
CURRICULUM VITAE — KENNETH D. SWANN

DEVELOPMENT COMMUNICATION/BCC SPECIALIST

Date of Birth: 24 July 1953

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Citizenship: USA

Web site: <http://www.kswann.com>

Languages: English, Thai, Lao, Khmer, Indonesian

PROFESSIONAL EXPERIENCE

1 September 2007 to 31 July 2009
(18 months total) **Inter Personal Communications/Print Media Consultant** **Hanoi, Vietnam**
BBC World Service Trust (BBC WST)
Asian Development Bank (ADB)

As the IPC/Print Media Consultant on the 'HIV Prevention Among Youth' project funded by the ADB, Mr Swann guides the design and production of printed materials in support of interpersonal communication and advocacy activities linked to the BBC WST produced television drama and radio phone-in programming. Mr Swann works closely with local and international NGOs and government agencies to ensure that content of materials is appropriate for target audiences, technically correct and in line with government policy on HIV. Mr Swann closely monitors IPC outreach interventions to ensure that the materials are appropriate for the diverse target groups in the Project's 15 provinces. Mr Swann is also responsible for the design and maintenance of the Project's website and development of articles on HIV/AIDS and sexual health for publication in youth-focused newspapers and magazines.

23 June 2006 to 19 August 2007 **HIV/Health Promotion Adviser** **Lhasa, Tibet**
Tibet Health Sector Support Project (THSSP) **PR China**
Australian Red Cross/AusAID

As the long-term HIV/Health Promotion Adviser on THSSP Mr Swann was responsible for: 1) contributing to the strategic planning for HIV/AIDS communication responses; 2) designing and implementing health promotion/behaviour change communication interventions for HIV responses targeting vulnerable groups, in particular settings, and among the general population; 2) managing a small grants fund for HIV responses among multi-sectoral agencies; 3) designing and implementing behavioural surveillance activities; 4) contributing to health sector staff capacity building through design and delivering appropriate training; and 5) introducing 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 and Education Specialist** **Hanoi,**
(3 months input) **Japan Soft Tech Consultants** **Vietnam**
Japan Bank for International Cooperation

As a short-term adviser on the Japan Bank for International Cooperation 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 methods and supporting print materials for use in HIV/AIDS/STI awareness and prevention interventions targeting construction workers.

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

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 of input)**

**Health Promotion Advisor
Georgia Primary Health Care Reform Programme
Oxford Policy Management (OPM) /DFID**

Tbilisi, Georgia

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**

**Communications Planning Adviser
Australian International Health Institute
Bill & Melinda Gates Foundation — Project ORCHID**

**Nagaland and
Manipur, India**

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, media organisations and mass media and communications specialists. Findings used to prepare a communication plan to reduce stigma and discrimination against HIV positive people. The plan developed supports the execution and sustainability of HIV prevention activities in Nagaland and Manipur by targeting the following outcomes:

- greater awareness among the general population of the nature and consequences of HIV infection;
- greater responsibility by the general population to care for HIV/AIDS widows and orphans;
- greater understanding of the benefit of a harm reduction approach to addiction and HIV prevention among insurgent groups and a commitment to support such interventions; and
- greater involvement of HIV positive people and vulnerable populations in the development and delivery of messages in a variety of media to reduce stigma and discrimination.

**17 May–17
September 2005**

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

Hanoi, Vietnam

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 programme of interpersonal BCC and mass media related 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 expertise and strategic leadership 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 of 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 7) produce BCC materials for use in Project provinces.

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

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

Dili, East Timor

Mr Swann developed an HIV/AIDS transmission and prevention communication strategy targeting high risk groups (commercial sex workers [CSW], men who have sex with men [MSM], uniformed services and university students/youth). This strategy was used both as the basis for developing an overall national HIV/AIDS prevention strategy 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 a set of recommendations for the development of locally produced health promotion materials to be used in HIV/AIDS prevention efforts targeting high risk groups. Working with local NGO partners and target group members Mr Swann designed 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 nine-day training program on current 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 small group exercises ensured a comprehensive exposure to health promotion techniques including health problem identification, setting measurable objectives, target audience segmentation, research methods, and monitoring and evaluation methods. A participatory training approach was used throughout the course. Working in groups 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 identified key questions for incorporation into 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 of input)**

**Social Marketing and Peer Education Advisor
HIV Prevention Program on Sihanoukville Port Urgent
Rehabilitation 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 that HIV/AIDS/STI prevention interventions for construction workers were carried out and that policy makers and government officials were aware of HIV/AIDS issues and prevention activities.

**19 February–7 March
2002**

**Health Promotion/Behaviour Change Advisor
HLSP/DFID**

**Beijing and
Anhui Province,
China**

Carried out field trips to counties, townships and villages in Anhui province to review ongoing communication, health promotion and behaviour change activities, and determine training needs and material support. Designed and delivered a three-day training workshop on communication, health promotion and behaviour change for key actors of the project including National/Provincial Expert Panel members and project managers at provincial and county levels.

9 January–1 February 2002 1 November–17 December 2001	HIV/AIDS Prevention Education Specialist HIV Prevention Program on Sihanoukville Port Urgent Rehabilitation Project — Phase 1 Options/Japan Bank for International Co-operation	Phnom Penh and Sihanoukville, Cambodia
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Mr Swann was responsible for the analysis of information dissemination and education approaches in support of BCC in Sihanoukville. Information collected was used to develop a communication plan for the prevention of HIV transmission among mobile construction workers participating in the JBIC funded Sihanoukville port rehabilitation, and sex workers anticipated to flow into Sihanoukville as a result of the rehabilitation work. Mr Swann participated in conducting a social mapping of the Sihanoukville Port area, identifying local NGOs and other resources for potential partnership in the implementation of the communication plan, and in organising and implementing a workshop with key players in Sihanoukville to gain input in the communication plan design. Mr Swann was responsible for developing a Monitoring and Evaluation plan to oversee the implementation of the communication plan and measure its overall impact.

January 1997– December 2001	Health Promotion/IEC Advisor Cambodia Health Promotion and Primary Health Care Project ACIL Australia Pty Ltd/AusAID	Phnom Penh, Cambodia
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Provided technical and capacity building support to the National Centre for Health Promotion (NCHP) and the Kampong Cham Provincial Health Department. Specific activities included: 1) training of staff responsible for the design of health promotion/BCC activities through training and mentoring; 2) designing and implementing community-based health promotion/BCC campaigns; 3) designing and producing print and electronic BCC materials; 4) developing an IEC Resource Centre/computerised database; 5) developing health promotion training programmes for community-level health workers; 6) developing organisational structure, strategic plan and annual plans for the NCHP; 7) managing overseas study programmes including Master and diploma programmes in Health Education/Promotion and Primary Health Care in Australia and Thailand; and, 8) initiating a national-level IEC Working Group.

April–May 2001 & July, Oct–Dec 2000	Communications Strategy Advisor/Team Leader Health and Population Sector Programme Options Consulting Services/DFID	Dhaka, Bangladesh
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Mr Swann guided a team of five national communication specialists in developing a communications strategy to sensitise Ministry of Health and Family Welfare service providers to reforms taking place under the Health and Population Sector Programme (HPSP). The *Communications Strategy for Service Providers on HPSP Reforms* included analysis of obstacles to implementation of reforms, recommended communication interventions, costings and scheduling for implementation of interventions. The communications strategy outlined specific mass, group and individual communication activities to assist the Government of Bangladesh in implementing infrastructural and administrative changes, and strengthening understanding and support of the HPSP process by service providers.

15 March 1995–20 December 1996	Health Promotion/Communication Planning Advisor Community Health and Nutrition Project-III Academy for Educational Development (AED)/World Bank	Kupang, NTT, Indonesia
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Mr Swann aided the Community Health Promotion Unit of the Provincial Department of Health in Nusa Tenggara Timur province in the planning, development and implementation of provincial-level health promotion/BCC campaigns and design of health promotion materials to support interventions in safe motherhood, child survival, nutrition, and immunisation. Mr Swann led the: 1) implementation and analysis of formative research programmes focusing on provincial health service beneficiaries and service providers; 2) design of province-wide staff and institutional capacity building plans; 3) transfer of technical skills to staff through training and mentoring in the areas of planning and management of health promotion/BCC programmes, data collection and analysis, and materials design and development; and, 4) design and production of health promotion materials at the provincial-level, and the assessment, adaptation and use of materials provided by the central Department of Health in Jakarta.

**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, community organisation, and IEC material design, production and evaluation for UNDP sponsored projects in the Asia/Pacific region. Activities included: 1) serving as Team Leader 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 which identified community organisation requirements, BCC material requirements, and community-based government/NGO linkages for the Royal Government of Bhutan; 3) designing and delivering workshops on communication planning and audio-visual/IEC materials production in support of a UDP-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; and, 4) providing supervisory inputs in the development of documentation, and organisation of a UNDP-funded transport sector workshop in Hanoi, Vietnam.

**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) formulating 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 and producing IEC materials; 3) establishing uniform styles and standards for agricultural publications and audio-visual materials; and, 4) designing and implementing a library/documentation computerisation program 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 including: Audio-Visual Materials Production; Desktop Publishing; Technical Writing; and, Library/Documentation Computerisation. As Deputy Team Leader directed the production of 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 Program, 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 Cooperatives 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 program 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,

March 1984– **Media Planning & Production Consultant** **Bangkok,**
November 1985 **International Human Assistance Program (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 program aimed at developing awareness among both the Thai and foreign communities of the concerns of the Thai Deaf.

November 1984– **Media Production Consultant** **Bangkok,**
February 1986 **U.S. Peace Corps/Thailand** **Thailand**

Over a 16-month period designed and carried out several video production and training activities including:

- *Blood Bank Development*, February 1986 — Video documentary on Peace Corps volunteer involvement in blood bank development and staff training in Thailand. Used as a Peace Corps training tool in Thailand for both Peace Corps volunteers and their Thai co-workers.
- *Hill tribe Oral Health Project*, July–August 1985 — Video documentary on the implementation of the Peace Corps sponsored “Hill tribe Oral Health Project” in Chiang Mai, Thailand. Used as a recruiting and orientation tool in both Thailand and the United States.
- *TEFL Agricultural Crossover*, April 1985 — Video documentary on the Peace Corps, “Teaching English as a Foreign Language, Agricultural Crossover” volunteer training in Nong Khai, Thailand. Used as a Peace Corps training tool in Thailand and the United States.
- *Video Production Workshop*, November 1984 — Developed curriculum, organised, and taught a week-long “Video Production Workshop” for the Peace Corps training staff. Video training covered all aspects of video program planning, directing, shooting, editing, and production equipment.

November 1984 **Media Production Consultant** **Bangkok,**
Agricultural Land Reform Office **Thailand**
Ministry of Agriculture and Co-operatives

Designed and produced a bilingual (Thai/English) slide and sound presentation depicting the activities of a World Bank-sponsored agricultural land reform project for Thailand. Responsible for scripting, photography, editing of slides and audio. Used to brief World Bank and Thai government officials on project direction and progress.

September 1979– **Field Representative** **Aranyaprathet,**
March 1981 **International Rescue Committee** **Thailand**

Responsible for photography and data collection on unaccompanied Khmer minors for publication of the *UNHCR Unaccompanied Minor Handbook*. The handbook was used to assist Khmer adults in searching for their children or other minor relatives who had become separated during the Khmer Rouge regime, or during their subsequent escape to Thailand. Data collection carried out in four Khmer refugee camps.

September 1978– **Peace Corps Volunteer/Audiovisual Technician** **Bangkok,**
September 1979 **U.S. Peace Corps/Thailand** **Thailand**

Prepared health promotion materials including brochures, booklets, slide shows, black and white and colour photographs, display boards, etc., for health education/promotion uses at Mahidol Medical University, Bangkok, and for use by medical interns and doctors in village-level health clinics. Also assisted in the design of mobile multimedia presentation units on public health/preventive medicine topics for village use.

EDUCATION

University of Michigan, Ann Arbor, MI, USA

MA Degree in Southeast Asian Studies, 8/81–12/83 — Multidisciplinary degree with concentration in development communication and cultural geography in support of development interventions. Emphasis on Thai language. Thesis: “Vietnamese Refugees in Thailand, an Historical Overview,” prepared in English and translated into Thai.

University of Southern Colorado, Pueblo, CO, USA

BS Degree in Mass Communications, 8/72–12/75 — Emphasis in print and television journalism, photojournalism, and commercial photography. Editor of university newspaper from 1974 to 1975. Photo editor from 1973 to 1974. Vice President of campus chapter of Sigma Delta Chi, a fraternity of student and professional journalists. Recipient of 2004 University of Southern Colorado “Outstanding Alumni Achievement Award”.

Sessions School of Design, New York, New York, USA

Advanced Certificate in Graphic Design, 6/07–8/08 — Emphasis on computer based graphic design using Adobe products (Illustrator, InDesign, PhotoShop).