



## WORLD BANK – SAR COVID-19 VACCINATION WORKSHOP SERIES

### Workshop 3: Demand Management Virtual | Monday March 8, 2021

#### Workshop Agenda:

Understand key moments of beneficiary journey, drivers of Vx hesitancy and demand generation approaches



#### **Mr. Abhishek Gopalka, Managing Director and Partner, Boston Consulting Group (BCG)**

Abhishek is a senior leader in the Social Impact and Public Sector practice of BCG. He has 12+ years of experience in strategy advisory, working with both government and private sector clients across India and the US. He has extensive experience and expertise in leading largescale transformation projects in the development space, working across multiple sectors - especially Health and Nutrition, Education and ECCE. He has supported the Covid-19 response work with the Government of India across the value chain – testing, containment, treatment and governance.



**Dr. Sherin Varkey, Senior Health Specialist, Health Nutrition and Population Practice Group, MENA Region, The World Bank**

Sherin Varkey is a Senior Health Specialist with the Health, Nutrition, and Population Global Practice of the World Bank. He is a public health expert and strategist with more than 17 years of experience in health sector reforms, program leadership and health systems strengthening. After training as a medical doctor, Sherin specialized in preventive medicine and healthcare management and has worked with the public sector, civil society and various international organizations, including the UN. He has led large scale emergency and development programs at national and international levels in a variety of FCV, low and middle-income settings. Sherin has published extensively in peer-reviewed journals and has contributed to significant pieces of research in the areas of Health Systems and Delivery Science for Immunization, Maternal and Child Health, Nutrition and Communicable Disease interventions.



**Dr. Theo Vos, Professor of Health Metrics Sciences, The Institute for Health Metrics and Evaluation (IHME)**

Theo Vos, MD, MSc, PhD, is a Professor of Health Metrics Sciences at the Institute for Health Metrics and Evaluation (IHME) at the University of Washington. He is a key member of the research team for the landmark Global Burden of Disease (GBD) study, which is coordinated by IHME. In this role, he is working to improve the GBD methods, update sources of data, and develop partnerships with countries and disease experts to produce GBD estimates that are most relevant to policy decision-making. He is also focused on linking the epidemiological estimates from GBD to information on health expenditure and cost-effectiveness.

Dr. Vos received his PhD in Epidemiology and Health Economics from Erasmus University and his medical degree from State University Groningen, both in the Netherlands. He also studied at the London School of Hygiene and Tropical Medicine, where he obtained an MSc in Public Health in Developing Countries.



**Dr. Ghulam Dastagir Nazary, National EPI, Director, Spokesperson and Senior Advisor, Ministry of Public Health, Kabul, Afghanistan**

Dr. Ghulam Dastagir Nazary is currently working for the Ministry of Public Health of Islamic Republic of Afghanistan as Director for National Expanded Program on Immunization. Meanwhile, he works as spokesperson and senior advisor to the Ministry. Dr. Nazary is a medical doctor by profession, holding a master`s in hospital administration and has extensive experience in curative and preventive fields and health management system. Previously, He has worked as senior advisor to the Minister of Public Health and the National Emergency Operation Center for Polio eradication in Afghanistan.

From 2016 till now, he works as director for National EPI. For improving the immunization status of Afghans, Dr. Nazary has strived hard to full the existing immunization gaps. Besides, he has the key role in COVID-19 vaccine planning and roll out in the country.



**Dr. Meerjady Sabrina Flora, Additional Director General of Health Services and Chairperson of COVID1-9 Vaccine Preparedness and Deployment Core Committee, Bangladesh**

Dr. Meerjady Sabrina Flora, MBBS, MPH, PhD FAIMER fellow, is the Additional Director General of Health Services; Chairperson of COVID1-9 Vaccine Preparedness and Deployment Core Committee, Bangladesh. She has also served as the former director of Bangladesh's Institute of Epidemiology, Disease Control and Research (IEDCR), the country's focal point for conducting disease surveillance, outbreak investigation, and research training. In 2007, the institute was nominated as a National Influenza Centre (NIC) by the World Health Organization.



**Dr. Soofia Yunus, Deputy National Program Manager (Operations), Expanded Program on Immunization (EPI), Pakistan**

Dr. Soofia Yunus has 20 years' working experience at managerial positions in Public Health Programs. With 07 years of dedicated working for childhood immunization program at national level. Currently engaged in policy and implementation of COVID-19 vaccine and vaccine rollout from EPI side.

**Ms. Layla Saad, Regional Advisor, UNICEF Regional Office, South Asia Region**

Ms. Saad is the Social and Behaviour Change/Communication for Development (SBC/C4D) Regional Adviser at the UNICEF Regional Office for South Asia, where she works supporting eight countries on C4D strategies that advance UNICEF's priority areas. Throughout 2020 Ms. Saad coordinated the regional Risk Communication and Community Engagement (RCCE) pillar of the COVID-19 response liaising with country offices, regional and global partners. She has extensive experience in the design and implementation of development programmes around poverty, inequality and participatory governance with a track record of policy advocacy, social mobilization and communication for social and behavior change.

Prior to joining UNICEF, Ms. Saad was Deputy Director of the UNDP/Government of Brazil Global Centre for Sustainable Development based Rio de Janeiro, Brazil where she led on policy and programming and spearheaded communication for development initiatives that build on popular culture to foster the engagement and empowerment of marginalized citizens (2013-2018). Prior to this she was Chief, Advocacy and Partnerships at the UN MDG Achievement Fund in New York. Between 2003-2008 she worked with UNICEF, UNDP and the UN Resident Coordinator Office in Egypt directing large scale campaigns that mobilized thousands of young people to monitor and highlight gaps in MDG implementation at the sub-national level. Prior to her UN work, Layla was active with NGOs in Canada and also worked with municipal government in Brazil where she conducted her Masters research on Community-Based Watershed Management.

Ms. Saad holds an MSc. in Policy and Planning from the University of British Columbia, Canada, an Honors BA in Human Geography from Simon Fraser University, Canada and a Professional Degree in Cultural Production and Design from the Angel Vianna School of Contemporary Arts, Rio de Janeiro, Brazil.



**Moderator:**



**Dr. Gandham N. V. Ramana, Public Health Policy Specialist, The World Bank**

Dr. Ramana is a public health physician with expertise in leading complex high-level policy dialogue in Human Development in Developing countries. He has strong operational experience in designing and supporting implementation of innovative health systems reform programs in India, Ethiopia, Kenya and anglophone Africa covering wide ranging areas including reproductive, maternal, newborn and child health, results-based financing; supply chain management; universal health coverage. He has excellent hands-on integrative skills as Program Leader for a large cluster of World Bank Group Global Practices with a substantive program of over US\$ Two Billion lending and analytical work covering Health Nutrition Population, Education, Social Protection, Agriculture and Environment sectors in Kenya, Rwanda, and Uganda.

Dr. Ramana has authored over 15 analytical papers/reports and prepared several policy briefs covering wide ranging areas of health systems, burden of disease and cost effectiveness of interventions. He undertook policy research and led several training programs in health systems management for senior policy makers and program managers as a faculty at the Administrative Staff College of India. He supported capacity building in health sector governance and accountability for senior policy makers in Africa organized by the World Bank in partnership with JICA and AMREF.



**Ms. Trina Haque, Practice Manager, Health Nutrition and Population Practice Group, South Asia Region, The World Bank**

Ms. Haque leads our HNP program in Afghanistan, India, the Maldives, and Sri Lanka. An economist by training, she holds an MPhil in Economics (with Distinction) from the University of Cambridge and a BA from Wellesley College (Magna Cum Laude, Phi Beta Kappa honors). Trina joined the World Bank as a Young Professional and since then has held various positions including Lead Economist in Human Development in Africa and Middle East & North Africa Regions, Country Operations Advisor in Latin America and the Caribbean Region, Sector Manager/Practice Manager in West and Central Africa before joining South Asia HD in July 2019. Trina has led several analytical products including poverty assessments and PERs, as well as published on the topic of covariate shocks drawing from her background in social protection. She thrives in FCV and emergency contexts as well as in promoting innovative, multi-sectoral approaches to address complex development issues such as adolescent girls' and women's empowerment, productive safety nets, regional disease surveillance and preparedness, and achieving development impact on scale.



## About the Emcee



### **Ajay Tandon, Lead Economist, Health Nutrition and Population Practice Group, South Asia Region, The World Bank**

Ajay Tandon is currently Lead Economist with the World Bank. He works on several countries including most recently on India, Indonesia, Bhutan, Laos, and Vietnam. He received a PhD in economics from Virginia Tech with a dissertation that focused on the intersection of macroeconomics and population dynamics. Previously, over 2004-2007, he worked with the research department of the Asian Development Bank in Manila where he worked on issues related to human development. He also worked with the Evidence and Information for Policy department of the World Health Organization in Geneva from 1998-2003, primarily on measurement challenges including those related to correcting biases in self-reported responses in household survey data and on health system performance. He has held visiting research appointments at both Oxford University and Harvard University. He has written several publications on the issues of statistical methodology, health systems efficiency, health financing, domestic resource mobilization, and universal health coverage. He is co-author of several books, including most recently of 'Going Universal: How 24 Countries Are Implementing Universal Health Coverage from the Bottom-up'.