

Designing the Future of Nutrition Social & Behavior Change Communication: *How to Achieve Impact at Scale*

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Speaker, Expert Working Group, and Coordinating Group Member Biographies

(Listed alphabetically by last name)

^indicates a speaker/presenter

**indicates a member of the Expert Working Group*

***indicates a member of the Coordinating Group*

Ashley Aakesson Social and Behavior Change Communication Technical Advisor, Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING), USA **

Ashley Aakesson is a social scientist and development leader with 15 years of experience and a passionate commitment to improving the health and well-being of vulnerable groups. She joined the SPRING Project in September 2013 as a Social and Behavior Change Communication Advisor. Previously, Ms. Aakesson worked with PATH as a Nutrition Program Officer, the Children's Nutrition Program of Haiti (CNP) as Executive Director, and with Save the Children as a Behavior Change Specialist. She holds a Master of Arts in Applied Anthropology with a specialization in community health and development from the University of Maryland, College Park.

Collins Airhihenbuwa Professor and Head of the Department of Biobehavioral Health, College of Health and Human Development, Penn State, USA *

Collins Airhihenbuwa is a global leader in research focusing on health, identity, and culture. He has been a consultant to multiple NIH-funded health disparity research projects and UN agencies, including WHO, UNAIDS, and UNFPA. He authored the PEN-3 model used to centralize culture in public health and health promotion research/projects, and is the co-author (with Chandra Ford) of critical race theory applied to public health. Dr. Airhihenbuwa has authored over 100 articles, book chapters, and books.

Silvia Alayón Nutrition and Monitoring Advisor, Alive and Thrive Headquarters, Save the Children, USA ^

Silvia Alayón is seconded to Alive & Thrive by Save the Children. Ms. Alayón worked six years at the University of North Carolina for the MEASURE Evaluation project, focusing on M&E of HIV/AIDS programs. Her previous experience includes working for the Office of the U.S. Global AIDS Coordinator and Macro International. She has a Master of Science in Social Science, Food Policy, and Applied Nutrition from Tufts University and a Bachelor of Science in Dietetics and Nutrition.

Anabelle Bonvecchio Arenas National Institute of Public Health (INSP) Department of Community Nutrition, Mexico ^*

Anabelle Arenas is a specialist in social marketing and public health and researcher at the National Institute of Public Health in Mexico, where she has worked for the past 12 years. She has over 15 years of

experience in the design, management, implementation, and evaluation of behavior change interventions for the prevention of childhood obesity, malnutrition, and micronutrient deficiencies, promotion of breastfeeding and complementary feeding, and healthy lifestyles, among others. Dr. Arenas has consulted for the Micronutrient Initiative, World Bank, World Food Programme, CARE, and UNICEF, with assignments in different Latin American countries, including Guatemala, Panamá, and Ecuador. She has published several publications in peer review journals and is a member of the National Research System (SNI). Dr. Arenas is a nutritionist with a Master in Public Health, International Nutrition, from Emory University. She holds a PhD in Public Health, Health Systems from the Public Health School/National Institute of Public Health in Mexico.

Judi Aibel Founder and Executive Director, Grandmother Project, USA *

Trained in adult education, anthropology, and health education, Judi has worked for many years in community maternal and child health and development programs primarily in Africa but also in Latin America, Asia and the Pacific. She is particularly interested in the interface between community cultural systems and health services and interventions. Her priority current interest is in the role of senior women, or grandmothers, as culturally-designated advisors regarding all maternal child and reproductive health issues and as “resource persons” in community health programs. She has conducted research in more than 12 settings on household roles and influence. She is one of the founders and the Executive Director of Grandmother Project – Change through Culture, an American and Senegalese nonprofit organization established in 2005. Grandmother Project has developed a grandmother-inclusive and systems methodology for promoting change in community norms related to maternal and child health, nutrition, and reproductive health.

Valerie Curtis Director of the Hygiene Centre, London School of Hygiene and Tropical Medicine, UK ^*

Trained as an engineer, epidemiologist and anthropologist, Valerie Curtis’ research centers around sanitation and hygiene, in particular on the design of interventions to change behavior. She is cofounder of the Global Public-Private Partnership for Handwashing with Soap, which unites the marketing abilities of the private sector with the reach of the public sector and the science of academia in largescale national handwashing programs. Dr. Curtis teaches and consults on behavior change with governments, international organisations, and industry. She has published widely on hygiene, behavior and disgust, including a book entitled, *Don’t Look Don’t Touch, the Science behind Revulsion*, published in September 2013.

Tom Davis Program Director, Feed the Children, USA ^*

Tom Davis has thirty years of international and domestic field experience in planning, implementing, and evaluating maternal and child health and nutrition (MCHN) and social and behavioral change activities in food security, child survival, HIV/AIDS, and primary health care projects in twenty-five countries. He has co-lead the Food Security and Nutrition Network’s Social & Behavioral Change (SBC) Task Force, served as Chairman of the Board for the CORE Group, and is a member of CORE’s SBC Working Group. Mr. Davis developed the Barrier Analysis methodology for discovering determinants of behaviors, which is part of the Designing for Behavior Change training and featured in the textbook *Global Health 101* and has been used domestically and internationally. Mr. Davis has been a champion and pioneer of the volunteer peer educator Care Group model which has significantly reduced malnutrition and child deaths in many countries, and co-authored the Local Determinants of Malnutrition Study methodology. He was the 2012

recipient of the APHA Gordon Wyan Award for Excellence in Community-Oriented Public Health, Epidemiology and Practice.

Cecilia Fabrizio Consultant, the Global Alliance for Improved Nutrition (GAIN), Hong Kong **

Cecilia Fabrizio is a consultant with technical expertise in behavior change communication and project planning, implementation, and evaluation, primarily in infant nutrition and non-communicable diseases. She has been working with GAIN for two years. In addition, Dr. Fabrizio has worked extensively in Asia in health communication and community-based participatory research projects. Prior to this, she held leadership positions with the National Cancer Institute's Cancer Information Program and AmeriCares Foundation. Dr. Fabrizio began her career in private sector marketing and holds both an MBA from Northwestern University and a DrPH from the University of North Carolina, Gillings School of Global Health.

Elizabeth Fox Director, Office of Health, Infectious Diseases and Nutrition, USAID, USA ^*

Elizabeth Fox is the Director of the Office of Health, Infectious Diseases and Nutrition at USAID. Her office is responsible for global leadership in maternal and child health, environmental health, nutrition, health system strengthening, and the prevention and mitigation of infectious diseases, including TB, malaria and Avian and Pandemic Influenza. Dr. Fox has been with the Global Health Bureau of USAID for 17 years. Before joining USAID, she was the manager of strategic planning at the International Bureau of Broadcasting, formerly USIA. She worked for the International Development Research Centre of Canada for ten years as the social sciences representative for Latin America, headquartered in Bogota, Colombia, and Buenos Aires, Argentina. Dr. Fox worked in Paris between 1984 and 1989 as a consultant to UNESCO. She holds a PhD in International Relations, an MA in Communications, and a degree in journalism. In 1990 Dr. Fox held the first UNESCO chair in communication at the Universidad Autonoma de Barcelona. She received an honorary doctorate from the Pontificia Universidad Catolica of Peru (2007). She currently is adjunct faculty at the School of International Service of American University, and has published widely in the fields of communication and development.

Kirsten Gagnaire Executive Director, Mobile Alliance for Maternal Action (MAMA), USA *

Kirsten Gagnaire is the Executive Director of the Mobile Alliance for Maternal Action (MAMA), founded in May 2011 by Secretary Clinton. MAMA is an innovative partnership between USAID, Johnson & Johnson, United Nations Foundation, mHealth Alliance and BabyCenter. Before joining MAMA, she was the Ghana Country Director for the Grameen Foundation and led the initial implementation of MOTTECH. She was the founder of the Social Enterprise Group (SEG) and Sustayne, and has a depth of experience and passion for addressing social and environmental issues through profitable business ventures. Ms. Gagnaire has authored several articles and contributed to books regarding social enterprise and was named one of the Puget Sound's Top 40 Under Forty Business Leaders.

Joel Gittlesohn Professor, Center for Human Nutrition and Johns Hopkins Global Center on Childhood Obesity, Department of International Health, Johns Hopkins University, USA *

Joel Gittlesohn has focused on developing, implementing, and evaluating community-based programs for the primary prevention of chronic disease in disadvantaged ethnic minority populations. With 175 publications in peer-reviewed journals, he has led multiple food source-centered intervention trials aimed

at improving the food environment and providing skills and nutrition education needed to support healthy food choices in the Marshall Islands, on three American Indian reservations, in Baltimore City, and for native Hawaiian communities. He developed a multi-institutional program for diabetes prevention in First Nations, which was extended to five American Indian communities (OPREVENT), and a multi-level program for child obesity prevention in Baltimore City (BHCK). These programs have shown success in increasing knowledge, healthy food purchasing, and consumption of healthy promoted foods at consumer level, and in reducing obesity; and in improving stocking and sales at the retail level.

Marcia Griffiths President, The Manoff Group, USA *

Marcia Griffiths is an international leader in social behaviour change, particularly the use of communication to support change. Early in her career she led the technical assistance team on the groundbreaking Indonesia Nutrition Communication and Behavior Change Program (1979-1982) that used social marketing to demonstrate “for the first time in a large operational setting that nutrition education alone can do much to improve nutritional status.” In the years since, she conceived the widely-used Trials of Improved Practices (TIPs) qualitative research method as a way of strengthening the voice of potential participants in program design, pioneered behavior-centered programming and brought such communication innovations into common use as a graduated child feeding bowl, interactive reminder tools, negotiation counseling and participatory radio programming to improve everyday practices or to aid remembering those less frequently practiced. Ms. Griffiths is focused currently on development and implementation of integrated SBCC strategies in support of multiple countries’ first 1,000 days programs.

Kristina Gryboski Senior Research and Program Learning Advisor, Child Survival and Health Grants Program, USAID GH/HIDN/NUT, USA **

Kristina Gryboski is an anthropologist focusing on the social and cultural context of health. She works globally as an applied researcher, program manager, and technical advisor. Dr. Gryboski is currently a Senior Research and Program Learning Advisor in the Office of Health, Infectious Diseases and Nutrition at USAID. Dr. Gryboski has decades of experience spanning maternal and child health, nutrition, gender, family planning, female genital mutilation, health system strengthening, and HIV/AIDS. She earned a doctorate in Development Anthropology at Boston University, where she studied public health and anthropology.

Carolyn Hart Director, Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING), USA ^

Carolyn Hart is Director of the SPRING Project and Director of John Snow, Inc.'s Washington office. Her specialties include program management, service delivery improvement, policy development, communications, and strategic planning. She has been with JSI since 1984, and has held technical and senior management positions on a variety of health and family planning projects. Prior to joining SPRING, Ms. Hart’s recent work focused on raising policy-level awareness of the importance of product availability and supply chain management in health programs, addressing logistics system improvement in the context of health system strengthening, and engaging decision makers at ministries, multilateral, and bilateral development agencies, foundations, and nongovernmental organizations in support of information-driven public health supply chains.

Roy Head CEO, Development Media International, USA *

Roy Head is CEO of Development Media International (DMI). He started off his professional life as a BBC television producer, before joining UN Peacekeeping to set up its first radio station and largest TV operation. In 1997, he founded the Health Division of the BBC World Service Trust, bringing together the BBC and the WHO, where he led campaigns in 16 countries focusing on leprosy, trachoma, and HIV/AIDS. In 2005, Mr. Head was awarded the Joseph Rowntree "Visionaries" Award and left the BBC to create DMI, with the aim of bringing a new scientific rigour to mass media campaigning. In collaboration with the London School of Hygiene and Tropical Medicine, he created a mathematical model to predict and measure how many lives can be saved by mass media campaigns, leading to a £7.5 million randomised trial in Burkina Faso.

Ann Jimerson Senior Specialist for Behavior Change, Alive and Thrive Headquarters, FHI 360, USA ^*

Ann Jimerson is a seasoned social marketing expert with more than 20 years of experience in strategic health communication planning in the US and worldwide. Her interest is in analyzing and applying consumer research to produce creative materials and interventions that result in real changes in behavior. Currently, she is helping to shape and package the learnings from Alive & Thrive in ways that help countries scale up nutrition for reach and impact.

Abdou Kasso Advisor to High Commissioner and President of the Republic of Niger, Niger ^

Biography unavailable

Richard Kohl Principal, Center for Large Scale Social Change LLC, USA ^

Richard Kohl is a strategic planning consultant, thought partner, and leadership coach. Dr. Kohl is currently the principal of the Center for Large Scale Social Change LLC. He specializes in scaling up of innovations, technology, and programs, and is an internationally-known thought leader in scaling up. In the past year, at the behest of USAID's Bureau for Food Security, Dr. Kohl has worked to support USAID missions implementing Feed the Future with their scaling strategies. Dr. Kohl has also worked in scaling in early childhood development, education, livelihoods, maternal and child health, resiliency, and women's empowerment. He supported the successful scaling up of HBNC in India with dramatic effects on infant mortality. Dr. Kohl regularly teaches workshops and courses on scaling, recently at Harvard and MIT. He has a PhD in Economics from UC Berkeley and a BA in Economics from Swarthmore College.

Peggy Koniz-Booher Senior Technical Advisor for Nutrition SBCC and SBCC Team Lead, Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING), USA **

Peggy Koniz-Booher is an international public health nutritionist and social and behavior change communication practitioner with more than 25 years of technical and program management experience in more than 30 countries. Her areas of expertise include maternal, infant, and young child nutrition (MIYCN), postpartum family planning and reproductive health, prevention of mother-to-child transmission of HIV (PMTCT), and nutrition and HIV/AIDS care and support. Ms. Koniz-Booher is best known for her role in the development, testing, and adaptation of interpersonal and small group communication and training materials, but has a rapidly expanding interest in the promotion of participatory community video and other community media tools.

Vinay Kumar Chief Operating Officer, Digital Green, India ^

Vinay Kumar is the Chief Operating Officer of Digital Green, an international non-profit development organization based in the U.S. and India. Digital Green's mission is to leverage innovative technology to amplify the effectiveness of development efforts for sustained social change. Mr. Kumar provides leadership to program strategy, organizational development, and operations. His interests include sustainable agriculture, livelihood, and public health for human well-being, and he has extensive experience in public, private and non-profit sectors. He was previously India Operations Director at PATH, where he contributed to its exponential growth. Mr. Kumar was also Regional Operations Leader for Asia/Near East at IntraHealth International Inc., an affiliate of the University of North Carolina at Chapel Hill; Vice President at JPS Associates; a management consulting firm; and an officer at the Reserve Bank of India. Mr. Kumar has Master's degrees in business administration and political science, and an M. Phil. in international relations.

Sascha Lamstein Nutrition Programs Monitoring & Evaluation Specialist, Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING), USA **

Sascha Lamstein has 15 years of experience designing, implementing, monitoring, and evaluating international public health and nutrition programs, of which behavior change is a primary component. Her focus during many of those years has been on monitoring and evaluation, which she feels includes strategic planning and which she considers integral to program management and implementation. Dr. Lamstein's role within SPRING has involved assisting country teams with their monitoring and evaluation plans and working closely with the SBCC team's multiple endeavours. She is the primary author of SPRING's large scale review of the evidence of the effectiveness of SBCC approaches on priority nutrition practices.

Michael (Mike) Manske Nutrition & Food Security Advisor, USAID, Bureau of Global Health **

Mike Manske is the Nutrition Advisor in the Nutrition Division of the Office of Health, Infectious Disease and Nutrition. In that role, Mr. Manske provides broad expertise in food security, nutrition programming, nutrition in emergencies, food/nutrition interactions with HIV and other infectious diseases, and monitoring and evaluation of these programs toward achieving the overall operational objectives of USAID. Prior to this, Mr. Manske was the Deputy Country Director, Programs for Save the Children Federation in Bamako, Mali. He has a Master's of Public Health from Tulane University School of Public Health and Bachelor of Science degrees in Zoology and Conservation Biology from the University of Wisconsin-Madison.

Ellen Messer Visiting Associate Professor, Friedman School of Nutrition Science and Policy, Tufts University, USA ^*

Ellen Messer is an anthropologist and scholar-activist specializing in food security, religion, and human rights. She served as core faculty and past director at the Alan Shawn Feinstein World Hunger Program, and is currently faculty affiliated with Brandeis, Tufts, and Boston University. Dr. Messer's major research and policy interests include breaking the links between conflict and hunger, understanding the dynamics of US NGOs working against hunger, and advancing the human right to food.

Joanna Murray Research Manager, DMI, USA ^

Joanna Murray has been Research Manager at Development Media International (DMI) since January 2013. At DMI she is responsible for the monitoring and evaluation of mass media campaigns, which involves analysing, interpreting, and disseminating both quantitative and qualitative research. Her background is in epidemiology and public health. Before joining DMI, she was a researcher based in the Child Health unit in the School of Public Health at Imperial College London, where she also completed her PhD. She has worked on various research projects around improving neonatal and child health through better prevention, diagnosis, and treatment of infectious illnesses. Her doctorate focused on the epidemiology of respiratory infections among infants, using novel methods to utilise and link data from electronic patient records. She has a degree in biology from the University of York and a Masters in Modern Epidemiology.

Anuradha V. Narayan Director of Global Initiatives, Strengthening Partnerships, Results, and Innovations in Nutrition Globally, (SPRING), USA **

Anu Narayan has over 14 years of experience working with NGOs and academia on nutrition and food security in Africa, Asia, and Latin America. Her areas of expertise include: management, strategic planning, program design, capacity building, and partnership development. One of her strengths is utilizing strategic partnerships and local capacity building to address gaps in regional nutrition environments. Prior to joining SPRING, Ms. Narayan was Helen Keller International's Deputy Regional Director for Africa, where she oversaw a broad program portfolio in nutrition, neglected tropical diseases, and eye health strategies. She has solid technical knowledge of infant and young child feeding, micronutrients, women's nutrition, and HIV, as well as experience working on gender-sensitive agricultural and food security programs.

Gretel Pelto Professor of Nutrition, Cornell University, USA ^*

Gretel Pelto is a Graduate Professor at Cornell University, Division of Nutritional Sciences. A medical anthropologist by training, her teaching has focused on maternal and child nutrition, community nutrition, and program planning and policy. During the 1990s she directed behavioral research in the Division of Child Health at the World Health Organization, Geneva, Switzerland. Dr. Pelto's research includes work in Mexico, other parts of Latin America, Asia (China, Vietnam, Philippines, Pakistan), and Africa (Cameroon, South Africa, Ghana, Kenya). The substantive focus of her work is infant and young child feeding and the management of illness in infants and children. The theoretical and policy focus is on the interface between programs (including intervention design and evaluation) and families and communities. Dr. Pelto is a recipient of a number of awards, including an honorary doctorate from the University of Helsinki, Fellow of American Society for Nutrition, and the Malinowski Award from the Society for Applied Anthropology, given "to an outstanding social scientist in recognition of efforts to understand and serve the needs of the world's societies and who has actively pursued the goal of solving human problems using the concepts and tools of social science."

Anne Peniston Division Chief, Nutrition, USAID, USA ^

Anne Peniston, RN, MSN, Family Nurse Practitioner, is the Chief of the Nutrition Division, Office of Health, Infectious Diseases and Nutrition, Bureau for Global Health, USAID/Washington, a position she has held for the past two years. Ms. Peniston has worked in U.S. and international public health for more than 30

years as a clinician, researcher, and program manager. In addition to serving immigrant populations with the Virginia Department of Health, her international public health experience includes Peru, the South Pacific, Indonesia and Nepal, with 21 years working in Asia. She has managed USAID programs across the public health spectrum (nutrition; family planning; maternal, newborn and child health; infectious diseases; and HIV/AIDS) for 19 years at USAID Missions in Indonesia and Nepal. Ms. Peniston served as the Global Health Initiative Field Deputy and Director of the Office of Health and Family Planning at USAID/Nepal, leading the U.S. Government's health policy dialogue with the Government of Nepal/Ministry of Health and Population, and 12 other health sector donors.

Ellen Piwoz Senior Program Officer, Nutrition, Bill & Melinda Gates Foundation, USA ^

Ellen Piwoz is a Senior Program Officer in the Nutrition Division of the Global Development Program of the Bill & Melinda Gates Foundation. She joined the foundation in March 2007 and currently manages a diverse portfolio of grants, including research on healthy birth, growth, and development; testing new models to achieve social and behavioral change at scale for breastfeeding and complementary feeding; generating evidence for advocacy; and supporting the Scaling Up Nutrition movement (SUN). Dr. Piwoz has a Doctor of Science degree in Human Nutrition and a Master of Health Science degree in International Health from the Johns Hopkins University School of Public Health.

Alia Poonawala Senior Associate, MIYCN Initiative, the Global Alliance for Improved Nutrition (GAIN), Switzerland **

Alia Poonawala joined GAIN in March 2013 as part of the Multi Nutrient Supplements Initiative team, bringing more than 10 years of experience in increasingly responsible roles in product design, global brand management, advertising development, and sales both at Johnson & Johnson and Procter & Gamble. Just before joining GAIN, Ms. Poonawala was Market Development Manager, responsible for North and West African expansion markets at P&G. She also designed and implemented social marketing campaigns on Water Purification through her work with PSI in the Dominican Republic and Haiti. During her academic career, Mrs. Poonawala received a Bachelor of Arts in Social Psychology from Princeton University and earned a Marketing and Communications degree from Ecole Supérieure de Commerce de Paris (ESCP-EAP, France). At GAIN, she now leads the design and supports the implementation of home fortification and overall IYCN projects across 14 countries.

Patricia Portela de Souza Communication for Development Specialist; C4D Section; Programme Division, UNICEF NY/HQ, USA *

Patricia Portela de Souza is a Communication for Development (C4D) Specialist at UNICEF HQ in New York. Prior to joining UNICEF HQ, she worked at UNICEF Bangladesh as head of the C4D programme (from 2009 to 2011) and prior to that she worked as the Programme Communication Chief at UNICEF Mozambique (from 2004 to 2009). She joined UNICEF in 1997 in Brazil as a Communication Officer, working on media and public relations and C4D. As a UN Officer she also had short work assignments in Namibia, Vietnam, Niger, Ethiopia, Timor Leste, Cambodia, and the Philippines. Patricia started her career as a journalist, working in TV and newspapers as a news anchor and reporter. After 16 years of development work in low and middle income countries, she became a communication for behavior and social change and community development expert with management experience, taking progressively responsible positions in both national and international organizations. She holds a Bachelor's degree in Social Communication

and a Master's in Social Science/Sociology, both from Federal University of Bahia (Brazil). She also holds a Media Studies diploma from North London College, UK.

Ram Prasad Co-founder, Final Mile Consulting, India ^*

Ram Prasad is a co-founder and Director of Final Mile, a Mumbai- and Chicago-based consulting company built on the precepts of behavioral economics, cognitive neuroscience and design. He leads the Health, Sanitation, and Safety practice at Final Mile. Mr. Prasad is also the lead for all developmental, social impact, and policy related engagements. He has provided behavioral economics based consulting services to many multinational corporations, large Indian companies, governments, aid agencies, government agencies, and public sector organizations. Mr. Prasad has delivered guest lectures on applied behavioural economics at leading institutions including London School of Economics, Warwick Business School, and University College London. He is a regular speaker at conferences and forums in the safety, sanitation, and healthcare domains. The projects he leads are across geographies, urban and rural. His project profile includes improving driver behavior on highways, railway safety, medical adherence, diabetes management, demand generation for male circumcision, improving usage of toilets, and improving hospital hygiene. Prior to Final Mile, Mr. Prasad has had considerable experience in the areas of marketing, communications, and innovation. He holds a Master in Business Administration with a dual focus on finance and marketing.

Lebogang (Lebo) Ramafoko Chief Executive Officer, Soul City Institute for Health & Development Communication, South Africa *

Lebo Ramafoko is an experienced social and behavior change expert with 19 years of experience in the field. As a CEO, her major responsibilities are to mobilize resources and manage the financial aspects of the organization so that Soul City Institute remains financially sustainable, and to ensure that funds are effectively managed and accurately accounted for. Mrs. Ramafoko has experience developing various social and behavior change communications interventions. Before becoming the CEO at Soul City, she had worked in different capacities in the organization, giving her practical skills and experience in the actual development of various social and behavior change tools that included television dramas, print booklets, radio dramas, and talk shows. She pioneered a world first makeover show that highlighted the role of communities in creating and enabling environment for individual behavior change. Her leadership abilities were recognized in 2002 when she was awarded a Clinton Democracy Fellowship. Ms. Ramafoko is currently the chairperson of the communications technical task team in the South African National AIDS Council as a civil society representative. She was recently awarded the Harvard South Africa fellowship for study towards a Masters in Public Administration at Harvard University. She holds a post-graduate diploma in Ethics and a Bachelor's degree in Education from Wits University.

Veena Rao Advisor, Karnataka Nutrition Mission, Government of Karnataka, India ^

Veena Rao served in the Indian Administrative Service (IAS), and retired as Secretary to Government of India, Ministry for the Development of the North East Region. She is a post graduate in political science from the University of Jammu and Kashmir, and in development studies from the University of

Cambridge, U.K. She has had a distinguished career both in the Government of Karnataka and the Government of India, particularly in the field of development. In 1999, as Joint Secretary, Department of Women and Child Development, Government of India, Mrs. Rao got her first exposure to the issue of malnutrition in India. As Director General, Council for Advancement of People's Action and Rural Technology (CAPART), she undertook her pioneering initiative in operating pilot projects to combat malnutrition in two chronically malnourished tribal Blocks of Maharashtra, based on the intergenerational, inter-sectoral strategy. The extremely positive results in the reduction of undernutrition and mortality rates validated her hypothesis and strategy. Mrs. Rao is presently Mission Advisor for the Karnataka Nutrition Mission, an initiative spearheaded by her with the Government of Karnataka. Through facilitation by GAIN India, and leadership of former Chief Justice of India, MN Venkatachaliah, she was able to steer the inclusion of the central government's commitment to launch a national program to combat malnutrition in the Finance Minister's budget speech, 2014-15.

Basil Safi Team Leader, Johns Hopkins Center for Communication Programs, USA ^

Basil Safi has 13 years of experience designing and implementing public health and integrated communication programs. He combines technical skills with those gained in the field of health communication and knowledge management to specialize in demand generation, behavior change, knowledge transfer, and improving the efficiency of public health systems. His areas of communication expertise include strategic communication design, mass media and community mobilization planning, crisis/risk communication, advocacy, harmonization of diverse working groups, ICT implementation, and local BCC capacity building. Mr. Safi is the Nepal Team Leader for the Johns Hopkins Center for Communication Program's role on the USAID-funded Suaahara Nutrition Project, where the CCP is responsible for leading the SBCC component. He holds an MPH from Emory University, is a registered professional engineer, and serves as an Associate in the Department of Health, Behavior and Society at the Bloomberg School of Public Health. Mr. Safi has experience working in over 20 countries on SBCC programming.

Andrew Schirmer President, McCann Global Health, USA ^*

Andrew Schirmer has over 25 years of advertising and communications experience within a wide range of categories including pharmaceuticals, OTC brands, devices, hospital systems, public health programs, and other health and wellness products and services. As the president of McCann Global Health, he brings his vast experience leading efforts to motivate consumer demand to the challenges and opportunities facing the global health marketplace. His deep ties and connections within the McCann Worldgroup network allow him to provide clients and partners with a full array of talent, tools, and technical agency capabilities in every market around the world. Mr. Schirmer's role as integrator and motivator also enables McCann Global Health and its clients to benefit from the entire McCann and IPG global network. Mr. Schirmer has presented at numerous industry conferences over the years and is a guest lecturer at the Columbia Business School for the life sciences marketing executive MBA program. He is in the DTC Hall of Fame and is on the advisory board for The Coalition for Health Care Communications.

Dominic Schofield Director, GAIN Canada and Senior Technical Advisor of Policy and Programs, the Global Alliance for Improved Nutrition (GAIN), Canada ^

Dominic Schofield's career spans over twenty years in the field of international development with assignments in Africa, Latin America and the Caribbean, and South and Southeast Asia. He has a

background in economic geography and business administration, and his work in nutrition for more than a decade has focused on addressing malnutrition in developing countries through multi-sectoral alliances that combine the strengths of the government, private sector, and civil society. Prior to joining GAIN, Mr. Schofield served as Food Fortification Specialist at UNICEF. He also served as Partnership and Business Development Manager at the Micronutrient Initiative (MI) and at the International Development Research Centre (IDRC) where he led partnership and fundraising efforts.

Myriam Sidibe Social Mission Director, Unilever, Kenya *

Myriam Sidibe is a public health professional interested in working with the private sector to bring sustainable solutions to global health issues. She is the Unilever-Lifebuoy Global Social Mission Director, where she leads the hygiene mission in 55 countries throughout Asia, Africa, the Middle East, and Latin America, where Lifebuoy is represented. She brings a variety of skills and experiences to the public health world. Since 1999, she has worked with NGOs, UN organizations, academic institutions, and the private sector on hygiene promotion programs. Prior to Unilever, she worked with an emergency relief organization in Burundi and helped set up the first public health policies in the newly independent country of East Timor, 2002. She holds a Doctorate in Public Health, specializing in handwashing and behavior change, from the London School of Hygiene and Tropical Medicine. She comes from an engineering background with a degree in Environmental Engineering and Water & Environmental Management.

Katie Taylor Deputy Assistant Administrator for the Bureau for Global Health and Interim Child and Maternal Survival Coordinator, Global Health, USAID, USA ^

Katie Taylor is the interim USAID Child and Maternal Survival Coordinator and a deputy assistant administrator for the Bureau for Global Health. Ms. Taylor oversees near- and longer-term goals and actions to drive increased outcomes for impact, as well as works to gain greater operational efficiency. She is responsible for USAID's child survival and maternal health policy and programs, working collaboratively across the Agency and with USAID Missions and partners. Ms. Taylor formerly served as the executive director of the Center for Interfaith Action on Global Poverty (CIFA), a global health and development organization based in Washington, D.C. She worked for General Electric for nearly 20 years in a wide variety of businesses, including its health care, transportation, and mortgage units. A multilingual executive, Ms. Taylor has lived and worked in the Americas, Europe, the Middle East, North Africa, and Asia. She held a number of leadership positions at GE: in the health care industry within GE Healthcare International, as managing director of strategic market development, and as CEO of the GE Healthcare Mexico operation, as well as in other GE divisions – GE Corporate Business Development and e-Business, GE Transportation Systems (locomotives), GE Americom (satellites), and the GE Capital Mortgage Corporation. Before joining CIFA, she was vice president for International Business Development for the University of Pittsburgh Medical Center. Ms. Taylor has a B.A. in political science from Yale University, a graduate Certificate of Political Studies from the Institut d'Etudes Politiques de Paris, and an M.S. in international business from Georgetown University.

Helen Trevaskis Social Innovation Consultant, GAIN **

Helen Trevaskis is a social innovation and behavior change consultant. She has 20 years' experience, both in agencies and as an independent, working with corporations and social organizations on a wide range of briefs in a wide range of locations. Ms. Trevaskis also has her own fledgling social venture, which aims to pilot a hygiene solution for slum dwellers in India next year.

Marc Van Ameringen Executive Director, GAIN, Switzerland ^

Marc Van Ameringen is Executive Director of the Global Alliance for Improved Nutrition (GAIN), an international organization leading efforts to end malnutrition with programs in over forty countries, improving the lives of 800 million people. In 2014, Mr. Van Ameringen was awarded the World Food Programme's Hunger Hero Award for efforts to combat world hunger and malnutrition. He is a member of the GSK/Save the Children R&D Advisory Board and the Lawrence Berkeley National Laboratory Nutrition Advisory Board and served on the Lancet Nutrition Series Advisory Committee, the Institute of Medicine's Committee on U.S. Commitment to Global Health, and served as Vice Chair of the World Economic Forum's Global Agenda Council on Nutrition.

Marti van Liere Director, MIYCN Initiative, the Global Alliance for Improved Nutrition (GAIN), Switzerland ^**

Marti van Liere has been the Director for the Nutritious Foods for Children and Mothers Initiative at the Global Alliance for Improved Nutrition (GAIN) since January 2012. GAIN supports public-private partnerships to increase access to fortified foods (with an emphasis on children 6-24 months and pregnant and lactating mothers). Her private sector experience comes from 8 years with Unilever to build public-private partnerships with international organizations including World Food Programme, UNICEF, and GAIN. Before that, Dr. van Liere was a senior nutrition advisor at the Royal Tropical Institute in Amsterdam, involved in public health nutrition programs across Africa and Asia. She started her career as a researcher with the European Prospective Investigation into Cancer and Nutrition project (INSERM, France) after obtaining her PhD from the Wageningen University, the Netherlands.