

John Davies, DrPH: Manager of Maternal, Newborn and Child Health Programs

Specialties

- **Maternal & Child Health**, aimed at strengthening gender equity, maternal & child health.
- **Reproductive & Sexual Health**, such as research, prenatal-birthing-postnatal care, nutrition, pregnancy spacing.
- **Newborn & Infant Health**, such as correct breastfeeding, food security, immunization and oral rehydration.
- **Gender equity with male involvement**, such as recognizing and providing transport for obstetric emergencies.
- **Communicable Disease Control**, such as research and control of HIV-AIDS, TB, tetanus, malaria, polio.
- **Environmental issues**, such as air and water pollution, global warming, arable soil, food and water security.
- **Know the Truth**. Replace harmful health taboos and medical myths with facts.

Approaches to Interventions

- **Social Marketing and communication** such as feasibility studies, social enterprise development, market research, segmentation, private sector development, community-based supply chains and distribution, behavior change communications, advocacy, interpersonal communication, group media, mass media, consumer education-entertainment, test marketing, field monitoring and evaluation.
- **Community development for health** such as leadership training, health provider training, female empowerment.
- **Project management components** such as feasibility, qualitative/quantitative research, workshop facilitation, opportunity analysis, proposal writing, strategic planning, formative studies, baseline studies, household surveys, start-ups, implementation, staffing, management training, capacity building, organizational and human resource development, product supply chains, community mobilization, adult education, public-private partnerships, business development, service delivery, supportive supervision, monitoring & evaluation reports.

Work Countries

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

Some 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, EPOS, Family Health Int., Futures Group International, Gov of Papua New Guinea, Gov of Royal Netherlands, Gov of St. Lucia, Greenstar, Johns Hopkins University, John Snow Int., KfW, Management Sciences for Health, Marie Stopes Int., Options UK, Pathfinder Int., Population Services Int., Population Council, Prospect Associates, Save the Children, UNFPA, UNICEF, USAID, World Bank.

Formal Education

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

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

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

- Epidemiology: first in class. Also trained in survey research, demography, parasitology, health administration,
- Trained in nutrition at Columbia University Center for Nutrition, New York.
- Presented "Maternal-Channeled Infant Care" at Public Health World Federation Conference, Halifax. (#5, page 6)

Social Science Research, Simon Fraser University, Canada. 1968-69

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

Bachelor of Pharmaceutical Science, University of British Columbia, Canada. 1952-56

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

John Davies, DrPH. Achievements

Some Key Achievements

1. Worked in 20 countries to develop MNCH/Nutrition/Birth Spacing projects. Pages 2-5.
2. Resident worker in Pakistan, India, Indonesia, St. Lucia, Namibia, Papua New Guinea, Sri Lanka. Yemen
3. Created *The Stairway to Maternal-Newborn-Child Health* – a conceptual framework. Page 4.
4. Greenstar. Conceived, founded, managed, Pakistan's Social Marketing Company. Page 4
5. Owner and manager of successful pharmacy business in Canada. Page 5.
6. Planned training of volunteers; created anti-tetanus campaign for Child Survival Project in Indonesia. Page 4.
7. Pioneered social marketing of oral contraceptives and condoms in Sri Lanka.. Page 5.
8. Authored *National Safe Sex Strategy for HIV/AIDS Control* for government of Bangladesh. Page 3.
9. Researched and authored *National Health Manpower Plan* for Government of Papua New Guinea. Page 5.
10. Authored *National Drug Formulary* organized medical supplies, trained students for Gov of St. Lucia. Page 5.
11. Researched and published many plans and reports in/for MNCH in developing countries, e.g. Page 6.

Details of Achievements, Activities, Dates and Donors

Creation of Advocacy, Communication & Social Mobilization (ACSM) Strategy for Tuberculosis Control in Khyber Pakhtunkhwa, Pakistan. 2012-13 (30 days). Employed by EPOS Health Management. Funded by DfID.

Development of a New Social Marketing Program in Pakistan. 2011 and 2012. (6 days). Employed by DKT. Developed a strategic plan and orientation program for DKT's new Country Representative.

Management of the “Communication for Behavior Change: Expanding Access to Private Sector Health Products and Services in Afghanistan (COMPRI-A)” Project. 2010-2011 (2 months). Funded by USAID. Managed by Futures Group International. As Chief of Party Advisor, provided leadership, capacity building and strategic visioning for the Afghanistan Social Marketing Organization (ASMO).

Evaluation and Planning for Next Three Years of Reproductive Health Project in Uganda. 2010 (5 wks). Employed by Futures Group. Funded by USAID. Assessed supply chain and sales activities of USAID's AFFORD Project managed by the Uganda Health Marketing Group. Recommended creation a profit-making company to market health products nationwide.

Capacity-building for InterPersonal Health Communication in Zambia. 2009-10 (4 mo). Employed by Overseas Strategic Consulting, Ltd. Funded by USAID. Assessed Inter Personal Communication (IPC) activities and supply chain management in the PRISM Project. Developed IPC activities, including HIV/AIDS control.

Social Marketing of Contraceptives for ITAP in India. 2009 (5 wks). Employed by Futures Group. Funded by USAID. Evaluated DKT's social marketing activities, including supply chain and downmarket community-based promotional activities in rural Uttar Pradesh. Recommended expansion of the DKT social marketing model.

National Health Programs in Pakistan. 2009 (1 mo). Employed by 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 Project Evaluation in Pakistan. 2009 (2 wks). 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.

Evaluation of USAID'S COMPRI-A Project in Afghanistan. 2008 (4 wks). Employed by Checchi Consulting. Funded by USAID. Evaluated achievements of Constella-Futures Int., including behavior change communication, supply chains and training of health providers. Produced proposal for follow-on Social Marketing project.

Communication Strategy for Family Planning in Pakistan. 2008 (6 wks). Employed by the Population Council. Funded by USAID. Worked in communication strategy team of the FALAH project to: (1) write an evidence-based report on effective communication approaches, (2) reposition family planning concept to birth spacing; and (3) develop FALAH's communication, advocacy and mobilization strategy for birth spacing.

John Davies, DrPH. Achievements

HIV/AIDS Risk Reduction Strategy in Pakistan. 2008 (2 mos). Employed by Agriteam Canada. Worked with the CIDA-supported HIV/AIDS Surveillance Project (HASP). Designed communication strategy for STI services, VCT and condoms. Recommended an AIDS Risk Reduction conceptual framework; “push & pull” project management cycle; multimedia communication; edutainment; supply chain; IPC training of health providers.

Action Plan for the Social Marketing Company in Bangladesh. 2007 (2 wks). Employed by Coffey International Development. Worked with Eshna Consulting to lead planning workshops for Five-Year Action Plan.

Restart of National Family Planning and HIV/AIDS Social Marketing in Yemen. Field Manager, 2005-2006 (7 mos). Employed by Marie Stopes International. Team Leader and Social Marketing Advisor for the KfW-funded project. Partnered with Ministry of Public Health, GTZ and UNFPA. Recruited, trained and mentored senior staff. Facilitated workshops, designed supply chain, marketing plan, budgets, test markets, PEER research and evaluation.

MCH Social Marketing project in India. 2005 (6 wks). Employed by Population Services International. Leader for external-internal evaluation of USAID-funded Social Marketing Strategies Project, including the supply chain.

Facilitated workshops, then produced “National Safe Sex Strategy for HIV/AIDS Control” in Bangladesh. 2005 (5 wks). Employed by UNFPA. Worked with the National AIDS-STD Programme.

Evaluated HIV/AIDS control in India. 2004 (6 wks). Employed by CIDA as Team Leader for evaluation of the India-Canada HIV/AIDS Project in Karnataka & Rajasthan states, including community-based condom supply chain.

Planned Behavior Change Component of National Nutrition Program in Bangladesh. 2003 & 2004 (5 mo). Employed by JHU/CCP and UNICEF. Funded by World Bank. Wrote BCC component of National Nutrition Project. Designed training workshops. Developed capacity of UNICEF to manage communications.

Evaluated HIV/AIDS prevention in Nepal. 2003 (2 wks). Employed by Family Health Int. Evaluated USAID’s community-based social marketing project for HIV/AIDS prevention among female sex workers and their clients. Recommended specific changes to the supply chain and communications required for expansion to nationwide scale.

Developed Reproductive Health Social Marketing in Albania. 2002-2003 (3 wks). 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 social marketing and to add HIV/AIDS control. Facilitated workshops.

Strengthened Social Marketing of HIV/AIDS prevention in Namibia. 2002 (5 mo). Employed by Marie Stopes Int. (UK). Funded by KfW. Assisted the government-supported National Social Marketing (NaSoMa) Programme to develop social marketing techniques, supply chain security, advocacy, and behavior change communications.

Evaluation of Social Marketing of HIV/AIDS control in Vietnam. 2001 (3 wks). Employed by JSI (UK). Funded by DfID. Assessed progress of DKT International. Recommended management strengthening before expansion.

Designed Maternal and Child Survival Project in Rural Maharashtra, India. 2001 (3mo). Employed by Aga Khan Foundation/Canada (AKFC). Used participatory planning at the Mahatma Gandhi Institute of Medical Sciences (MGIMS) and AKF/India, to write project proposal for Safe Motherhood & Newborn Health, including supply chains, advocacy, training of MGIMS staff and community workers. The work led to USAID-funded project.

Reproductive Health Planning for Pakistan. 2000 (4 mo). Employed by Options UK. Funded by Asian Development Bank. Technical Assistance Team specialist in reproductive health, nutrition, training and behavior change communications. Worked with government departments, Multidonor Support Group, and NGOs to:

- Evaluate past efforts including Reproductive Health services, training and IEC;
- Facilitate government planning workshops in four provinces;
- Plan new tools for Reproductive Health & Safe Motherhood, training, advocacy and communications.

Capacity Building for MCH in Azerbaijan. 2000. (3 wks). Employed by Save the Children (US). Funded by UNFPA. Led workshops for staff & donors to develop social marketing, including the supply chain, reproductive health and HIV control. Completed feasibility study and strategic plan, including training.

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- Management of HIV/AIDS Prevention in Ethiopia.** 1999 (2 wks). Employed by Royal Netherlands Embassy. Evaluated progress, then proposed changes in the activities of DKT International. Proposal led to more funding for DKT Social Marketing products, supply chain security, demand creation, and new Reproductive Health strategies.
- Planned Reproductive Health Program in Pakistan.** 1999 (3 weeks). Employed by Save the Children/US. Produced Strategic Plan for Reproductive Health/Safe Motherhood. Facilitated workshops.
- Created Three Conceptual Frameworks for MNCH Programs.** 1999-2012. (1) *The Dangerous Stairway for Reproductive Health* follows the downward path of a typical village girl to an early, preventable death. World Vision published the Stairway in 2002. (2) *Up the Stairway to Maternal-Newborn-Child Health* follows the upward path toward survival for a mother and her child, (3) *The Social Marketing Management Cycle* shows the six steps of an evidence-based system for a cost-efficient behavior change project. View them at www.johndavies.com.
- Reviewed Health, Population and Nutrition (HPN) in Pakistan.** 1999 (3 wks). Employed by Cowater Int. Funded by CIDA. Worked with the Social Policy and Development Centre to evaluate access to Pakistan's health services.
- Assessed Communication Component for National Social Action Programme (SAP) in Pakistan.** 1998-1999. (6 wks). Employed by CIDA and Cowater International. Assessed feasibility of adding communication project.
- Evaluation of Family Planning activities by Mother-and-Child NGOs in Pakistan.** 1998 (6 wks). Employed by Pathfinder. Funded by UNFPA. Assessed strengths & weaknesses of six community-based NGOs..
- Evaluated health impact of cow dung in Pakistan.** 1998-99. (1 wk) Employed by Worley Engineering to assess environmental and health risks caused by excretions of 150,000 dairy cows in Landhi Cattle Colony, Karachi.
- Planned Rational Pharmaceutical Management System for NGOs in Bangladesh.** 1997-1998 (3 wks). Employed by MSH. Funded by USAID. Strengthened supply chains, Essential Drug Lists and Revolving Drug Funds.
- Planned Human Resource Development for Bangladesh Ministry of Health & Family Welfare.** 1997 (3 mo). Employed by World Bank. Evaluated current manpower supply; produced Human Resource Development Plan.
- Evaluated International Training of Bangladesh Public Sector Health Managers.** 1996-97. (3 mo). Employed by Johns Hopkins Population Communications Program. Funded by USAID. Designed & managed assessment of USAID's International Training Program for family planning officers employed by Bangladesh Government.
- Planning at Bangladesh Center for Communication Programs.** 1996 and 2001 (6 wks). Funded by USAID. 1996: Employed by Prospect Associates. Worked with BCCP to plan *Green Umbrella* communication campaign. 2001: Employed by Johns Hopkins University to evaluate BCCP's Strategic Plan.
- Produced National Nutrition Plan for Mothers & Children in Pakistan.** 1995-1996 (5 mo.). Employed by World Bank. Produced Nutrition Plans for four provincial Health Departments.
- Planned Social Communication Institute in Bangladesh.** 1994. (3 wks) Employed by Population Services Int. Funded by World Bank. Produced plan for creating a private sector social communications institute.
- Created and Managed Nationwide Social Marketing Company in Pakistan.** 1983-2009 (intermittent). Employed by USAID, Population Services International (PSI) and *Greenstar Social Marketing Company*, a major trainer of health providers and distributor of contraceptives to 20,000 private clinics and shops. (Continual resident 1989-2000)
- 1983: Team Leader, USAID's Contraceptive Social Marketing Planning Team, including supply chains.
 - 1989-1993: Manager/ Chief of Party and PSI Representative, USAID's Contraceptive Social Marketing project.
 - 1991: Social enterprise: created & founded *Social Marketing Pakistan Ltd.*, (now *Greenstar Social Marketing*).
 - 1998: Used Total Marketing Approach (TMA) to research condom security, supply chain & demand.
 - 2009: Evaluated *Greenstar*'s contribution to USAID's PAIMAN Project for Maternal & Neonatal Health.

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Developed Communication for Child Survival in Indonesia. 1985-1989 (4 years). Employed by Academy for Educational Development as Advisor for Health Communication. Funded by USAID. (See reports #11, 12, p. 6)

- Developed plan for large-scale capacity building of community volunteers for diarrhea control.
- Designed social marketing of hand-washing test and oral rehydration salts (ORS).
- Designed video-based advocacy campaign for tetanus immunization for “Brides-To-Be”.
- Produced communication component for Indonesia’s first national HIV/AIDS prevention programme.

Planned National Oral Rehydration Salts (ORS) Distribution for Government of Sri Lanka. 1985 (2 wks). Employed by UNICEF. Developed strategy to shift national ORS supply chain from public sector to private sector.

Identified the Role of Men in Oral Contraceptive Use in Rural Bangladesh. 1983 (6 wks). Employed by PSI. Monitored and assessed oral contraceptive supply chain, providers, users and husbands of users. Used the study in my doctoral dissertation and published it in “Studies in Family Planning”. (See page 6, #10)

Evaluation of Contraceptive Social Marketing Project in Bangladesh. 1982 (6 weeks). Employed by USAID. Assessed the national Contraceptive Social Marketing Project components including supply chain and BCC.

Evaluation of Public Sector Communication in Pakistan. 1981 (3 wks). Employed by Asian Development Bank. Evaluated training and BCC potential managed by the Population Welfare Department, Government of Pakistan.

Evaluation of Health Manpower Planning in Indonesia. 1981 (4 wks). Employed by World Bank. Quantified manpower requirements for the Health Department, Government of Indonesia.

National Health Manpower Plan, Papua New Guinea. 1979-1981 (2 years). Employed by Government of Papua New Guinea, Department of Health. Evaluated 19 categories of health manpower, then produced ten-year Health Manpower Development Plan. See page 6, #6 and #7.

Evaluation of Education Project in India. 1979 (6 wks). Employed by Overseas Book Centre, Ottawa. Funded by CIDA. Assessed usage of donated textbooks among health and education colleges throughout India.

Planning of Primary Health Care in Rural Ghana. 1978 (4 weeks). Employed by CIDA. Evaluated public sector resources for managing primary health care, including training, supply chains and MCH services.

Development of Training Skills among outbound CUSO volunteers. 1976 and in 1977 (3 wks). Employed by CUSO. Developed capacity of outbound Canadian professionals to transfer their skills to counterparts in developing countries. Used video feedback training technique.

Pioneered Social Marketing of Oral Contraceptives and Condoms in Sri Lanka. 1972-75. Funded by IPPF. Employed by PSI as its first country representative. Created nationwide social marketing program. Key activities:

- Recruited and developed local managers and staff.
- Designed large-scale before-and-after evaluative household survey of women of reproductive age and husbands.
- Created and strengthened condom and oral contraceptive supply chains and sales points.
- Introduced person-to-person contraceptive education in male and female workplaces.
- Created medical training and consumer education via direct mail. (See page 6, reports #2,3,4).
- Developed nationwide mass media communication including radio, press and outdoor media.
- Introduced Couple-Years of Protection (CYP) as indicator of efficiency and cost-efficiency of contraceptives.
- Foreign journalists published articles in the *New York Times*, *Psychology Today* and *The Geographic Magazine*.

Managed Medical Supplies and Trained Dispensers for Government of St. Lucia. 1969-71 (2 years). Employed by Health Department, Government of St. Lucia. Supported by CUSO. Created *National Drug Formulary*. Organized import and supply chain for medical supplies, including TB drugs. Trained dispensers. (see P. 6, #1)

Owner/ Manager of Central Park Pharmacy, Burnaby, BC, Canada. 1958-67 (10 years). Upgraded community pharmacy,

John Davies, Doctor of Public Health: Some Publications and Presentations

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. Published in Studies in Family Planning. April 1977.
5. Davies, J. Reducing infant mortality: child-oriented vs. Maternal-oriented strategies. Advocated “Maternal Channeling”. Presented at the World Federation of Public Health Associations Conference, Halifax, 1978. Based on MPH studies.
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. (Canada) 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, University of Hawaii).
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. (A Total Market Approach)
14. Davies, John. The Dangerous Stairway for Mothers and Children: a Powerful Reproductive Health Planning Tool. World Vision Newsletter. 2002. Free download www.johndavies.com,
15. Davies, John. Preventing HIV with Condoms: Nine Tips You Can Use. January, 2007. See www.johndavies.com
16. Davies, John. Social Marketing for Health: Did it All Begin With Condoms? Presented at First World Social Marketing Conference, Brighton, England. Sept, 2008. See also at www.johndavies.com.

Additional Skills and Activities

1. Hobbies: travel writing, children’s story-telling, Old English Music Hall, hiking, composting.
2. Travel Writing in Pakistan, 1990-2000. Traveled throughout Pakistan for eleven years, including train travel, tenting, hiking, boating and rafting in the Himalayas. Published travel articles in CIDA’s In-Country Orientation Programme (ICOP) Newsletter about life in Karachi and travels in Pakistan.
3. Traveling in Northwest Mexico and throughout New Zealand, including backpacking, train travel, hiking, hostelling, bussing, sailing, kayaking, snorkeling, paragliding – 2007.
4. Certified Group Facilitator and Trainer: Visualization in Participatory Programmes (VIPP), Germany, 1999.
5. Member: International Social Marketing Association.
6. Founder and President, Karachi International Singers: produced shows, sang, danced in Pakistan, 1991-2000.
7. Nova Scotia. Advocacy for women & children. Member: Council of Canadians and Friends of Canadian Broadcasting.

Personal Information

- Languages: functional native proficiency in English. Basic Indonesian, Urdu and Hindi.
- Citizen of Canada. Resident of Canada. Website: www.johndavies.com. Social media: LinkedIn, Facebook. Email: jdavies@alephx.com. Phone: 1-902-735-2189. (1402)

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