

interventions for HIV responses targeting vulnerable groups, in particular settings, and among the general population; 3) managing a small grants fund for HIV responses by multi-sectoral agencies; 4) contributing to health sector staff capacity building by delivering health promotion/behaviour change communication training; and 5) working to introduce condom promotion to Tibet. Mr. Swann worked with the Tibet Regional Health Bureau and CDC and the Lhasa Municipal Health Bureau and CDC.

**18 May to
18 August 2006** **HIV/AIDS/STI Prevention & Communication Specialist** **Hanoi,
Vietnam**
Japan Soft Tech Consultants
Japan Bank for International Cooperation (JBIC)

As a short-term adviser on the JBIC 'Pilot Study for Knowledge Assistance for HIV/AIDS/STI Prevention and Control for Construction Workers Involved in Infrastructure Development and Surrounding Communities' in Vietnam, Mr Swann was responsible for identifying appropriate interpersonal communication strategies and supporting media materials for use in HIV/AIDS/STI awareness and prevention interventions targeting construction workers. Recommendations used in the development of a JBIC-funded HIV/AIDS awareness and prevention intervention.

**18–28 February &
15–30 April 2006** **Behaviour Change Communication Consultant** **New Delhi,
India**
HLSP/DFID — Programme Management Organisation

Mr Swann participated in the evaluation of ongoing and completed DFID-funded activities implemented by UNDP and contributed to the preparation of a final evaluation report which included recommendations for project redesign. Mr Swann also participated in the review of proposals submitted to the Programme Management Organisation for DFID funding. This included the evaluation and scoring of proposals, and consultation with other reviewers to discuss the technical merits of each proposal.

**27 November 2004 to
11 February 2006
(five months input)** **Health Promotion Advisor** **Tbilisi, Georgia**
Georgia Primary Health Care Reform Programme
Oxford Policy Management (OPM) /DFID

Mr Swann participated in the development of the *Georgia Health Promotion Strategy 2005–2008*. The Strategy makes recommendations for health promotion/behaviour change communication interventions focusing on health priorities in Georgia. Development of the Strategy involved participation by key government, donor and NGOs representatives. Mr Swann also served as lead trainer on Health Promotion Materials Development Workshops targeting staff of government offices and local and international NGOs. Mr Swann trained specifically on target group research, message development, pre-testing and the design and production of print materials.

**27 October–11 November
2005, Nov/Dec 2007 & Feb
2008** **Communications Planning Adviser** **Nagaland and
Manipur, India**
Australian International Health Institute
Bill & Melinda Gates Foundation — Project ORCHID

Carried out a rapid situation assessment of mass and interpersonal communication needs in Nagaland and Manipur in consultation with State AIDS Control Societies, NGOs, populations at risk, and mass media and communications specialists. Based on findings, designed a mass media-focused communication project to help reduce stigma and discrimination against HIV positive people. Project activities included radio talk show and radio drama, television documentaries and spots, road shows and a variety of supporting print materials. The Project, implemented during November 2007 to November 2009 was funded by the Gates Foundation/Avahan. The Project supported greater awareness among the general population of the nature and consequences of HIV infection, and greater involvement of HIV positive people and vulnerable populations in the development and delivery of media.

**17 May–17
September 2005** **Communications and Media Expert** **Hanoi, Vietnam**
HIV/AIDS Prevention Among Youth (PPTA 4542–Vietnam)
Australian International Health Institute/Asian Development Bank

Mr Swann was responsible for coordinating targeted participatory exercises to obtain the views of youth and adolescents on HIV/AIDS risk behaviour and prevention. Data collected was used to develop a five-year project (HIV/AIDS Prevention among Youth). The Project applies interpersonal BCC and mass media interventions responding to specific issues related to HIV/AIDS risks among youth and adolescents (including high-risk sub-groups such as sex workers and injecting drug users). Data collection was carried out in 18 provinces covering the northern, central and southern regions of Vietnam. Implementation of the programme was awarded to the BBC World Service Trust.

10 July–10 Sept 2004
20 May–10 June 2004

Behaviour Change Communication Advisor
PATH/India

New Delhi & Tamil
Nadu, India

Provided technical support to PATH/India team members to plan and develop a *National BCC Framework & Communication Action Plan* to reduce HIV/AIDS stigma and discrimination, and a *District BCC Framework & Communication Action Plan* to reduce HIV/AIDS-related risk behaviours in Namakkal District, Tamil Nadu.

5 May 2002 to 31
December 2004
(12 months input)

Behaviour Change Communication Consultant
Community Action for Preventing HIV/AIDS Project
Asian Development Bank and Japan Fund for Poverty
Reduction (www.jfpr-hiv.org)

Hanoi, Vietnam
Vientiane, Lao PDR
Phnom Penh, Cambodia

Mr Swann supported the BCC Units of national agencies and local BCC consultants in Cambodia, Laos, and Vietnam in designing and implementing the BCC component of the Project. Specific responsibilities included: 1) assess BCC needs and design interventions to reduce risk, and identify necessary resources; 2) strengthen the provincial capacity to identify, develop, plan and implement BCC activities within target communities such as transport hotspots, construction sites, and source communities for migrants; 3) organize workshops to develop BCC messages and materials; 4) develop and implement training and support for BCC activities; and 5) produce BCC print materials for use in Project provinces.

5 November 2003 to 23
November 2004 (3.5 months
input)

Behaviour Change Communication Consultant
Family Health International (FHI)/USAID

Dili, East Timor

Mr Swann developed an HIV/AIDS transmission and prevention communication strategy for FHI targeting high risk groups (commercial sex workers, men who have sex with men, uniformed services and university students/youth). This strategy was used as the basis for developing a national HIV/AIDS prevention strategy by the Ministry of Health, and by partner NGOs in the design and implementation of their HIV/AIDS prevention programmes. In response to the scarcity of health promotion BCC materials on HIV/AIDS awareness and prevention, Mr Swann prepared recommendations for the development of locally produced health promotion materials. Working with local NGO partners and target group members, Mr Swann designed and produced BCC materials targeting youth, CSW, MSM and uniformed services.

20–31 January 2004
22 Nov–6 Dec 2003

Behaviour Change Communication Trainer
Uzbekistan Primary Health Care Project
HLSP/DFID

Tashkent, Uzbekistan

Mr Swann participated in the design and delivery of a multi-faceted training programme on health promotion approaches for national and Oblast-level staff, and representatives of local NGOs. Participants were introduced to theories, methodologies and practices of health promotion. Presentations, discussions and exercises ensured a comprehensive exposure to health promotion techniques including problem identification, setting measurable objectives, target audience segmentation, research methods and monitoring and evaluation methods. A participatory training approach was used. Participants designed Health Promotion Plans responding to national and local health promotion priorities.

18 November–2002
December 2002

Health Promotion Advisor
Developing Healthy Communities Project
ACIL Australia Pty Ltd/AusAID

Vientiane,
Lao PDR

Mr Swann reviewed Project and Government of Lao PDR documents pertaining to health promotion, reviewed on-going Project activities in Houaphan and Phongsalli provinces, liaised with team members responsible for activities in health services, food security and training, and reviewed results of Project-commissioned qualitative and quantitative surveys. Based on findings, Mr Swann prepared a Health Promotion Strategy for the Project. The strategy presented recommendations for health promotion/BCC interventions, and outlined a framework for taking them forward.

1 April 2002 to 15 April
2003 (4 months input)

Social Marketing and Peer Education Advisor
HIV Prevention Programme on Sihanoukville Port Urgent Re-
habilitation Project — Phase 2
Options/Japan Bank for International Co-operation

Phnom Penh and
Sihanoukville,
Cambodia

Responsible for the design and implementation of HIV/AIDS prevention Peer Education and Social Marketing activities targeting construction workers engaged for rehabilitation of the Sihanoukville port. Mr Swann developed Terms of Reference for Peer Education and Social Marketing activities and identified potential partners for implementation of activities including government agencies and NGOs. Mr Swann participated in the development and implementation of advocacy activities to ensure

**September 1992–
February 1995**

**Communication Specialist
United Nations Development Programme (UNDP)
Development Training and Communication Planning (DTCP)**

**Manila,
Philippines**

Responsible for providing technical assistance in communication planning and IEC material design, production and evaluation for UNDP sponsored projects in the Asia/Pacific region. Specific assignments included: 1) serving as chief technical advisor on a UNFPA-funded project to assist the Philippine Department of Health in the planning and delivery of community-based family planning BCC activities and field-worker capacity building; 2) outlining a social forestry extension communication strategy identifying community organisation requirements, BCC material requirements, and community-based government/NGO linkages for the Royal Government of Bhutan; and, 3) designing and delivering workshops on communication planning and audio-visual/IEC materials production in support of a UNDP-funded project to strengthen the Training and Communication Sections of regional centres of the PR China, Beijing-based Council Leading Group of Economic Development for Poor Areas.

**15 October 1988–15
September 1992**

**Communication Specialist/Deputy Team Leader
Agricultural Research Project-II (Supplement)
Checchi & Company Consulting Inc./USAID**

**Dhaka,
Bangladesh**

Led the design and implementation of programmes to enhance agricultural communications. Activities included: 1) drafting a strategy to expedite agricultural information collection, processing, and dissemination among eleven agricultural research institutes; 2) promoting 'research-to-farmer' technology transfer through establishing research institute-extension agency-farmer group linkages; 3) establishing uniform styles and standards for agricultural publications and audio-visual materials; and, 4) designing and implementing a library/documentation computerisation programme including computerised literature searches of foreign and local databases, document delivery from local and international sources and compilation of subject specific bibliographies. Designed and managed in-country training programmes on Audio-Visual Materials Production; Desktop Publishing; Technical Writing; and, Library/Documentation Computerisation. As Deputy Team Leader prepared reports for submission to USAID and the Government of Bangladesh, managed the hiring of short-term national and international consultants, and participated in project financial management.

**February–April
1988**

**Media Production Consultant
Management of Agricultural Research Technology Project
Winrock International/USAID**

**Islamabad,
Pakistan**

Designed and produced IEC materials including multi-projector slide/sound presentations and videotapes for use as technology transfer and briefing tools by the Pakistan Agricultural Research Council (PARC) and National Agricultural Research Centre (NARC). Directed NARC staff in all production steps including: data collection/formative research; script preparation; design of graphics/visuals; shooting and editing of slides and video; sound recording and mixing; and, pre-testing. Assignment emphasised on-the-job training of NARC audio-visual technicians. Assisted the long-term media consultant in audio-visual equipment selection and procurement, and media centre design.

**October 1987–
February 1988**

**Team Leader/Media Planning Consultant
Agricultural Development Information Programme, Phase II
PacMar, Inc./Asian Development Bank**

**Bangkok,
Thailand**

Responsible for designing a national-level project to enhance the ability of the Ministry of Agriculture and Co-operatives in producing and disseminating agricultural information via television broadcast, farmer group viewing of videotapes, and circulation of printed materials. The project design incorporated mechanisms to draw on private sector and NGO expertise in videotape and media material production. The project paper addressed government policy, human resource, equipment, and fiscal requirements. Responsible for overall programme administration, report preparation, and liaison between the six person consulting team, the Asian Development Bank and the Royal Thai government.

September 1987

**Media Production Consultant
PacMar, Inc.**

**Bangkok,
Thailand**

Produced a videotape on the USAID/Washington sponsored 'Small Farmer Perspective' survey in Northeast Thailand. The tape presented the concept of applying 'market research' techniques to help determine project potential, design, and evaluation. Tape included interviews with Thai farmers/aid recipients, Thai government and private sector officials, and included input from market research professionals as to research methodology and its application to public sector development programmes. Responsible for designing presentation format, script development, production design, shooting and editing of video, recording and mixing of audio, and pre-testing of materials.

June–August 1987 **Media Production Training Consultant** **Islamabad,**
Academy for Educational Development **Pakistan**

Carried out a needs assessment, and designed and led an Audio–Visual Materials Production Workshop for 21 training staff from public and private sector institutes and NGOs throughout Pakistan. Presentations and hands–on training activities covered the design, production, and use of health promotion materials. This two–week workshop emphasised slide/sound presentations and videotapes for use as community–based training tools. Topics included needs assessment and pre–testing techniques, research skills, script writing, 35mm still and video equipment usage, graphics for stills and video, lighting for still photography and video, audio recording and editing, and videotape editing techniques.

June–July 1987 **Media Centre Development Consultant** **Karachi,**
Aga Khan University Hospital (AKUH) **Pakistan**

Drafted an action plan for the AKHU Audio–Visual Division to meet health education and public relations objectives through the effective use of health promotion materials including publications, videotapes, and slide/presentations. A detailed review of the mission and objectives of the AKHU was carried out. An assessment of the staffing level and their production skills, and financial and equipment support for audio–visual production services was undertaken. Prepared a project paper recommending methods, and necessary financial and administrative support, for implementing a five–year staff, equipment, and health promotion materials development programme for the Audio–Visual Division.

April–May 1987 **Media Production Consultant** **Bangkok,**
U.S. Peace Corps/Thailand **Thailand**

Produced a videotape on ‘Women in Development’ exploring the expanding role of women in the rural development process of Thailand. Case studies of successful village women groups and interviews with successful female development workers were presented. Responsible for format and production design, drafting of narrative, shooting and editing of video, recording and mixing of audio, and pre–testing. Used by Thai development and agricultural extension agents and U.S. Peace Corps volunteers as a motivational tool encouraging community organisation among village women.

December 1985– **Media Production Consultant** **Lahore,**
March 1987 **Checchi & Company Consulting, Inc.** **Pakistan**

Undertaking several missions over a 16–month period, designed and produced six multi–projector slide/sound presentations for training, government/donor briefing, and farmer awareness of the USAID–funded *Pakistan Irrigation Systems Management Project*. Target audiences included Government of Pakistan policy makers, Provincial Irrigation Department engineers, UAID officials, and village leaders. Responsible for research, script writing, design of visuals, shooting and editing slides, sound recording and mixing, and pre–testing. Designed multi–media presentation rooms for the irrigation departments of Sind, Punjab, Baluchistan, and Northwest Frontier Province. Designed the physical layout of rooms, selection and procurement of audio–visual equipment, identification of necessary financial support, and management/staffing organisation. Trained project staff in video and slide production and presentation techniques.

November 1986 **Media Production Consultant** **Bangkok,**
Office of Accelerated Rural Development (ARD) **Thailand**
Ministry of Agriculture and Co–operatives

Directed ARD media production personnel in the design and production of three Thai–language videotapes promoting ARD, Thai farmer, and U.S. Peace Corps Volunteer co–operation in village–level freshwater fisheries development. Topics included spawning station construction, artificial spawning, and raising of red talapia. The tapes were used to encourage the organisation of Thai farmer groups to work with ARD in establishing village–level fishery projects. Responsible for production design, video shooting and editing, audio recording and mixing, and pre–testing. Final shows broadcast nation–wide on Thai television, and used in village level group presentations by ARD staff.

March 1984– **Media Planning & Production Consultant** **Bangkok,**
November 1985 **International Human Assistance Programme (IHAP)** **Thailand**
National Association of the Deaf in Thailand (NADT)

Established and managed the Media Production Unit of the NADT. Initiated the design and production of Thai Sign Language (TSL) video news and entertainment programmes for the deaf, serving as ‘linkage tools’ between four regional deaf clubs established by the NADT. Initiated the production of an English/Thai language NADT newsletter. Responsible for the design and production of print and videotape TSL teaching materials, and the design and layout of reports and promotional brochures. Emphasis on media production training/skills transfer with deaf staff. Also planned and set in motion a print– and video–based public relations programme aimed at developing awareness among both the Thai and foreign communities of the concerns of the Thai Deaf.

