

John Davies, DrPH, Global Health Specialist

My Global Health Specialties

Strengthening the continuum of Maternal - Newborn - Child Health, including HIV-AIDS, malaria, and TB control, immunization, oral rehydration & zinc therapy, maternal survival, child survival, nutrition, antenatal care, postnatal care, safe motherhood, reproductive & sexual health, obstetric emergencies, breastfeeding, birth-spacing, gender equity, male participation, formative research, strategic planning, behavior change communication, advocacy, social marketing, total marketing, training, capacity building, public-private partnerships, monitoring & evaluation.

My Approaches, Tools and Techniques

- **Communication & Social Marketing:** Behavior change, Strategic planning, advocacy, formative studies, market segmentation, test marketing, product distribution, demand creation, interpersonal-inter-spousal communication, community-group media, mass media, health provider training, consumer education, education-entertainment.
- **Project Management:** Feasibility, start-ups, capacity building, community mobilization, Public-Private Partnerships, male participation, household surveys, maternal channeling, clean delivery, formative research, strategic planning, opportunity analysis, workshop facilitation, proposals, implementation, staffing, service delivery, supportive supervision, field monitoring, evaluation, organizational development, primary health care.
- **Essential Drugs & Medical Supplies:** Logistics & supply chains, essential drug lists, rational pharmaceutical management, evaluation, contraceptives CYPs, revolving drug funds, medical supplies security.
- **Human Resource Development:** capacity building, mentoring, training of trainers, training of health providers.

My Countries

Afghanistan, Albania, Azerbaijan, Bangladesh, Canada, East Malaysia, Ethiopia, Ghana, India, Indonesia, Namibia, Nepal, Pakistan, Papua New Guinea, Sri Lanka, St. Lucia, Vietnam, Western Samoa, Yemen, Zambia.

My Employers, Clients and Funding Sources

Academy for Educational Development, Aga Khan Foundation, Agriteam Canada, Asian Development Bank, Checchi Consulting, CIDA, Coffey Int., CUSO, DfID, DKT Int., Family Health Int., Futures Group, Gov of Papua New Guinea, Gov of Royal Netherlands, Gov of St. Lucia, Greenstar Social Marketing, Johns Hopkins Univ-CCP, John Snow Int., KfW, Management Sciences for Health, Marie Stopes Int., Options UK, Overseas Strategic Consulting, Pathfinder Int., Population Services Int., Population Council, Prospect Associates, Save the Children, UNFPA, UNICEF, USAID, World Bank, Worley Engineering NZ.

My Education

Awarded Doctor of Public Health, University of Hawaii & the East West Center, USA. 1981-85.

- Specialized in international reproductive health, survey research methods, advanced statistics, nutrition.
- Assessed husbands' roles in oral contraceptive usage patterns in rural Bangladesh. (Report 10, page 6)
- First prize, Pauline Stitt Competition for Research in International Mother and Child Health.

Awarded Master of Public Health, Columbia University, USA. 1977-78. Fellowship provided by IDRC/CIDA.

- First-in-class in epidemiology. Trained in survey research, demography, parasitology, health administration,
- Trained in nutrition at Columbia University Center for Nutrition.
- Presented "Maternal-Channeled Infant Care" at Public Health World Federation Conference. (Report 5, page 6)

Social Sciences, Simon Fraser University, Canada. 1968-69

- First-in-class, social research design. Trained in statistics, experimental psychology, anthropology.

Awarded Bachelor of Pharmaceutical Science, University of British Columbia, Canada. 1956

- Trained in marketing and accounting at Faculty of Commerce.
- Trained in pharmacology, biochemistry, biology, physiology, bacteriology at Faculties of Pharmacy and Medicine.

- Capacity-building for InterPersonal Communication in Zambia.** 2010. Employed by Overseas Strategic Communication Ltd. Funded by USAID. Assessed InterPersonal Communication (IPC) activities within the PRISM Project. Recommended changes to IPC training and deployment of fieldworkers by international and local partners.
- Social Marketing of Contraceptives in India.** 2009. Employed by Futures Group. Funded by USAID. Documented and assessed achievements of DKT International's work in rural Uttar Pradesh state. .
- National Health Programs in Pakistan.** 2009. Employed by the World Bank. Assessed achievements, Management systems, Financing, Monitoring & Evaluation systems, for National Polio Eradication Program, National TB Control Program and National Lady Health Workers Program. Produced Recommendations.
- Maternal and Neonatal Health in Pakistan.** 2009. Employed by John Snow International (US). Funded by USAID. Evaluated contributions of Greenstar Social Marketing Company to the Pakistan Initiative for Maternal and Neonatal Health (PAIMAN) project.
- Social Marketing for Maternal and Child Health in Afghanistan.** 2008. Employed by Checchi Consulting. Funded by USAID. Evaluated achievements of Constella-Futures Int., with emphasis on behavior change communication and training of health providers. Drafted proposal for follow-on Social Marketing project.
- Communication Strategy for Birth Spacing in Pakistan.** 2008. Employed by Population Council. Worked with communication strategy team of the USAID-supported FALAH project to: (1) draft evidence-based papers on effective communication approaches, and on repositioning family planning toward birth spacing; and (2) develop FALAH's communication, advocacy and mobilization strategy for birth spacing.
- HIV/AIDS Risk Reduction Strategy in Pakistan.** 2008. Employed by Agriteam Canada. Worked with the CIDA-supported HIV-AIDS Surveillance Project (HASP). Based on results of surveillance and other reports plus a planning workshop and interviews of Female Sex Workers, designed Communication Strategy to increase use of STI services, VCT and condoms. Recommendations included: AIDS Risk Reduction conceptual framework; "push & pull" management cycle; multimedia communication; education-entertainment; IPC training of health providers who counsel Female Sex Workers; six-month field-test of activities prior to scaling-up.
- Action Plan for the Social Marketing Company in Bangladesh.** 2007. Employed by Coffey International Development. Worked with Eshna Consulting to lead planning workshops for the Five-Year Action Plan. Drafted key objectives and strategic approaches. Reviewed later draft.
- Started-up National Contraceptive and HIV/AIDS Social Marketing in Yemen.** 2005-2006. Employed by Marie Stopes International. Team Leader and Social Marketing Advisor for the first nine months of the KfW-funded project. Partnered with Ministry of Public Health, GTZ and UNFPA. Facilitated workshops, designed workplan, marketing plan, budgets, test markets, evaluation. Recruited, trained and mentored staff.
- MCH Social Marketing project in India.** 2005. Employed by Population Services International. Team Leader for external-internal evaluation of USAID-funded Social Marketing Strategies Project. Assessed management, implementation and effectiveness in three northern states. Recommended expansion of specific activities.
- Safer sex for HIV/AIDS prevention in Bangladesh.** 2005. Employed by UNFPA. Worked with the National AIDS-STD Programme to produce the National Strategy for Safe Sex. Designed and facilitated workshops.
- HIV/AIDS control in India.** 2004. Employed by CIDA as Team Leader for mid-term evaluation of the India-Canada HIV/AIDS Project (ICHAP). Assessed progress including gender equality in Karnataka and Rajasthan.
- Behavior change communication for MCH nutrition in Bangladesh.** 2003 & 2004. Employed by JHU/CCP and UNICEF. Funded by World Bank. Wrote behavior change component of Bangladesh National Nutrition Project. Designed training workshops. Developed capacity of UNICEF to manage communication and social marketing.

HIV/AIDS prevention in Nepal. 2003. Employed by Family Health International. Evaluated USAID's community-based social marketing project for HIV/AIDS prevention among female sex workers and their clients. Recommended specific technical and management changes required for expansion to nationwide scale.

Social Marketing of Reproductive Health in Albania. 2002-2003. Employed by Marie Stopes Int. (UK). Funded by KfW. Wrote Strategic Plan for NESMARK, the NGO that assists the National Reproductive Health program, to strengthen contraceptive social marketing activities and to add HIV/AIDS control. Facilitated workshops.

Social Marketing of HIV/AIDS prevention in Namibia. 2002. Employed by Marie Stopes Int. (UK) for five months. Funded by KfW. Assisted the government-supported National Social Marketing (NaSoMa) Programme to develop social marketing techniques, supply chain security, advocacy, behavior change communications and organizational sustainability. Drafted successful proposal for expansion of HIV/AIDS activities.

Evaluation of Social Marketing of HIV/AIDS control in Vietnam. 2001. Employed by JSI (UK). Funded by DfID. Assessed achievements of DKT International. Recommended capacity-building prior to proposed expansion.

Mother and Child Survival in Rural Maharashtra, India. 2001. Employed by Aga Khan Foundation/Canada for three months. Used participatory planning at the Mahatma Gandhi Institute of Medical Sciences (MGIMS) and AKF/India, to develop project proposal for Safe Motherhood & Newborn Health, including advocacy campaign; training of MGIMS staff and community providers. The proposal formed the basis of a USAID-funded project.

Reproductive Health Plan for Pakistan. 2000. Employed by Options UK for five months. Funded by Asian Development Bank. As Technical Assistance Team specialist in reproductive health, nutrition, training and behavior change communications, worked with Ministry of Population Welfare, Ministry of Health, provincial governments, Multidonor Support Group, NGOs and social marketing organizations to:

- Evaluate past efforts: include results in situation analysis of Reproductive Health services, training and IEC.
- Develop new planning concepts and workshop tools, including referral pyramid and power analysis.
- Facilitate planning workshops in four provinces: Balochistan, North West Frontier, Punjab and Sindh.
- Design plans for Reproductive Health & Safe Motherhood services, training, advocacy and communications.

Capacity building for Save the Children (US) /Azerbaijan. 2000. Employed by Save the Children with UNFPA support. Facilitated workshops for staff, donor officials to develop social marketing of Reproductive Health and HIV/AIDS prevention. Completed Feasibility Study and Concept Paper including training recommendations.

HIV/AIDS prevention in Ethiopia. 1999. Employed by Royal Netherlands Embassy. Evaluated achievements and proposed changes in the activities of DKT International. This proposal led to additional funding for development of products, supply chain security, demand creation, plus new strategies for Reproductive Health.

Save the Children in Pakistan. 1999. Employed by Save the Children (US). Developed Strategic Plan for Reproductive Health/Safe Motherhood. Facilitated workshops, produced Situation Analysis and Strategic Plan.

Created "The Dangerous Stairway to Reproductive Health". 1999. Produced powerful advocacy and planning tool that helps workshop participants visualize how to avoid lethal threats to low-income girls, mothers & newborns. The Stairway is based on Pakistan data, but has been adapted for use in Bangladesh, India, and Azerbaijan. The Stairway is a specially useful advocacy tool for introducing *male* decision-makers to the reproductive risks faced by girls and women. See the Stairway at www.johndavies.com. World Vision published the Stairway in 2002.

Health, Population and Nutrition (HPN) Review in Pakistan. 1999. Employed by Cowater International. Funded by CIDA. Worked with Social Policy and Development Centre to evaluate access to services. Recommended strengthening specific HPN activities including inservice training for private sector health providers.

Communication Project for National Social Action (SAP) Programme in Pakistan. 1998-99. Employed by CIDA and Cowater International. Evaluated feasibility of adding communication (SAPCOM) project to the SAP. Following acceptance of the SAPCOM add-on, facilitated workshops for designing SAPCOM Project activities.

Contraceptive Delivery by Mother-and-Child NGOs in Pakistan. 1998. Employed by Pathfinder Int. Funded by UNFPA. Evaluated strengths and weaknesses of six NGOs working in community-based contraceptive delivery.

Environmental impact of cow dung in Pakistan. 1998-99. Employed by Worley Engineering, New Zealand, to evaluate environmental issues caused by excretions of 150,000 dairy cows in the Landhi Cattle Colony, Karachi.

Rational Pharmaceutical Management System for NGOs in Bangladesh. 1997-1998. Employed by Management Sciences for Health. Funded by USAID. Worked with national and international NGOs to evaluate the situation, strengthen drug security, create Essential Drug Lists and Revolving Drug Funds for Population and Health Project.

Human Resource Development for Bangladesh Ministry of Health & Family Welfare. 1997. Employed by World Bank for three months. Evaluated current supply; produced plan for Human Resource Development.

International Training of Bangladesh Public Sector Health Managers. 1996-97. Employed by Johns Hopkins Population Communications Program for three months. Funded by USAID. Organized study to assess impact of USAID's International Training Program on family planning workers employed by Government of Bangladesh.

Bangladesh Center for Communication Programs. 1996 and 2001. Funded by USAID.

- 1996: Employed by Prospect Associates. Worked with Bangladesh Center for Communication Programs (BCCP) to plan *Green Umbrella* communication campaign.
- 2001: Employed by Johns Hopkins University to evaluate BCCP's Strategic Plan.

National Nutrition Planning for Mothers & Children in Pakistan. 1995-1996. Employed by World Bank for five months. Worked with four provincial Health Departments to produce proposals for the Pakistan Nutrition Project.

Social Communication Institute for Bangladesh. 1994. Employed by Population Services Int. Funded by World Bank. Produced plan for creating a private social communications institute.

Long-term Social Marketing in Pakistan. 1983-2009. Employed by USAID, Population Services International and *Greenstar Social Marketing Company*. Resided in Pakistan for 11 years, 1989-2000.

- 1983: Team Leader, USAID's Contraceptive Social Marketing Planning Team, Pakistan.
- 1989-1993: Chief of Party and PSI Resident Representative, USAID's Contraceptive Social Marketing project.
- 1991: Founder/Director, *Social Marketing Pakistan Ltd.*, a pro-poor, non-profit company working to improve Maternal and Child Health. Later, the name was changed to *Greenstar Social Marketing Company*.
- 1998: Used Total Marketing Approach to evaluate condom security, supply & demand.
- 2003: Drafted Strategic Plan for *Greenstar* Training Institute. *Greenstar* is a major in-service trainer of private health providers and the major provider of contraceptives to 20,000 private clinics and shops.
- 2007: Built capacity of *Greenstar* managers to create and use Logical Framework Analysis.
- 2009: Evaluated *Greenstar's* contribution to USAID's PAIMAN Project for Maternal & Neonatal Health.

Communication for Child Survival in Indonesia. 1985-1989. Lived in Indonesia for four years. Employed by Academy for Educational Development as Resident Advisor to the Health Department's Center for Health Communication. Funded by USAID's Child Survival Project. (See #11, 12, p. 6)

- Developed plan for large-scale capacity building of community volunteers for diarrhea control.
- Assessed hand-washing behavior then created community-based social marketing of hand-washing project.
- Evaluated diarrhea disease control situation, then introduced social marketing of Oral Rehydration Salts.
- Developed communication component for first National HIV/AIDS prevention programme.
- Created video-based advocacy campaign for tetanus immunization for "Brides-To-Be".

Oral Rehydration Salts Distribution Plan for Sri Lankan government. 1985. Employed by UNICEF. Developed plan to strengthen ORS security and shift national ORS supply chain from public sector to private sector.

- Oral Contraceptive Usage in Small-town Bangladesh.** 1983. Employed by Population Services International. Monitored, evaluated and analyzed a field study of the roles of oral contraceptive providers, users and husbands of users. Published results in "Studies in Family Planning". Used the study for doctoral dissertation. (See #10, page 6)
- Contraceptive Social Marketing Project in Bangladesh.** 1982: Employed by USAID. Evaluated impact of the National Contraceptive Social Marketing Project including the BCC component and overall management.
- Public Sector Communications in Pakistan.** 1981. Employed by Asian Development Bank. Evaluated training and communication potential of the Population Welfare Department, Government of Pakistan.
- Health Manpower Assessment in Indonesia.** 1981. Employed by World Bank. Quantified manpower requirements for the Health Department, Government of Indonesia.
- National Health Manpower Plan for Papua New Guinea.** 1979-1981. Employed for two years as Health Economist by Government of Papua New Guinea, Department of Health. Reviewed 19 categories of health manpower, then produced ten-year health manpower development plan. See #6, #7, page 6.
- Evaluation of Education Project in India.** 1979. Employed by Overseas Book Centre, Ottawa. Funded by CIDA. Observed and assessed usage of donated textbooks among health and education colleges.
- Primary Health Care in Ghana.** 1978. Employed by CIDA. Evaluated public sector resources for primary health care, including training, EPI and MCH services.
- Development of Training Skills among Outbound Canadians.** 1976 & 77. Employed by CUSO. Developed capacity of outbound Canadian professionals to transfer their skills to counterparts in developing countries. Used video feedback during training.
- Contraceptive Social Marketing Pioneer in Sri Lanka.** 1972-1975. Employed by Population Services International. Funded by IPPF. As PSI's first international Project Director, initiated nationwide contraceptive social marketing project for *Preethi* condoms and *Mithuri* oral contraceptives. Major activities and results:
- Selected Sri Lanka after feasibility studies in Sri Lanka, Bangladesh, Indonesia, Malaysia and Western Samoa.
 - In Sri Lanka, recruited and built capacity of local management staff.
 - Contracted with Sri Lankan firms for market research, product distribution & advertising.
 - Designed large-scale before-and-after evaluative household survey.
 - Strengthened condom and oral contraceptive security.
 - Developed workplace education for male and female workers.
 - Created medical training and consumer education via direct mail. (Reports #2,3,4).
 - Developed nationwide mass media communication.
 - Developed Cost per Couple-Year of Protection (CYP) as indicator of cost-efficiency.
 - Journalist's articles published in *New York Times*, *Psychology Today* and *The Geographic Magazine*.
- Medical Supplies Security, Procurement and Dispenser training for Government of St. Lucia.** 1969-71. Employed for two years by Health Department, Government of St. Lucia. Supported by CUSO. Used participatory techniques to develop National Formulary, logistics and capacity building for dispensers. Organized import & distribution system for medical supplies. Developed curriculum and trained hospital dispensers. (Report #1, page 6.)
- Pharmaceutical Business Owner-Manager in Canada.** 1958-67. Purchased existing pharmacy. Developed the business. Trained an assistant. By 1965 the pharmacy was ranked in the top 5% of Canada's most profitable.

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1. Department of Education and Health. Government of St. Lucia National Formulary. St. Lucia. 1971.
2. Population Services International. Preethi: A Social Marketing Project. PSI. Chapel Hill USA. 1975.
3. Davies, J. and Louis, T.D.J. Doctors and community-based pills in Sri Lanka. IPPF Med. Bull. June, 1975.
4. Davies, J. and Louis, T.D.J. Measuring the effectiveness of contraceptive marketing programs: Preethi in Sri Lanka. Studies in Family Planning. April 1977.
5. Davies, J. Reducing infant mortality: child-oriented strategies vs. mother-oriented strategies. Presented at the World Federation of Public Health Associations Conference on Primary Health Care, Halifax, 1978.
6. Davies, J. Providing medical specialist manpower by the year 1989: the need for doctors and allied health workers. Papua New Guinea Medical Journal. Sep 1982.
7. Riley, I., Davies, J. Population and Health Development. In: Population of Papua New Guinea. Economic and Social Commission for Asia and the Pacific. Country Monograph Series No. 7.2. Bangkok. 1982.
8. Davies, J. MCH, family planning and nutrition; the case for integration in developing countries. First Prize, Pauline Stitt Award, School of Public Health, University of Hawaii. 1985.
9. Davies, J. The Cycle of Undernutrition: Food, Birthspacing and Women's Rights. CUSO Journal. Sept, 1985.
10. Davies, J., Mitra, S.N. and Schellstede, W.P. Oral Contraception in Bangladesh: Social Marketing and the Importance of Husbands. Studies in Family Planning. May/June 1987. (based on doctoral dissertation).
11. Mantra, I. B., Davies, J., Omaj, B.P.S. and Louis, T.D.J. Rural Community Health Volunteers: Are They Effective Communicators? A New Training System for Diarrhea Management. Department of Health. 1988.
12. Mantra, I.B and Davies, J. A Social Marketing Strategy for Increasing the Use of ORS. Int. J. Health Education. Feb 1990.
13. Agha, S. and Davies, J. Contraceptive Social Marketing in Pakistan: Assessing the Impact of the 1991 Condom Price Increases on Sales and Consumption. Working Paper #14. Population Services Int. Washington. 1998.
14. Davies, John. The Dangerous Stairway for Mothers and Children: A powerful Reproductive Health Planning Tool. World Vision Newsletter. 2002.
15. Davies, J. Preventing HIV with Condoms: Nine Tips You Can Use. January, 2007. www.johndavies.com
16. Davies, J. Social Marketing for Health: Did it All Begin With Condoms? January, 2009. www.johndavies.com

Other Skills and Activities

- Certified Facilitator, Visualization in Participatory Programmes (VIPPP), Germany, 1999.
- Founder and President, Karachi International Singers: produced shows, sang, danced in Pakistan, 1991-2000.
- Travel Writing in Pakistan, 1990-2000: traveled throughout Pakistan for eleven years, tenting, hiking, boating, trains, rafting in Himalayan hills. Wrote monthly articles for CIDA newsletter about joys of living in Karachi.
- Travel writing in Northwest Mexico and throughout New Zealand, 2007. Activities included backpacking, hiking, hostelling, bussing, sailing, kayaking, snorkeling, paragliding.

Language skills

English: excellent writing, speaking, reading
 Indonesian, Urdu, Hindi: basic speaking

Web site

www.johndavies.com

Citizenship

Canadian