

CURRICULUM VITAE

ZAHID HUSSEIN

STRENGTHS, EXPERTISE AND PROFESSIONAL INTERESTS:

Advocacy, Communication and Social Mobilization (ACSM)/Social and Behaviour Change strategies (SBC), Coalition and Partnership building strategies and plans, Adept in traditional and social media for ACSM, C4D and SBCC for health sector, Early Childhood Education and Basic Education pilot testing, revision and scaling up programmes in Advocacy and Communication, Training of Media and Performing Arts Professionals, Communication for Development, Research and Evaluation, Crisis Communication, Child Survival and Protection, Risk Communication and Community Engagement (RCCE), Awareness Raising Strategies, Campaigns and Plans, Stakeholder Analysis, Strategic Communication for Behaviour and Social Change for Education, Health, Health Promotion, Nutrition, School Health and Nutrition, Child Survival and Protection; Media coverage strategies, media pitching, Communications and Advocacy Audit, Advocacy Management, Strategic Planning in Health, Population and Nutrition sectors..

CURRENT LONG TERM POSITION:

- ✓ **President, Sustainable Resource Foundation (SuRF):** CEO of SuRF is a Lahore, Pakistan based social development consulting firm and NGO working for equitable and sustainable development in various sectors including Health, Population and Nutrition, HIV and AIDS, Health Promotion, Education & A Communication, Responsibilities include for-profit and not-for-profit project design, implementation, monitoring and evaluation of on- going SuRF initiatives, results-based organizational management, identifying gaps, conducting needs assessment and designing strategies and training in Communications, identifying business opportunities in social development consulting, managing quality control assurance and maintaining financial and professional integrity of the organisation. (1997 to Present)

VOLUNTARY POSITIONS:

- 🌐 **Chairperson, COVID19 Risk Communication & Community Engagement (RCCE) Committee** (voluntary position) Responsibilities include providing comprehensive RCCE support for COVID19 communications, liaising with COVID19 national entities, Department of Health and Ministry of Health. Lahore, Pakistan (March 2020 – Jan 2022)
- 🌐 **Member Executive Committee - ExCo – AIDS Society of Asia and the Pacific (ASAP)**, Bangkok, Thailand (Nov2017 – Present)
- 🌐 **Member Executive Committee (EC), Framework Convention on Global Health Alliance (FCGHA).** FCGHA is policy advocacy initiative - based in Georgetown University and Geneva – aiming at having the UN enshrine health as a basic human right in a UN Convention. (Jan 2015 –Jan 2024)
- 🌐 **Member, Global Health Workers Alliance (GHWA) Geneva Switzerland** (Jan 2011 –Present)
- 🌐 **Member, Steering Committee, MENA-CAB (Middle East and North Africa Community Advisory Board, ALCS, Casablanca, Morocco:** Represented Pakistan in MENA region regarding interactions on **Trade-Related Aspects of Intellectual Property Rights (TRIPS)** agreement and its consequences in the pharmaceutical industry, especially in the context of access, availability, affordability of life saving drugs for HIV and Hepatitis C. (2013-2016)
- 🌐 **President** (December 1, 2009 to December 31, 2011), **AIDS Society of Asia and the Pacific (ASAP) and Member Executive Committee (2004-present)**, Bangkok, Thailand and Seoul, Republic of Korea. ASAP is the largest regional advocacy network in the Asia Pacific region with a mandate in more than 45 countries. ASAP is also the custodian of International Congress on AIDS in Asia and the Pacific (ICAAP). Responsibilities included managing provision of technical assistance in advocacy, GIPA adoption, PLHIVs SRH, youth and adolescent care and support, strategic planning, strategic communication and C4D to member organisations in Asia Pacific Region. Retaining the HIV- status of as well as communication for PLHIVs, and creating linkages between HIV and AIDS and SRH, women and adolescents were major achievements. (2004-present)

PREVIOUS LONG TERM POSITIONS:

- **Chief of Party/Resident Advisor/Director Social Marketing:** Academy for Educational Development (AED), USAID funded Pakistan Child Survival Project (PCSP) and Johnson & Johnson funded Breastfeeding Promotion Project in Pakistan (BPPP), Islamabad. Successfully managed the two projects as Chief of Party of the AED technical assistance input as a multi-party senior technical assistance team member (other parties included MSH, JHPEIGO, HIID. Contributed majorly to USAID Healthcomm project's "Toolbox for Enhancing Communication Capacity of Health Providers", successfully managed school health and nutrition programme through radio, Enhancing and Developed and implemented the communications division at PCSP. Other responsibilities included successfully designing and managing integrated communications campaigns for CDD, EPI, Nutrition and ARI child survival interventions, nutrition communication and training federal and provincial Ministry of Health in communications. (February - 1992- October 1997)
- **Director General, Communications and Publications: Family Planning Association of Pakistan (FPA), Lahore.** Successfully managed communications projects funded by USAID, UNICEF, UNFPA, WHO and Ministry of Health, Ministry of Population Welfare and Johns Hopkins Centre for Communication Programmes at Family Planning Association of Pakistan (FPAP), Lahore. (1991)
- **Manager Promotion, Information and Outreach: RCG Hagler Bailly, Inc.,** on USAID funded National Energy Conservation Centre, (ENERCON), Islamabad project: Managed a number of projects with the Government, industrial, agricultural, commercial, and residential and transport sectors all over Pakistan. Developed and managed communications, awareness campaigns, and communication training of host Government ministries. (October 1987
 - June 1991)
- **Creative Director, Paragon International Advertising (Pvt.) Ltd.** (Associates of McCann- Ericson), Lahore: (1984-87): Created award winning copy, scripts, videos and documentaries for corporate and non-profit sector. Responsible for successful launch and implementation of social marketing based literacy mass awareness campaign of Literacy and Mass Education Commission (LAMEC), Government of Pakistan and awareness campaigns for Family Planning, Communicable and non-Communicable diseases, in charge of Coca Cola, Emirates, Lufthansa and Pan Am accounts. (1984-1987)
- **Head of Languages Department,** Federal Government Girls College, Langtang, Plateau State, Nigeria. Managed curricular and extra-curricular activities of English, French, Igbo and Hausa language departments and taught English.(1981-1984)
- **Advertising and Communications Consultant,** Lahore, Pakistan(1978-1981)
- **TEFL Instructor/English Language** curriculum designer, Ministry of Education, Muscat, Oman. (1977-1978)
- **Lecturer in English Language and Literature,** Somali National University, Mogadishu, Somalia (1975-1977)
- **Lecturer in English,** JI College, Sialkot, Pakistan(1974-1975)
- **Journalist** (correspondent for a national news agency, an English daily newspaper and a weekly magazine),Sialkot, Pakistan (1971-1973)

EDUCATION:

Institution	Major	Degree
University of Geneva	Humanitarian Communication	Cert.
Stanford University	Film Making	Cert.
Punjab University.	English	MA
Punjab University.	Political Science	MA
Punjab University.	Journalism	MA

NATIONALITY:

Pakistani

MEMBERSHIP OF PROFESSIONAL ASSOCIATIONS:

Member Executive Committee (ExCo) 2017 onwards, Organizational Member and President (2009-2011), Immediate Past President

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(2011-2013) and Executive Committee (Board of Governors) Member (20004-2013), AIDS Society of Asia and the Pacific (ASAP), Bangkok, Thailand.

- **Member, Executive Committee**, Framework Convention on Global Health Alliance (FCGHA), Geneva, Switzerland
- **Member, Steering Committee**, MENA-CAB, ALCS (Association to Fight AIDS), Casablanca, Morocco
- **Member, International Association** for Mass Communication Research (IAMCR), University of Oregon, USA
- **Member, Asian Media** Information & Communication Centre (AMIC), Singapore.
- **Member, International AIDS** Society, Geneva
- **Member, International Union** for Health Promotion and Education (IUHPE), France.

BRIEF DESCRIPTION OF SOME SHORT TERM CONSULTANCY ASSIGNMENTS:

- **Consultant (on retainer LTA)**, SBC, Advocacy, Communication & Social Mobilisation (ACSoM), Intuitional Capacity Development and Strategic Communication, AIDS Society of Asia nad the Pacific (ASAP), Bangkok, Thailand (Oct 2019 to present)
- **SBCC Consultant, Concern Worldwide**, Monrovia, Liberia (Nov-Dec 2023)
- **Strategic Planning Consultant** for SWOT Analysis, Pakistan CSOs' Coalition for Health & Immunisation (PCCHI), Islamabad, Pakistan (Aug-Nov 2023)
- **Advisor for Multisectoral Accountability Framework for TB (MAF-TB)** for Pakistan, USAID GHSC Project, Islamabad, Pakistan (Dec 19-Marc 18, 2023)
- **Technical Support Consultant** with UNICEF & Sindh Government in Pakistan to develop a Communication for Development (C4D) strategy, RCCE strategy and community engagement strategy for Extensively Drug Resistant (XDR) Typhoid in province of Sindh – the first XDR Typhoid epidemic in the world – with close collaboration with WASH, Health and Nutrition sections. The assignment had special emphasis on Advocacy for hygiene and sanitation promotion involving extensive and intensive literature review, key informant interviews with the stakeholders in WASH, Health, Public Health Engineering, Local Government Department and Media and focus group discussions with communities. (Apr – Aug, 2019)
- **International Communication for Development (C4D) Consultant** 2018) with UNICEF Country Office, Nigeria to design, supervise and manage participatory C4D research in Basic Education in Nigeria with a strong focus and emphasis on girls' education; identify and map C4D multisectoral initiatives and partners with a strong focus on girls' basic education in Northern and Niger Delta southern Nigeria.. (Aug-Oct 2018)
- **Advocacy & Communication for Development (C4D) Consultant** with UNICEF and Ministry of Health, Zimbabwe, on behalf of Pakistan's Ministry of Health, to provide comprehensive technical and communications expertise in social and behavior change communication (SBCC), community engagement and social mobilisation for launching the Human Papillomavirus (HPV) vaccine in Zimbabwe. SBCC and RCCE strategy was a major part. (March-May 2018)
- **Principal Consultant/Team Leader** for conduct C4D research and develop an integrated communication strategy to introduce HPV vaccine in girls aged 9-13 for a large women's organisation in Lahore, Pakistan. (Mar – Jun 2017)
- **Communication Consultant**, DAI Inc., Peshawar, KPK for conducting C4D audit and research and developing integrated communications strategy for City District Government as a strategic activity of USAID funded Khyber Pakhtun Khwa Governance (KPG) Project. The role had a major focus on WASH, Public Health and other municipal services (Dec 2016 – February 2017)
- **International Consultant/Team Leader** for external evaluation of 12th International Congress on AIDS in Asia and the Pacific (ICAAP), Dhaka, Bangladesh. (Jul – Sep 2016)
- **Team Leader** for producing Annual Report, Advocacy Impact Report and Efficacy of Interactive Theatre of Pakistan Child Marriage (Prevention) Initiative using Action Research for RFPAP, Lahore (Oct 2015 to Mar 2016)
- **International C4D Consultant** with UNICEF, Vientiane, Lao PDR for carrying out C4D research, capacity assessment, communication audit, institutional strengthening and organizational development of Ministry of Public Health, and for conducting qualitative research and developing integrated communications and RCCE strategy for child immunisation. (Aug – Sep 2015)
- **Consultant** for producing Advocacy, Policy Influencing and Social Change manual for Punjab AIDS Control Programme, Lahore

- (Jun – July 2015)
- **Performance Appraisal & Competency-based Assessment Consultant**, LEAD Pakistan on Climate Change Communication project (2014)
 - **Team Leader**, critically reviewing qualitative research based case studies of females who rose against gross gender injustice and became gender justice champions by turning their voice against male dominance, gender based violence and denial of right of inheritance and denial of consent {forced} in marriage. (2012/2013)
 - **Team Leader**, British Government (Foreign and Commonwealth Office) C4D research involving illegal migration to UK. The Study involved media consumption study, KAP study on forced marriages, illegal migration and radicalization in AJK, Pakistan. (Fall 2009 and first quarter 2010)
 - **National Advocacy and Communications Advisor** with Oxford Policy Management (OPM) for a DFID funded administrative and financial reforms project in the North West Province of Pakistan. Managed stakeholder analysis and designed a comprehensive reforms communications strategy using C4D. (Summer 2009)
 - **Advocacy and Communications Consultant** with Crown Agents, an international consulting firm providing technical to provincial Government of Punjab (GoPb), Lahore, Pakistan on administrative and financial reforms within the government to conduct C4D research, stakeholder analysis and comprehensive communication strategy. (September 8-October 18, 2008)
 - **International Consultant** with Government of Mongolia for conducting C4D research, designing national communication and RCCE strategy and M&E tools for Avian Influenza and Human Pandemic Influenza (AI/HPI) with special attention to hygiene promotion through advocacy and communication audit, stakeholder analysis and consensus building. (January-February 2008)
 - **Team leader** for conducting and managing “Influencer Tracker Survey” a mapping exercise among Public Office Holders, Media (traditional and new digital media) Academics/ Scientists, Interest Groups, Commercial Leaders/ Business, Celebrities, Young/Student Leaders, Traditional Power networks. It was a public advocacy and diplomacy impact gauging exercise for United Kingdom Foreign and Commonwealth Office through British High Commission in Pakistan; with democratic development as the central theme of the survey. (September – December 2007).
 - **Team leader** for conducting health-seeking behaviour audience research for Primary Health Care Revitalization and Integration for the Earthquake-affected (PRIDE) project. The assignment had a major focus on C4D research and disaster communication (May to August 2007).
 - **International consultant** with UNICEF, Iran, for carrying out C4D research for developing and integrated, comprehensive communications strategy and plan with SMART goals to promote community-based rural girls education in less-developed ethnic-and-religious minority provinces in Iran; Seestan va Baluchistan, Hormozgan and West Azerbaijan. The assignment included intensive literature review of research reports in Farsi, conducting public meetings and focus group discussions, individual in-depth interviews, training UNICEF advertising agency staff in pretesting of IEC and other knowledge products (January - February, 2007).
 - **Social and Behaviour Change (SBCC) Consultant** with DFID funded Technical Assistance Management Agency (TAMA) for developing Social and Behaviour Change Communication (SBCC/C4D) strategy focusing on health education, promotion and communications strategy and plan of action for Health Department, Government of Punjab with special focus on WASH, Hygiene and Public Health and RCCE. (Sept 8-Oct 11, 2006)
 - **Communications Consultant**, PLAN International, Islamabad, Pakistan for formative research, designing, pretesting and producing IEC materials on Universal Birth Registration (UBR). (May-June, 2006)
 - **National Consultant** to Ministry of Social Welfare and Special Education for conducting KAP survey, stakeholder analysis leading to development of an SBCC/C4D strategy for child protection for Pakistan. The SBCC strategy had a special emphasis on orphans, children who move from country to cities. (July-August, 2005)
 - **Team Leader for external evaluation of WFP** of “Promoting Safe Motherhood in Pakistan” in Balochistan, Pakistan. (2005)
 - **Team Leader** of a group of independent consultants – judicial and legal experts, lawyers, police and prosecution experts and demand side NGOs representatives - conducting third party evaluation of ADB-funded US\$350 million Access to Justice Programme (AJP). (December 2003 to February, 2004).
 - **Team Leader** for organizational development and institutional management review of UNHCR and GIZ funded BEfARe - Basic Education for Afghan Refugees – project. 2003

- **Consultant with IUCN** Pakistan to assess the impact of Communication, Networking and Facilitation in Sarhad Province Conservation Strategy in INWP, Pakistan (2003)
- **Team Leader**, external evaluation of WHO Basic Development Needs (BDN) programme in Pakistan by using stakeholder analysis, participatory evaluation methodology. BDN included Health, WASH, livelihoods and community participation. (Sept-December 2002)
- **Team Leader** for an ILO sponsored and UNAIDS funded HIV/AIDS, STDs, and Reproductive Health knowledge, attitude, behaviour, and practices (KABP) study of organized industrial workers and truckers regarding. (November 2000).
- **Communication Consultant**, for compiling an inventory of Health Education, Communication and Promotion materials, campaigns and initiatives for CIDA funded "Project on Health Communication." (Aug-Sept 2000)
- **Team Leader** of the SuRF group conducting final evaluation of UNFPA/AusAID funded project "Strengthening Information, Education, and Communication (IEC) Capacity of Ministry of Population Welfare, Government of Pakistan. (May-Jul 2000).
- **Consultant with AusAID**, Islamabad for conducting ICPD compliance review and a follow-up with an IEC project of the Ministry of Population Welfare, Islamabad, Pakistan (Mar 1999)
- **Team leader**, as President, SuRF, for a UNFPA funded Mid-term Evaluation of the UNFPA/UNICEF/MoH/Medicins du Monde joint Project "Institutionalization of Reproductive Health Care in the Primary Health Care System, Khanpur, Rahimyar Khan, Pakistan." (May/June 1998).
- **Member, joint MoH/UNICEF** Nationwide Focused Programme Review (FPR) of Health Education programme, management, administrative and operational structure of Health Education in Pakistan. (September 1993).
- **Consultant, British Council** for developing national ACSM and nursing promotion strategy. Pakistan (April 1995)
- **Consultant, NHK** – Japanese Broadcasting Corporation – for an NHK documentary on the reproductive health issues in Pakistan, Lahore, Pakistan (July 1991).