

Biographies of observers

World Health Organization Technical Advisory Group on Behavioural Sciences for Better Health 2025-2026



Professor Ross Gordon

Ross Gordon is a Professor of Behaviour and Social Change at UTS Business School, University of Technology Sydney. Ross is also the Director of Change for Good at UTS – a Research Centre focused on transdisciplinary behaviour and social change for social good. He researches social issues and behaviour and social change, through a critical, reflexive, and multi-perspective lens. Ross served on the inaugural WHO Technical Advisory Group on Behavioural Insights and Sciences for Health from

2000-2024 and is currently serves as an observer for the group. He works on various behaviour and social change issues including gambling, non-communicable diseases, Covid-19, energy hardship and energy efficiency, climate action and environmental sustainability, alcohol, tobacco control, mental health, childhood obesity, workplace bullying, and power and politics in the neoliberal university. Ross has been a principal or named investigator on projects attracting over \$9.2m in research funds. He has published over 120 academic journals, book chapters and conference papers and a leading book: Strategic Social Marketing: For Behaviour and Social Change published by SAGE.



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, University College London, UK. She is Director of the Centre for Behaviour Change and co-Director of Behavioural Research-UK. Professor Michie's research focuses on human behaviour change in relation to health and the environment: how to understand it theoretically and apply theory and evidence to intervention and policy development, evaluation, and implementation. Her research, collaborating with disciplines such as information science, environmental science, computer science and medicine, covers population, organisational and individual-level interventions. Examples include the Human Behaviour-Change Project and the NIH-funded 5-year project 'Advancing Prevention Research in Cancer through Ontology Tools' (APRICOT). She has published >600 journal articles and several books, including the *Behaviour Change Wheel: A Guide to Designing Interventions*. She is previous chair of WHO's Behavioural Insights and Sciences Technical Advisory Group and is part of the Behavioural Science Policy Research Unit advising the UK's Department of Health and Social Care.



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 (UPJS) in Kosice, Slovakia. She is also the Immediate Past-President of the European Public Health Association (2020–2024), a member of the Technical Advisory Group for Building an Innovation Ecosystem for Public Health at the WHO Regional Office for Europe, and a designated National Focal Point for Behavioural and Cultural Insights. Previously, she has served as a member of WHO TAG on Behavioural Insights and Sciences for Health, the WHO/Europe Regional Director's Advisory Council on Innovation for Noncommunicable Diseases, and the European Advisory Committee on Health Research. At the national level, she serves as an advisor to the WHO Country Office and the Slovak Ministry of Health in the fields of chronic diseases, integrated care, behavioural insights, and public health. She graduated in Clinical Psychology from UPJS, obtained her PhD in Medical Sciences from the University of Groningen in the Netherlands, and pursued postgraduate training at the University of Oxford as part of the Oxford International Primary Care Research Leadership Programme.



Ms Jana Smith

Jana Smith is a Managing Director at ideas42, a behavioural research and design lab, where she leads the Health portfolio. She has 20 years of experience developing, implementing and scaling innovative programs and services in public health and international development with deep expertise in women's health 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.



Dr Chiara Varazzani

Dr Varazzani leads the work of the Behavioural Science Team at the OECD. Her work includes fostering a global community of behavioural experts, helping countries tackle policy challenges and running experiments – to better understand what works, for whom and in what context – and providing expert behavioural advice to governments across many policy areas such as health, climate change, financial decision-making, and misinformation. She is also Senior Visiting Fellow at the London School of Economics and Lead Author for the UN Environment Programme's Global Environment Outlook. Prior to this, she held several positions in government. She was Principal Advisor of the Behavioural Insights Unit of the Victorian Government in Australia, Executive Advisor in behavioural economics to the Australian Federal Government and Research Fellow at the Behavioural Insights Team in London. She holds a PhD in Behavioural Neuroscience from Sorbonne University, a MSc from the School for Advanced Studies in Social Sciences and a MSc in Cognitive Sciences from the École Normale Supérieure.