

BARBARA A.K. FRANKLIN, PhD

ALL ONE COMMUNICATION

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PROFESSIONAL EXPERIENCE:

I have worked as a Consultant in Communication for Health and Development for 23 years, helping governments, UN agencies, bilateral and multilateral partners worldwide develop effective communication strategies and campaigns for a variety of health and development goals. The majority of my work has been with HIV and AIDS, but I have also worked with maternal and child health (MCH), vaccination and immunization, water and sanitation, and other issues. I train teams and lead work in advocacy and communication strategy development, in-depth qualitative audience research, design of communication campaigns and materials for mass, interpersonal and social media communication, and training of trainers in adult and experiential learning methods. I train teams using original conceptual tools including *The Steps of Change*, *Audience-centered Communication Planning*, and *Targeted Advocacy*.

From 1998 to 2002 I served as Senior Technical Officer for Communication at Family Health International's Asia Regional Office (now FHI 360), where I was responsible for communication programs for HIV and AIDS. In 2002 I returned to consulting as All One Communication in 2002, and since then I have given technical assistance to over three dozen countries in Africa, Asia, CEE/CIS, and Latin America.

Since 1991, I have been based in Southeast Asia: Hanoi, Vietnam 1991 – 1996, Vientiane, Lao PDR (1996 – 1998) and Bangkok and Chiang Mai, Thailand, since 1999.

PREVIOUS STAFF POSITION:

Family Health International Asia Regional Office, Bangkok, Thailand Senior Technical Officer for Communication, October, 1998 to January, 2002.

Responsible for technical oversight of all communication and advocacy projects supported by FHI's Asia Regional Office and Country Programs in 11 countries of South and Southeast Asia. As examples: led in-depth audience research and campaign development for Avert Program in Maharashtra State, India; gave support to State Family Planning Commission in China; led the assessment team for establishment of FHI country program in Bangladesh; organized and led a region-wide Communication Summit and Skills Building Workshop for FHI's Asia's country program staff and key partners.

A SAMPLE OF CONSULTANCIES: *(This sample highlights some important consultancies to show the range of work I have done. It is not inclusive or strictly chronological.)*

Orbis China – Advocacy Consultant and Trainer – Shanxi Province, China, December, 2013

For Orbis China, I conducted a brief training in advocacy strategy development for staff of Shanxi Eye Hospital, partner NGOs and CBOs and media in order to build their skills and strengthen the enabling environment for children's eye health.

Catholic Relief Services GAVI-CSO – Advocacy Consultant and Trainer – January – October, 2013

This nine-month consultancy involved two phases. In phase I, I conducted trainings in communication and advocacy in English and French for 14 CRS country offices and CSO partners in West, Central and East Africa, Pakistan, India and Haiti, in vaccination and immunization. In phase II, I mentored countries by internet as they finalized and began to implement their advocacy strategies. In a final series of site visits to nine of the 14 programs, I conducted cascade and upgrade trainings in Haiti, Malawi, Uganda, Ghana, Liberia, Chad, Burkina Faso, Kenya and Guinea.

World Bank Water and Sanitation Program (WSP) and the Government of Cambodia, National BCC Strategy for Rural Sanitation and Hygiene – Communication Strategy Developer -- August 2013 to present.

Responsible for collecting, organizing, and assessing existing BCC studies and materials for water and sanitation; interviewing key stakeholders; leading a participatory workshop to identify gaps in present programs; drafting a National BCC Strategy and presenting it to the Department of Rural Health Care (DRHC) of the Ministry of Rural Development (MRD) and other stakeholders working in the sector for their input; and making final revisions as requested. If new materials are needed, may eventually assist the DRHC to recruit and creative agency and develop creative concepts and messages.

Population Services International (PSI) Myanmar, Communication Consultant – November 2013 to present

Designed and led an organization-wide participatory meeting to gather staff inputs as part of the revisioning and reorganization of PSI Myanmar's national program. Presently I am conducting perception study among PSI's stakeholders.

UNAIDS and the Government of Cambodia, National BCC Strategy for HIV and AIDS -- Communication Strategy Developer – 2010

In 2010, in close collaboration with the government of Cambodia and UNAIDS, I developed the *Cambodia National HIV and AIDS Communication and Advocacy Strategy: A Framework and Five-Year Strategic Plan To support the National Strategic Plan for Comprehensive and Multisectoral Response to HIV/AIDS 2011-2015*. The strategy development process, entailed close work with numerous stakeholders at all levels including partners in the field. The strategy was professionally costed, finalized at a National Consensus Meeting and subsequently adopted by the Government of Cambodia.

UNODC – UNAIDS – WHO – Regional Advocacy Advisor to the H-13 Project (Prevention of HIV Transmission among Drug Users in SAARC Countries) 2009 - 2010

As Regional Advocacy Advisor consultant to the H-13 project, responsible for planning, training, coordination and oversight of the work of national consultants from Bangladesh, Bhutan, India, Nepal, Pakistan, Sri Lanka and the Maldives as they developed national advocacy strategies for harm reduction. Then took part in the development of a regional advocacy strategy for harm reduction focusing on overarching and common issues. The project is led by UNODC South Asia and supported by AusAID. The strategy has been published as *Advocacy Strategy: Removing Barriers to Scale-up of HIV/AIDS Prevention and Care Programmes for Injecting Drug Users and Oral Opioid Users in South Asia*.

As Maldives' National Advocacy Consultant for Harm Reduction, worked closely with Maldives' Ministry of Health, UNODC and civil society organizations to develop advocacy strategy and workplan within the H-13's SAARC Regional Advocacy Strategy.

UNODC Nepal – Consultant in Harm Reduction Communication for Female Drug Users – 2011 - 2012

Through a series of visits to CSO centers, hospital and prison sites, developed best practice document and communication strategy for harm reduction for Female Injecting Drug Users (FIDU), Female drug users (FDU) female prisoners and women living with HIV (WLHIV). The strategy will be used to extend the current FIDU program in Nepal and expand to other countries.

Pan American Social Marketing Organization (PASMO), Guatemala City, Guatemala, 2006 – 2008 and 2010 - 2012

Worked with PASMO's team of research and communication specialists to develop a mass media campaign called *Los Hombres de Verdad* ("The Real Men") for the Central American region. This groundbreaking multi-media campaign was based on extensive qualitative research among men in four countries (Guatemala, Honduras, Nicaragua and Panama) and reflects changing concepts of masculinity in Central America. Its goal was widen the discourse on masculinity from the old-fashioned, simple concept of *machismo* to a more nuanced and accurate reflection of Central American men's present thinking. I

gave technical inputs to the design of the qualitative research, analyzed the 81 focus group transcripts, spearheaded the development of psychographic segmentation, wrote a research report and creative brief for advertising agencies, and worked with the agency and the PASMO team to develop the campaign for mass media and social media.

In 2010 – 2012, I returned to lead in-depth qualitative research into women's views of masculinity, as a followup to the men's study. Led analysis, developed a creative brief and participated in development and pre-testing of television spots.

DKT Ethiopia – Communication Advisor / Qualitative Research Team Leader-2009 - 2012

Work with DKT, Ethiopia's major provider of social marketing programs, on an on-going basis to support their Communication Department and their Wise-Up program working in grass-roots communication with sex workers and clients. Trained a team of peer researchers in a major qualitative study of sex workers and their husbands and boyfriends. Called *The Baluka Study: Ethiopian Sex Workers and their Intimate Partners, with Recommendations for Communication*. This innovative research involved an original story-telling technique and led to an in-depth study of these intimate relationships and how safe sex decisions were made within them. Recommendations for communication were included in the report.

UNAIDS Nepal; UNAIDS Vietnam, Advocacy Strategy Development, July – October, 2008

Led development of advocacy strategies for Vietnam with UNAIDS and the UN Joint Team on HIV and AIDS. Worked with a team developing advocacy strategy for Nepal and training for partners in its use, working with UNAIDS and partner organizations in a climate of rapid political and social change.

UNICEF Albania, UNICEF Armenia, UNICEF Montenegro, UNICEF Azerbaijan, UNICEF Serbia, UNICEF Kosovo, UNICEF Regional Office for CEE/CIS in Geneva, September, 2005 - 2011

This round of technical assistance began with a regional level Master BCC training for CEE/CIS countries in Geneva, with participants from Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Georgia, Kazakhstan, Kosovo, Kyrgystan, Moldova, Romania, Russia, Serbia and Montenegro, Tajikistan, Turkmenistan, Ukraine, Uzbekistan and Geneva. A participatory process was used, focusing on the needs of vulnerable and at risk young people including drug injectors, sex workers, MSM, street children, sailors and migrants. Based on inputs from the participating organizations, wrote, edited and polished the BCC strategy documents. Subsequently led the development of National BCC Strategies for Nutrition in Albania, and for HIV in Armenia, Azerbaijan, Montenegro and Serbia. Led a TOT for UNICEF Kosovo and its partners in HIV programs, and a training in social mobilization for UNICEF Montenegro.

World Bank, Water and Sanitation Program, Hanoi, Vietnam, March- August, 2007

Organized and led a Handwashing Behavior Change Framework Workshop to develop a global behavior change model for the Water and Sanitation Program (WSP), administered by the World Bank. The BCC model, called FOAM (Focus – Opportunity – Ability – Motivation), was adopted for use throughout WSP's Gates Initiative sites (Peru, Senegal, Tanzania and Vietnam.) In a second workshop, I helped the Vietnam WSP Country Coordinator with a participatory process to apply formative research findings and develop behavioral objectives and a creative brief for an advertising campaign promoting handwashing with soap among poor rural families.

Population Services International – Global Capacity Building Department, Training of Trainers, October, 2008

Conducted a 10-days skills-based training of trainers in Adult Learning Theory and Methods and curriculum development exercise for PSI trainers from headquarters and Africa offices.

Population Services International (PSI) Cambodia, Phnom Penh, Cambodia, October 2003 – January 2006

Over a two-and-a-half year period, through a series of visits, gave PSI BCC and Research staff technical support and training in a systematic, audience-centered communication approach and worked closely with advertising partners in the development of broadcast media. With the PSI Cambodia Staff, developed broadcast campaigns for a new brand of condoms targeted toward sweethearts, and for enhanced personal risk assessment for HIV and social support for condom use. Wrote creative briefs for both campaigns, participated in agency selection and then worked with an agency to develop eight long spots (mini-dramas) and several shorter ones. The *Klahan* campaign used a Positive Deviance strategy and a modeling approach to make condom use more acceptable among men and women, married and single.

Population Services International (PSI) China, Kunming, Yunnan, China December 2004 – 2007

Gave technical assistance in communication to PSI China, who provide social marketing for HIV/STI and malaria prevention in Yunnan on a regular basis. I led a series of trainings in behavior change communication and participatory training skills for PSI China staff and their peer communicators. Provided oversight to PSI trainings for China CDC and peer communicators in various sites in Yunnan, assisted with the development of scripts for broadcast spots, peer-led interventions and various other media.

Population Services International (PSI) Asia, INNOVAIDS Mekong Delta project - Hanoi, Vietnam and Bangkok, Thailand, April – November, 2004

Based on interviews with stakeholders and a field visit, I worked with a local collaborator in assessing the feasibility and proposing a design for a boat-based entertainment program for HIV/STI prevention on Viet Nam's Mekong Delta – part of PSI's plan for innovative social marketing interventions in southeast Asia. The boat was designed to provide traveling entertainment and condom distribution for sexwork hot spots along the Hau Giang branch of the Mekong River. The proposal included logistics, equipment, staffing and budget for the boat, based on the model of PSI Myanmar's "Love Boat."

Population Services International (PSI) Myanmar, Yangon, Myanmar, December 2002 – December 2003

During this year, As part of a two-person team, I developed an HIV/STI communication strategy for PSI targeted to groups at high risk – sexworkers, drug injectors, msm, and transport workers. I also provided technical assistance and training in BCC to staff of PSI Myanmar in Yangon. I also collaborated in the development of an innovative person-to-person communication approach using photo flipcharts, a technique based on the approach of Paolo Freire, reviewed scripts and made recommendations for production.

Population Services International (PSI) Asia Regional Office and Thailand Office, May 2003 – April 2005

Assisted with the development of a strategic communication plan for condom social marketing to northern Thai youth, combining peer outreach interventions and mass media. Based on initial qualitative research, I developed a creative brief for a mass media condom campaign and helped guide development of television spots. I led a Peer Communicator's Workshop that yielded key informant data for second tier qualitative research. Based on the research, I developed a psychographic segmentation, situation analysis, behavior change objectives, concepts and messages for each segment. The study was published as *Barriers to Condom Use, Key Messages and Communication Strategy for Youth in Chiang Mai*. Developed and led a no-power-point retreat for PSI managers worldwide (*Chaiyo!*) based on a game-show format where teams competed for survival and victory.

UNAIDS Regional Advocacy Support Team in Asia and Pacific, Suva, Fiji and Manila, Philippines, May – September, 2006.

Through a series of visits to Manila and Suva, I worked with UNAIDS to develop advocacy concepts, messages and materials for HIV prevention for the Philippines and the Pacific Islands. In each country, conducted multisectoral advocacy needs assessments by meeting with government, business, religious, political, and media leaders; NGOs; PLWHA and community groups. I recommended priority messages for

advocacy to sensitize leaders to the current state of the HIV/AIDS epidemics in the Philippines and Pacific island nations and motivate them to action. The Philippines materials have since been developed into a series of brochures; political events have slowed the finalization of materials for the Pacific.

USAID Mission to the Philippines/ Links Media, February- March, 2006

Led the Health Promotion and Communication Assessment Team for the USAID Mission to the Philippines. This team of four reviewed USAID funded activities for health, including reproductive health and HIV/AIDS, tuberculosis, malaria and avian flu and developed a strategy design document, *Promoting Healthy Behaviors in the Philippines*, subsequently used by USAID to plan for support to various health partners. The five-week assessment comprised meetings with a variety of stakeholders at all levels.

Action for Development, Hanoi, Vietnam, August, 2005 - January 2006

Developed the BCC Strategy for an Audience Segmentation and BCC/Advocacy Strategy Document for presentation to the Ministry of Health of the Government of Viet Nam and the World Bank. The strategy, based on audience-centered communication principles, was aimed at the design and effective implementation of BCC measures to support large scale projects to control and prevent the further spread of the HIV epidemic in Viet Nam. This Strategy was a required part of the Government of Viet Nam's preparation for receiving World Bank funding.

DKT International in Viet Nam, Hanoi, Vietnam, August 2003 – December, 2004

I assisted DKT International in Viet Nam in developing a nationwide survey to establish a new brand of condom. I was responsible for developing the request for proposals, leading the selection process for research agencies, analyzing the qualitative data and writing a synthesis report of qualitative/quantitative data (*Memoirs of a Champion*.) The report is part of the development and positioning of new condom brand for Viet Nam.

Program for Appropriate Technology in Health, AIDS Surveillance and Education Project (ASEP), Manila, Philippines, March 2003 - August 2003

The ASEP project was a highly successful, 10-year HIV prevention project supported by USAID in the Philippines, and implemented by PATH. At the close of this project, I conducted an evaluation of the BCC components: Community Outreach, Peer Education and Advocacy. After interviewing with stakeholders and implementing partners and Local Government Units in Cebu City, Ilo Ilo, Zamboanga, Quezon City, and Pasay City. I wrote a final evaluation report, published as a monograph by PATH – *COPE: a REVIEW OF Behavior Change Communication in ASEP*. I presented the results of the evaluation at ASEP's National Program Review for ASEP in 2003. In a separate assignment, I developed and pretested an Advocacy Kit for Local Government Units in the COPE approach, to help LGUs assume on-going responsibility for local HIV/AIDS

prevention efforts. I also contributed to a BCC Training Manual for Social Hygiene Centers.

**CARE Viet Nam - Director of HIV/AIDS Research and Script Coordinator for CARE/AVC Television Project for HIV/AIDS Prevention – Hanoi, Vietnam
1995 to 1996**

As consultant to CARE Vietnam, I developed the concept for a dramatic television serial *Gio Qua Mien Toi Sang* to promote deep attitude change re. HIV/AIDS, gender and sexuality, based on CARE's earlier comprehensive audience research. I was a member of the Feasibility and Design Team for the project. Once the project was funded by the European Union, I developed behavior change objectives for the drama, trained, Vietnamese television script writers in BCC methods, and designed a method for on-going audience feedback for the drama. As Script Coordinator, I was responsible for reviewing and approving scripts according to the behavior change objectives. The resulting 15 hours of programming (30 half-hour segments) met with popular acclaim and still airs regularly on Vietnamese national and regional channels.

SOME MEDIA PRODUCTIONS:

Gio Qua Mien Toi Sang, CARE Viet Nam, 15 hour/ 30-episode fictional soap opera with embedded HIV behavior change messages, Director of Audience Research, Script Coordinator.

Coco Lee Television Spots for World AIDS Day, PSI Thailand and PSI China. Script Writer.

Sweetheart Campaign, PSI Cambodia. Television spots for promotion of condom use among sweetheart couples. Consultant to Script Writers and Producer.

Klahan Campaign, PSI Cambodia. 8 long television spots (minidramas) to promote greater perceived risk of HIV and social support for condom use. Consultant to Script Writers and Producer.

Go To The People: A Conversation with Dr. Carol Behrhorst. 30 min. educational video produced with Tulane University School of Public Health. Writer, Director, Co-Producer.

What Is the Meaning of Health? 30 min. educational video for Tulane University School of Public Health, Director, Videographer.

Nativity 45. Min play for singers, actors and puppets, Chaengwattana Community Church, Nonthaburi, Thailand. Writer, director.

DROOL 90 minute fiction film with Two Barbaras Productions, Santa Cruz, California. Scriptwriter, Co-Director, Co-Producer.

CHIPS; Tulip; Sweet Mama's Comeback; A Monstrous Christmas in Olde Santa Cruz; Pink Things; Hands; Matches; The Adventures of Blanche and Mable; The Great Banana Crisis. Plays for actors, puppets, masks and musicians. Home Grown Puppets, Santa Cruz, California.
Writer, director.

SOME PUBLICATIONS: *(List is not inclusive)*

The Baluka Study: Ethiopian Sex Workers and their Intimate Partners. DKT Ethiopia, Addis Ababa. To be published in 2013

Advocacy Strategy: Removing Barriers to Scale-up of HIV/AIDS Prevention and Care Programmes for Injecting Drug Users and Oral Opioid Users in South Asia. UNODC South Asia and Australian Government, AusAID, 2011

"Konme Kamevves Vedhaane"-- Anything Is Possible: A Comprehensive Audience Analysis for HIV Risk in the Maldives with Recommendations for Communication. The Global Fund Supported Programme in the Maldives, August, 2009

A Sign of the Times: A Study of Personal Risk Assessment and Social Support for Condom Use Among Trusting Couples in Cambodia, Phnom Penh, Cambodia: PSI Cambodia, 2007.

Barbara A.K. Franklin, ***COPE, A Review of Behavior Change Communication in ASEP.*** Manila: Program for Appropriate Technology in Health (PATH), 2003.

Tim Brown, Barbara Franklin, Joan MacNeil and Stephen Mills, ***Effective Prevention Strategies in Low HIV Prevalence Settings.*** Family Health International, 2001.

Barbara A.K. Franklin and Carole Larivee, "Behavior Change Communication to Reduce Risk and Vulnerability in Resource-Constrained Settings" in ***HIV/AIDS Prevention and Care in Resource-Constrained Settings, A Handbook for the Design and Management of Programs.*** Arlington, VA: Family Health International, 2001.

Barbara A.K. Franklin, ***Expanding Horizons: A Report on the Audience Research and Analysis and the Media Campaign for Gender.*** Hanoi: Women's Publishing House, 2000

Ilonka Brugemann and Barbara A.K. Franklin, *Love and the Risk of AIDS in Viet Nam: A Qualitative Study of Women in the Hanoi Area*. Hanoi: CARE International Viet Nam, Vrije Universiteit Amsterdam and UNICEF Viet Nam, 1998.

Barbara A.K. Franklin, *Targeting Young Men: Audience-Centered Communication for AIDS Prevention in Viet Nam*, Hanoi: CARE International in Viet Nam, Monograph Series No. 4, 1994.

Barbara A.K. Franklin, *The Risk of AIDS in Viet Nam: An Audience Analysis of Urban Men and Sex Workers with Guidelines for Prevention*, Hanoi: CARE International in Viet Nam, Monograph Series No. 1, 1993.

Jack C. Ling, Barbara A.K. Franklin et al., "Social Marketing: Its Place in Public Health" in *The Annual Review of Public Health* vol. 13, 1992. Palo Alto: Annual Reviews Inc., 1992.

EDUCATION:

Doctor of Philosophy: Communication for Health and Development:
Tulane University, New Orleans, Louisiana, 1999

Master of Arts in International Relations:
Johns Hopkins School of Advanced International Studies, Washington D.C. and Bologna, Italy, 1979

Bachelor of Arts in History with Honors in Humanities:
Stanford University, Palo Alto, California, 1964

LANGUAGES:

English: Native speaker

French: Fluent

Spanish: Good

Italian, Portuguese: Some capacity

Thai, Vietnamese: Familiarity, basic speaking ability