi-Year Assistance Project Ozanzaya Zambezia Project Mozambique implemented by ADRA Mozambique

This large 5 year project integrated Agricultural development with Health and Nutrition, Gender and Resilience components. The health component of this integrated project was evaluated using the results of KPC survey, rural site visits, focus groups, key informant interview and document review. The project was found to be successful in improving child nutrition and health related behavioral change in relation to nutrition, water and sanitation. Key lessons were learned in the successful use of community health leadership organizations, mothers and fathers groups and volunteer health workers that visited each household.

May 2013 ongoing World Federation of Public Health Association (WFPHA) Geneva

Facilitator of strategic planning workshop for next 5 years and Member of Scientific Planning Committee for 2015 WFPHA conference. Ongoing WFPHA planning and implementation.

January – September 2013 2014 ongoing American Public Health Association.(APHA)

Leader of a working group preparing a, currently confidential, concept paper for the APHA CEO, as requested by him, on the possible future role of the organization in Global Health. Update 2014 Concept paper was accepted now organizing APHA Advisory Committee to implement the recommendations of this paper.

May – July 2012 Team Leader EOP evaluation of the USAID Benin Integrated Community Case Management (iCCM) project implemented by Management Sciences for Health

This three year long, successful gateway project focussed on the delivery of iCCM and household level support and education by 1048 newly trained community health workers (CHWs) in 5 Health Zones in remote rural communities in Benin. The project also included pilots of innovative approaches to clinical supervision, the use of SMS communication and Rapid Diagnostic tests by CHWs. A practical CHW based information system was also developed.

Project achievements were assessed through: a case control study involving surveying of over 600 mothers spread between 60 clusters; observation of the clinical skills of 200 CHWs; representative key informant interviews, community level focus groups and examination of project documentation and databases.

November 10/2011 – February 2012 Member Strengthening Of Public Health Associations (SOPHA) Evaluation Team.

The Republic of Congo was visited in November 2011 to meet with members of their Public Health Association and other relevant institutions at national and district level to assess the SOPHA program in that country. Subsequent report writing incorporated data from this and 5 other countries receiving support under the SOPHA program to assess that program. This program was 25 years old and was being assessed towards renewal.

April 2011 Review of “Where There is No Doctor” materials for Hesperian Foundation.

Six chapters of the above materials were reviewed and updated for Hesperian towards publication of the latest written and electronic versions of this book. See www.hesperian.org/digital-commons.

June 2005 – ongoing. Co-Director, Task Force Reviewing the Effectiveness of Community-Based Primary Health Care in Improving Child Health. The Task Force has received financial support from UNICEF, WHO and the World Bank. We lead 60 reviewers working with the guidance of a multi-national expert committee led by Professor Robert Black. Progress of the Review was presented at the Global Health Council 2008. Brief prepared for USAID MCHIP published September 2011 (see details below under recent publications)..Scope extended in 2013 to include Maternal Health and Family Planning through JHPIEGO funding.

April 9 – May 3 2010. Team Leader of Fiji Health Sector Improvement Program Independent Completion Review. AusAID Funded.

This basically successful 5 year AUD25 million national program aimed to strengthen the health sector under the military dictatorship in Fiji. Program activities broadly supported Fiji DOH programs in Immunization, Child Survival, Mental Health, Non Communicable Diseases, especially Diabetes, capacity building in Nursing, Primary Health Care program management and Health Promotion using the Healthy Settings Approach. A largely qualitative rapid assessment approach, including a participative workshop, was used. As requested by AusAID, in addition to the Review report, a short report was also prepared to guide phase out of the current program and to facilitate the design process for a smooth transition into a new program for the next 5 years. Recommendations covering key areas of the program were prepared in this regard. (Report available under Publications “Fiji Health Sector Independent Completion Report” at <http://www.Ausaid.gov.au>)

March 1 2010. Appointed as Clinical Assistant Professor Department of Global Health MPH program, University of Washington.

Feb 1 – March 10 2010. Team Leader of the End of Project Evaluation of the Capacity Project Uganda, USAID funded.

This large generally successful 5 year project was implemented at the national level, in 11 districts for many activities and throughout all districts for a few activities. It had multiple activities grouped under three components: Enhanced Capacity for HRH Policy and Planning; Strengthened Systems for Health Workforce Development and Improved Health Workforce Performance and Retention. A team of three Ugandan consultants was led to evaluate this project using a range of mainly qualitative methods. Multiple recommendations were made towards the extension of the project.

June 14 – July 4 2009 Leader of the End of Project Evaluation of the Eastern Region Family Planning Project Nepal, funded by USAID implementation lead by ADRA International

This innovative 5 year project strengthened Family Planning in 6 districts. Project components used an innovative approach to community mobilization, training of health professionals and community workers in 7 methods of Family Planning and activities to strengthen the quality of services provided and community participation. This project was planned using the Child Survival Sustainability Assessment (CSSA) framework.

April 29 – May 18 2009 Strengthening of Proposal for Neglected Tropical Disease Control in Senegal. This proposal was for a consortium of NGOs bidding for a national control program in Senegal with an emphasis on Community Directed Interventions.

November 17 – Dec 16 2008 Leader of the mid-term evaluation of the International Relief and Development Child Survival Project Cambodia. This successful four year project focuses on improving child nutritional outcomes through the use of innovative community based multi-level Behavioral Change Communication, the Hearth Approach and Appropriate Technology for water catchment, purification, local soap production and vegetable gardening.

January 13 – Feb 11 2008 Consultant on design of new Child Survival Project in Madagascar for ADRA International An innovative project proposal was developed focusing on neonatal and maternal health and C-IMCI incorporating community based treatments.

November 18 – Dec 1 2007 Consultant on redesign of community based Malaria Control Project in Mozambique for ADRA International

This project is an inter-faith pilot project funded by USAID that required redevelopment as it was being considered for scale-up to the whole country. A redesign proposal was developed with the local stakeholders, local ADRA team and ADRA headquarters.

Sept 2007- Leader of the final evaluation of the innovative Adventist Development Relief Association rural Child Survival Project, Madagascar, USAID funded

This project was planned using the Child Survival Sustainability Assessment (CSSA) framework and Appreciative Inquiry approach to program planning. The project developed community level teams between local community workers and the local health facility chiefs; community health committees integrating community leaders with local health workers and health facility personnel; community level information reporting systems for illiterate traditional birth attendants; and local sustainability committees which formally planned the ongoing project activities they are to implement in the years after the project finished. A major achievement of

the project was effective malaria control. Cluster surveys, LQAS, key informant interviews, focus groups, workshops and document review methodologies were all used or analyzed. Key recommendations made included taking all the innovations mention above to scale.

July 2007- Consultant to UNICEF drafting State of the World's Children 2008 annual report. Contributing author to three chapters of this report.

July-August 2006 Leader of the final evaluation of the Adventist Development Relief Association rural Child Survival Project Cambodia. USAID funded.

This project developed the Child Friendly Village Initiative, community health committees -- integrating community leaders, village-based health volunteers and local health professionals --, a locally appropriate Hearth approach to management of child malnutrition, and innovations in training and monitoring. Cluster surveys, LQAS, key informant interviews, focus groups, workshops and document review methodologies were all used or analyzed. Key recommendations made included processes to build sustainable local learning organizations.

November 2002 – 2007 Senior Lecturer (conjoint) School of Public Health & Community Medicine UNSW, Australia

Lead author (of two) writing a textbook on the capacity building skills that public health consultants need -- in addition to their primary areas of expertise -- to work effectively in developing countries.

Development of scenario-based e-learning materials for developing teaching of public health and management covering key public health practitioner competencies for Australian National Association of Public Health Institutions. From 1997-2006, taught and developed an annual internet-based postgraduate course *Project Design and Monitoring in International Health*. As this is an advanced course, key current components of common disease control programs-- malaria, acute respiratory infection, TB, immunization, STIs (including HIV), and MCH are integrated into it. Course covered use of Logical Framework and SWAPs.

June 1999 to Nov 2001 Educational Development & Tertiary Level Educator for Medical Officer Nursing Allied Health Personnel (MONAHP) AusAid project Papua New Guinea

Developed and implemented a new five-year Problem Based Medical Curriculum. Taught applied Primary Health Services management to Master and Diploma of Community Health students at the Department of Public Health, University of Papua New Guinea (UPNG). Students were the leaders and managers of national, provincial and district health care programs in PNG and the South Pacific. Management courses facilitated, using a practical adult learning approach addressed such areas as managers as leaders, communicators and educators; quality assurance, health sector reform, health systems research, health program planning, implementation and evaluation. Parallel development of local academics and facilitation of institutional development of School of Health Sciences and UPNG Departments.

July 1998 - April 99 Appraisal of essential Primary Health Care and standards for remote Aboriginal communities in the Northern Territory, Australia.

Determined the essential Primary Health Care needs, services, standards, equipment and appropriate training to meet these needs; for remote Aboriginal Communities. Northern Territory Government funded.

November 1998 Maldives Institute of Health Sciences Institutional Strengthening
Assessed current Primary Health Care island services onsite and recommended revisions to PHC training and strengthening of the Institute in line with local health needs. AusAID funded.

August 1997-Oct 1998 Human Resource Development & Tertiary Level Educator for MONAHP project Papua New Guinea

Multiple terms of reference covered: identification of Specialist Medical Officer training needs; development of policies on continuing education and in-service training for Primary Health Services; multi-skilling and public health training needs for rural Primary Health Services. Also taught Primary Health Services management and mentored staff at UPNG.

February 1997 – 98 Consultant in teaching health program management. Australia

Developed and taught postgraduate courses for the University of NSW in Project Design and Monitoring in International Health and Evaluating Health and Education Programs.

June 1997 Strengthening County Health Program Management People's Republic of China World Bank health project, Beijing

Facilitated workshops and developed corresponding manual which focussed on the development of a new approach to learning operational planning in the workplace.

May 1995 – Oct. 96 Team Leader Vietnam-Australia Malaria Control Project

Responsible for on-site negotiation, project planning, implementation and evaluation of this AusAID funded \$US 12million, 5 province multi-faceted project. Seven Vietnamese, two full-time and eight visiting consultant staff were supervised. In this role he supervised the daily financial management of the project, managed large competitive tender procurement processes and small seed grants for village level community development projects, and negotiated extensive program revisions with Vietnamese counterparts. National level workshops were also led in the areas of Training of Trainers, Epidemiology and Antimalarial Drug Policy.

**June – August 1994 World Bank First Health Project
& June – August 1992 Malaria Control Component Lao PDR**

In 1992, appraised malaria control and training needs at all level from University to community level. At this time malaria control facilities visited in rural areas were almost non-existent. Facilitated the development of a comprehensive plan, plus technical and management curricula, to train 4,000 personnel in multiple cadres. In 1994, led a national level project monitoring and planning workshop for 20 national and provincial managers from the 8 project provinces and a 2-weeks long Training of Trainers workshop. Also developed a Primary Health Care curriculum for village level workers.

1992 In-country consultant World Bank Special Interventions Project PNG

Duties consisted of recommending an appropriate monitoring system to access the health effects of this short term project designed to relieve the acute effects of poverty.

1991 - 1992 Rural PHC program evaluation Consultant to Child Survival Support Project John Snow International. USAID funded

Designed and conducted a 4-province study of factors affecting health worker case management of common pediatric illnesses in rural health services in Papua New Guinea.

**1991 - 1992 Facilitator to WHO/UNFPA/ PNG Dept of Health Rapid
Evaluation of MCH, Family Planning and Immunization Services**

Evaluated these programs in 10 provinces, through a 3 stage national level participatory process, involving the health personnel who deliver these services.

1990 – 1993 Lecturer in Community Medicine, University of PNG, DOH Advisor

Advised PNG National Department of Health on policy and programs: malaria control, child survival, FP, tobacco control, epidemic response/health information systems and two national health plans. Conducted multiple workshops in these areas for this Department at national and provincial levels. Teaching responsibilities included Health Systems Research, Epidemiology and Control and Primary Health Care and Services – all programs (Malaria, TB, EPI, STIs, Child Survival) for medical students, Health Extension Officers (health program managers) and nurses. Field work, teaching medical students and district health service managers, took him to the squatter settlements of Port Moresby, and district and village levels in 10 out of the 19 PNG provinces. Conducted the national level training methodologies section of two USAID funded training-of-trainers workshops for SEATS and JHPIEGO.

1984 - 1989 Area Medical & Public Health Officer Community Educator, Health Personnel Educator. Nganampa Health Council remote central Australia

One of the founding facilitators of this health service in 1984. Developed, implemented and evaluated comprehensive primary health programs addressing Child Survival and maternal health, diabetes, ischaemic heart disease, Sexually Transmitted Infections, trachoma, TB, trauma and substance abuse (“Petrol Sniffing”). With the Health Workers, developed and implemented a problem-oriented, prevention-based, Health Worker curriculum for rural Aboriginal Health Workers. Conducted a program of training-of-trainers workshops for teachers of Aboriginal Health Workers. Developed and helped implement culturally-oriented, community education campaigns on AIDS for 11 semi-traditional Australian Aboriginal communities. Promoted the development of community organizations.

Communication skills

Communicated amicably with all levels of health personnel across cultures. These ranged from the Secretary of Health in Papua New Guinea and a Vice Minister of Health in Vietnam, the Directors of health institutes such as the Institute of Malaria Parasitology and Entomology in Vietnam and Lao PDR and Institute of Health Strengthening in the Maldives, to community level members and health workers in Cambodia, rural Papua New Guinea and indigenous Australia. Conducted training-of-trainer workshops focusing on development of skills in training, leadership, management and program evaluation for malaria control, family planning and primary health care programs in 5 cross-cultural setting. In Lao PDR and Vietnam all training sessions facilitated were led through translators.

Relevant Professional Skill Development - Designing for Behavior Change

October 17 to 21, 2011. Participant in Designing for Behavior Change Communication workshop Coregroup Washington DC

In 2003/4, I improved my skills in community development and conservation through distance learning and field visits in India with the Future Generations Group with emphasis on the SEED-SCALE approach. This approach encapsulated key aspects of community empowerment and

action; and community level centres for local adaptation, experimentation and extension. I had previously been using these approaches in an applied manner at the community level in remote Australia and promoting them in Papua New Guinea.

In 2004 I further strengthened my skills in facilitating workshops in **Leadership Training/Building Learning Organizations for Health** in developing countries using an approach that combines Senge's principles of building learning organisations with Appreciative Inquiry principles. This was achieved through attending workshops led by Professor Henry Moseley and Ben Lozare from Johns Hopkins institutions.

Gender and Development and Gender Analysis. Short Course IDSS Melbourne 2000.
Program Monitoring and Evaluation- PRICOR approach. Course Medex group, Hawaii 1989.

Other positions

Assistant Editor Biomedical Journal Public Health Journal 2010 ongoing

Professional association Memberships

American Public Health Association 2014 representative to CDC Atlanta committee for planning ICEID Conference 2015

American Public Health Association, International Health Section

Chair International Health Section 2012-ongoing

Chair Elect International Health Section 2010-2011

Chairman of CBPHC Working Group 2008 - 2011

Co-chair of CBPHC Working Group 2003-7

Chairman of Awards Committee 2007 – 2010

Associate member Coregroup 2011-ongoing

Member of

Global Health Council 2002 to 2012

Consortium of Universities for Global Health ongoing

Public Health Association of Australia 1990 -2006

Awards Received. \$Aus80,000 Health Systems Development Grant from Commonwealth government for development of Community Health Worker training in 1988.

Publications/Reports Over 50 covering areas of Community-Based Primary Health Care, Program and Project Evaluation in Child Survival, Family Planning and Human Resource Development, tobacco control, Primary Health Care, malaria program design, training, monitoring and evaluation; TB control; problem based and orientated training of all levels of health professionals - community health workers, trainers, medical students /practitioners and program managers.

Most recent publication

P.Freeman, H.B.Perry, S.K.Gupta, B.Rassekh
Accelerating Progress in Achieving the Millennium Development Goal for Children through Community-Based Approaches *Global Public Health* Vol 7 No 4 April 2012 P 400-419.

USAID MCHIP *Building on the Current Evidence to Strengthen Community- Based Service Delivery Strategies for Promoting Child Survival* 2011. (We prepared this brief for USAID)

Current other relevant interests through Coregroup, APHA and DGH U.Washington

Child Survival, iCCM, Mental Health, NCD , needs of urban poor in developing countries

Promoting community organization strengthening as a part of PHC

Promoting motivation of community members, CHWs, rural health professionals

Member of FSN network, Social Behavior Change Working Group and subgroups in Coregroup.

Internet Marketing