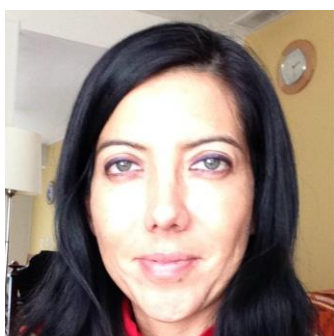


Biographies of members

World Health Organization Technical Advisory Group on Behavioural Sciences for Better Health 2020-2024



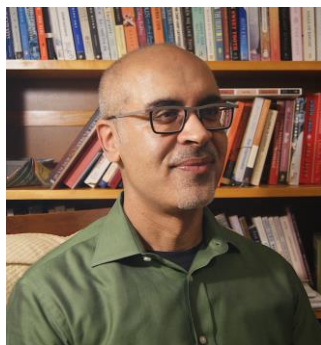
Ms Maria Carrasco

Maria Augusta Carrasco is a behavioural scientist with experience designing, implementing and evaluating capacity building and public health programs. Originally from Ecuador, Ms Carrasco has managed large public health projects in sub-Saharan Africa and Latin America and has been a behavioural sciences consultant for the World Bank, UNFPA and Pact. She currently works at the United States Agency for Universal Development (USAID) where she leads the agency's work with the High Impact Practices in Family Planning partnership and works on the Research for Scalable Solutions project providing implementation and behavioural sciences technical support. She is an Adjunct Assistant Professor at Johns Hopkins Bloomberg School of Public Health in the Department of Health Behavior and Society in the United States, where she teaches a graduate course focusing on Latino Health. In her role at USAID's Office of HIV/AIDS, Ms Carrasco used her behavioral sciences expertise to enhance uptake of voluntary medical male circumcision services in Sub-Saharan Africa and to improve HIV prevention services in Malawi. She has authored numerous peer reviewed publications focusing on the application of behavioral insights to strengthen public health programs.



Dr Tim Chadborn

Dr Tim Chadborn is Head of Behavioural Insights and Evaluation Lead for Public Health England. He works part-time on COVID-19 in the Department of Health and Social Care in the Joint Biosecurity Centre. He has recently finished a secondment to the Cabinet Office Systems Unit working on the Strategic Framework. With about 25 years of experience in health he has previously worked in the UK with the Department of Health and Health Protection Agency and internationally in a partnership between Harvard University and the Ministry of Health in Botswana and with the London School of Hygiene and Tropical Medicine. Tim is President of the UK Evaluation Society and co-organiser of the OECD-hosted network of international government behavioural scientists.



Dr Varun Gauri

Varun Gauri was the founder and co-head of the World Bank's behavioural science unit. He co-directed the World Development Report 2015: Mind, Society, and Behavior. He serves on the editorial boards of the journals Behavioral Public Policy, BMJ Global Health, and Health and Human Rights, and has been a member of the World Economic Forum Council on Behaviour and the Board of the Behavioural Economics in Action (BEAR) research centre at the University of Toronto. He is currently a

Visiting Lecturer at Princeton University and Non-Resident Senior Fellow at the Brookings Institution. His current research addresses behavioural economics and altruism.



Dr Gavin George

Dr George is an Associate Professor at the University of KwaZulu-Natal and an associate at Lund University in Sweden, division of Social Medicine and Global Health. He is a specialist in health and health system strengthening. He has an extensive research and consultancy portfolio and has worked on behalf of UN agencies and private enterprises. His work includes behavioural economic evaluation work throughout the East and Southern African region, with an emphasis on brokering the translation of evidence into

high-impact policies and evidence-based programming. In 2019, Dr George was appointed a network member of the Otago Global Health Institute which fosters partnerships to help solve global health problems. He is the first African-based network member of the Institute. In 2019 he was voted onto the Board of AIDSPAN, a non-profit organization based in Kenya whose mission is to reinforce the effectiveness of the Global Fund to Fight AIDS, Tuberculosis and Malaria by serving as an independent watchdog of the Fund and its grant implementers.



Professor Ross Gordon

Ross Gordon is a Professor at Queensland University of Technology (QUT) in Brisbane, Australia, and on the management team for the QUT Centre for Justice. Ross was President of the Australian Association of Social Marketing (AASM) from 2014-2021. His work focuses on behaviour and social change issues including energy hardship and energy efficiency, climate change and environmental sustainability, alcohol, gambling, tobacco control, mental health, and workplace bullying. Ross has been a

principal or named investigator on projects attracting over \$8m in research funds, and he has extensive experience in research, designing, implementing and evaluation of behaviour and social change programmes. Ross co-authors a leading book on using social marketing 'Strategic Social Marketing: For Behaviour and Social Change', and has worked with the European Union, the Australian Government (both federal and state governments) and the United Kingdom.



Professor David Houéto

David Houéto MD is a Professor in Health Promotion at the School of Public Health, University of Parakou, Benin in West Africa. He launched the first regional Francophone Africa Masters course in Health Promotion there and is President of the Francophone Network for Health Promotion. He holds a master's degree in Public Nutrition and Health System Organization from Senghor Francophone International University of Alexandria, Egypt and a PhD in Health Promotion from the Catholic University of Louvain, Belgium. His main research interest is community development and engagement in the areas of health literacy, healthy settings programs and health system strengthening with a health promotion approach. He is author of many books and book chapters focusing on health promotion development in Africa.



Professor Ruth Kutalek

Ruth Kutalek is a Medical Anthropologist and Associate Professor at the Department of Social and Preventive Medicine, Center for Public Health, Medical University of Vienna. Her research focuses on anthropological perspectives of infectious diseases, especially community perspectives on Ebola, Lassa fever and measles, including the involvement of health workers in epidemics. She is also conducting research on community engagement and vulnerabilities in crises. Professor Kutalek is principal investigator of the EU funded SoNAR-Global, a project which mobilizes social sciences against infectious threats; she is also part of the EU infrastructure project ISIDORE.



Dr Glenn Laverack

Ammaarah Martinus is currently the Senior Program Officer at UNESCO MGIEP where she leads the Programme Team on matters related to education, mental health, youth development and other areas and also focuses on the design and implementation of programmes globally. Previously she worked as Director of Policy, Research and Analysis at the Western Cape Government in South Africa. There, she led the behavioural insights portfolio (BI4GOV) and has done extensive work in implementing and evaluating behaviourally informed programmes and interventions within government, with the view to scale. Her recent work includes scaling a Growth Mindset pilot to schools in the Province and implementing a behaviourally informed smart water meter project during the recent water crisis in Cape Town.



Dr Fadi Makki

Dr Fadi Makki currently heads the first behavioral insights and nudge unit in the Middle East – B4Development (formerly Qatar Behavioural Insights Unit) at the supreme committee for delivery and legacy where is also advisor to its Secretary General, and is founder of Nudge Lebanon. He pioneered applications of behavioral insights and nudge concepts in the Arab region with more than 130 experiments and has more than 25 years of experience in public policy, socio-economic development, behavioral economics and social entrepreneurship. He served as a member of the World Economic Forum's Council for Behavioral Sciences between 2016 and 2018. Previously, he was Director General of the Ministry of Economy and Trade and Advisor to the Prime Minister of Lebanon. He was also a Director at Booz&Co and Cisco. He serves on the board of several education and not-for-profit institutions in Lebanon and across the Arab world. He obtained his PhD from Cambridge University; master's degrees from the London School of Economics and the University of Hull; and bachelor degrees from the American University of Beirut and the Lebanese University.



Ms Ammaarah Martinus

Glenn Laverack is an international leader in public health with expertise in community-centred and behaviour change approaches, with more than 35 years of experience working in 50 countries across Europe, Africa, Asia and the Pacific regions. Dr Laverack was formerly the Director of Health Promotion at the University of Auckland and led the Kumasi Health Education and the Andhra Pradesh School Projects to develop innovative behavioural approaches. He has a wide range of publications including 24 textbooks in several languages and works as an academic and independent adviser with UN, governmental and international health agencies. He is currently a Visiting Professor at the Department of Sociology and Social Research at the University of Trento, Italy.



Professor Emeritus Shahinaz Ibrahim Mekheimer

Shahinaz Ibrahim Mekheimer established and led the Health Education/Promotion Unit at the Theodor Bilharz Research Institute in Egypt for 17 years, later serving as the Institute's Head of the Public Health Department. She served as a qualitative research consultant at the Social Issues Program and the Information and Decision Support Center in the Egyptian Cabinet. She has conducted qualitative research assessing the health seeking behaviour of hepatitis patients that later informed national policy. She is a part-time qualitative research teaching professor in the Medical Education Unit of the Armed Forces College of Medicine. In Egypt. Dr Mekheimer has expertise in leading qualitative research projects in the fields of reproductive health, voluntary counselling and testing service evaluation, hepatitis, HIV/AIDS, COVID-19, and antimicrobial resistance. She has a certificate in Health Education/Promotion from Liverpool School of Tropical Medicine.



Professor Susan Michie

Susan Michie is Professor of Health Psychology and Director of the Centre for Behaviour Change at University College London. Her research focuses on behaviour change in relation to health and the environment: how to understand it theoretically and apply theory to intervention development, evaluation and implementation. She served as an expert advisor on the UK's Covid-19 Scientific Pandemic Insights Group on Behavioural Science (part of SAGE) and the Lancet's Covid-19 Commission. She is part of the Behavioural Science Policy Research Unit at the National Institute for Health Research advising the UK's Department of Health and Social Care. She chaired the Academy of Social Science's 'Health of People' project and the Academy of Medical Science's project on systems approaches to health. She is a member of WHO's Working Group on Research Methodology for Public Health and Social Measures and its Guideline Development Group on Hand Hygiene in Community Settings.



Dr Iveta Nagyova

Iveta Nagyova is the Head of the Department of Social and Behavioural Medicine and a Senior Research Leader at Pavol Jozef Safarik University in Kosice, Slovakia. She is the President of the European Public Health Association, a member of the European Advisory Committee on Health Research at the WHO Regional Office for Europe and is a designated National Focal Point for Behavioural and Cultural Insights. At a national level, she serves as an advisor to the WHO Country Office in the Slovak Republic and the Slovak Ministry of Health in the field of chronic diseases, integrated care, behavioural insights, and public health. Her research interests are in biobehavioural and psychosocial innovations in chronic condition prevention and management; behaviour change; non-pharmacological interventions; and improvements in the functional status and quality of life of patients with chronic disease and the implications for integrated care.



Professor Saad B. Omer

Dr Saad B. Omer is the Director of the Yale Institute for Global Health in the United States. He serves as the Harvey and Kate Cushing Professor of Medicine at the Yale School of Medicine and is a Professor of Epidemiology of Microbial Diseases at the Yale School of Public Health. Dr Omer's research portfolio includes epidemiology of respiratory viruses such as influenza, respiratory syncytial virus, and SARS-Cov-2; clinical trials to estimate efficacy of maternal and/or infant influenza, pertussis, polio, measles and pneumococcal vaccines; and trials to evaluate drug regimens to reduce mother-to-child transmission of HIV. He has conducted studies in the United States, Guatemala, Kenya, Uganda, Ethiopia, India, Pakistan, Bangladesh and South Africa. He has published over 420 papers in peer reviewed journals and has mentored over 100 junior faculty, clinical, and research post-doctoral fellows, PhD students and other graduate students.



Professor Rajiv Rimal

Dr. Rajiv N. Rimal is Professor and Chair of the Department of Health, Behavior & Society at the Johns Hopkins University Bloomberg School of Public Health. His PhD is in Health Communication (Stanford University, 1995) and he specializes in communication and behavior change work. He recently led a Gates Foundation-funded intervention to implement a social norms-based intervention to reduce anemia in Odisha, India and another project to promote immunization in Nepal. Over the last 25 years, he has conducted behavior change interventions and evaluations in several countries, including Ethiopia, India, Malawi, Namibia, Nepal, Mexico, Serbia, Uganda, and the United States. His team is heavily involved in COVID-19 research to understand the factors accounting for vaccine hesitancy. This includes studying how marginalized populations (e.g., tribal groups in India, mothers who give birth at home in sub-Saharan Africa) react to public health interventions and how they process information about vaccines. He is currently leading a Gates Foundation-funded project to promote south-to-south learning across teams working on maternal and newborn nutrition.



Ms Jana Smith

Jana Smith is a Managing Director at ideas42, a behavioural research and design lab, where she leads the Global Health portfolio. She has close to 20 years of experience developing, implementing and scaling innovative programs and services in public health and international development with deep expertise in gender and behavioural science. Before joining ideas42, Jana was the Director of Health Services for Pro Mujer where she led design and implementation of health programs within a global women's development organization. She also serves as Adjunct Faculty at the University of Pennsylvania's Perelman School of Medicine.



Professor Cass Sunstein

Cass R. Sunstein is the Robert Walmsley University Professor at Harvard in the United States. He is the founder and Director of the Program on Behavioral Economics and Public Policy at Harvard Law School. In 2018, he received the Holberg Prize from the government of Norway, sometimes described as the equivalent of the Nobel Prize for law and the humanities. In 2020, the World Health Organization appointed him as Chair of its Technical Advisory Group on Behavioural Insights and Sciences for Health. From 2009 to 2012, he was Administrator of the White House Office of Information and Regulatory Affairs, and later served on the President's Review Board on Intelligence and Communications Technologies and on the Pentagon's Defense Innovation Board. Professor Sunstein has testified before congressional committees on many subjects, and he has advised officials at the United Nations, the European Commission, the World Bank, and many nations on issues of law and public policy. He is an adviser to the Behavioural Insights Team in the United Kingdom.

Professor Sunstein is author of hundreds of articles and dozens of books, including *Nudge: Improving Decisions about Health, Wealth, and Happiness* (with Richard H. Thaler, 2008), *Simpler: The Future of Government* (2013), *The Ethics of Influence* (2015), *#Republic* (2017), *Impeachment: A Citizen's Guide* (2017), *The Cost-Benefit Revolution* (2018), *On Freedom* (2019), *Conformity* (2019), *How Change Happens* (2019), and *Too Much Information* (2020). He is now working on a variety of projects involving the regulatory state, "sludge" (defined to include paperwork and similar burdens), fake news, and freedom of speech.



Dr Beena Thomas

Dr Beena E Thomas is a social scientist who has over three decades of experience in social and behavioral research in Tuberculosis (TB) and HIV. She served as Deputy Director of the Department of Social and Behavioral Research at the National Institute for Research in Tuberculosis, a premier institute of the Indian Council of Medical Research. She was instrumental in highlighting the role of social and behavioral research in medical research and established a separate department of social and behavioral research. Apart from conducting numerous behavioral studies on TB and HIV with national and international collaborations, she coordinated a nationwide globally funded project on Strengthening Implementation and Operational research towards TB control in India. In recent years, with the challenges of the COVID-19 pandemic, she was nominated to serve as a member of the Indian National Task Force. She has been involved in developing guideline manuals for a road map for community engagement in COVID-19 management. She is a member of various committees of the Indian Council of Medical Research, the Central TB Division, the National AIDS Control Organization, the Ministry of Health and other non-government organisations. She has been actively involved in building the capacity of young researchers.



Dr Chiara Varazzani

Dr Chiara Varazzani is a leading specialist in applying behavioural science to public policy. She has set up and led units of behavioural scientists in government, designed behaviour change interventions and shaped communications across different areas, including health, education, employment and international development. Today, Dr Varazzani is Lead Behavioural Scientist at the Organisation for Economic Cooperation and Development (OECD) in Paris and Adjunct Research Fellow at Monash University. Prior to this, Dr Varazzani held several positions in government. She worked as Principal Advisor of the Behavioural Insights Unit of the Victorian Government in Australia, Advisor in behavioural economics to the Australian Federal Government and Research Fellow at the UK Behavioural Insights Team.



Ms Archna Vyas

Archna Vyas is Deputy Director of Advocacy, Communications and Behavioural Insights, at the India Country Office of the Bill & Melinda Gates Foundation. In this role, she oversees advocacy, communications, social and behavior change efforts to advance the foundation's goals and impact in South Asia. She has set up the Center for Social and Behaviour Change (CSBC) at Ashoka University to improve capacities and application of behaviourally informed policies and programs for the poor and marginalized populations in the Global South. She has partnered with NITI Aayog and CSBC to institute India's first Nudge Unit at NITI for improving health and development outcomes. She joined the foundation in 2014, with a consumer and purpose-driven marketing and communication experience for multi-brand, multi-country portfolios.



Dr Joyce Wamoyi

Dr Joyce Wamoyi is a social and behavioural researcher at the National Institute for Medical Research, Tanzania. For over 20 years, Dr Wamoyi has worked on understanding the social and behavioural determinants of adolescents and young people's sexual and reproductive health and the structural drivers of HIV risk. In her work, she has explored the dynamics of transactional sex in adolescents, young women's sexual relationships in sub-Saharan Africa and sexual harassment in schools, workplaces, and public places in Tanzania. She is currently working on the evaluation of the scale up of Parenting for Lifelong Health (PLH) programme to prevent violence against children in Tanzania and the digital delivery of PLH (ParentApp) in Tanzania. She is a member of the UNICEF Advisory Board for the multi-country project "Children's Experiences and Perspectives of Covid-19, and restrictions related to it"; and WHO's Strategic and Technical Advisory Group for Maternal, Newborn, Child and Adolescent health and nutrition (STAGE) Working Group on the Prevention and Management of Anaemia.