

## **EDUCATION**

### **M.P.H. Masters of Public Health, Johns Hopkins University - Bloomberg School of Public Health (JHSPH) – Baltimore, Maryland, USA (May 2004)**

*Concentration:* International Health – Maternal Child Health  
*Membership:* Chairperson, Health and Human Rights Student Association  
*Awards:* Grant recipient, Centers for Disease Control and Prevention (USA) and the Association of Schools of Public Health (ASPH)

### **B.S. Bachelors of Science, San Francisco State University – San Francisco, California, USA (May 2000)**

*Major:* Health Education and Health Sciences  
*Membership:* Vice President, Student Health Advisory Committee  
Chairperson, Health Education Student Association  
*Awards:* Valedictorian - Health Science Class of 2000

## **EMPLOYMENT**

### **United Nations Children’s Fund (UNICEF) – Head Quarters, New York, NY, USA (July 2018 – Present)**

<https://www.unicef.org/early-childhood-development>

#### ***Position Title:* Early Childhood Development Specialist – Emergencies**

#### ***Scope of Work***

- Inform the integration of Early Childhood Development Program strategies and tools into emergency response efforts globally.
- Develop key global guidance and standards documents on Early Childhood Development in Emergencies looking at the full emergency cycle including preparedness, response and recovery.
- Serve as the Early Childhood Development focal point and specialist for the Emergency Focal Point team at UNICEF’s headquarters in New York.
- Lead on integration of Early Childhood Development packages, approaches and services in emergency contexts across sectors including Health, WASH, nutrition, Education, Child Protection, Social Protection, Disabilities and Gender to ensure integration.
- Represent UNICEF at internal and external meetings and events in relation to Early Childhood Development in Humanitarian and Fragile Settings.
- Provide support to UNICEF Regional and Country Offices and to external partners on the development of ECD strategies, program design and other forms of technical support.

### **Sesame Workshop - New York, NY, USA (October 2012 – June 2018)**

<http://www.sesameworkshop.org/what-we-do/our-initiatives/>

#### ***Position Title:* Senior Director, Educational Programs, International Social Impact**

#### ***Scope of Work***

- Lead the development, design and implementation of large scale multi-media, global initiatives focused on early childhood development, education and health with a target audience of young children, families and teachers/facilitators in a multitude of disenfranchised settings
- Successfully manage multi-million dollar budgets, currently managing a 20 million US dollar initiative and have profit and loss responsibility
- Successfully manage and lead multi-disciplinary teams of Directors, Managers and Coordinators who work collaboratively across more than 10 countries simultaneously

- Regions of professional experience include: The Middle East and North Africa (including the Syria response region), South Africa, South Asia, East Asia, and Central and South America
- Take initiative to help secure funding, in coordination with the company's development team, and maintain strong funder relationships by building trust, maintaining the highest degree of professionalism and integrity, and leading the delivery of programmatic components on time and on budget
- Play a key role in mobilizing resources and strategic program design to support program development, scalability and sustainability, more specifically:
  - Initiated and led the conception of an initial proposal for a Sesame Workshop Humanitarian Initiative and strategically proposed a partnership with the International Rescue Committee (IRC) as a key implementation partner
  - Initiated application to present at the World Humanitarian Summit, where the IRC and Sesame Workshop partnership was initially announced and first gained visibility amongst the humanitarian sector
  - Played a key role in securing funding from the Bernard van Leer Foundation and led the development and execution of a pilot project (in coordination with IRC staff) in Jordan for Syrian refugees which served to inform Sesame's proposal to MacArthur Foundation for a large-scale, 100 Million US dollar, regional Sesame Workshop/IRC initiative
  - Played a key role in the conception of and proposal development for a humanitarian initiative, which has secured Sesame Workshop a 100 Million US Dollar grant from the MacArthur Foundation and currently play a key role in the initial planning and implementation of this 100 Million US dollar initiative
  - Led the development and successful execution of a program in South Africa, funded by the Mai Family Foundation and have built trust and gained respect from the funder who recently committed additional funding to sustain Sesame's efforts in South Africa
  - Played a central role in securing initial funding from the LEGO Foundation for the expansion of a Sesame programs in South Africa by strategically designing an integrated intervention building on existing content and infrastructure
  - Led the complex and strategic design of Dream, Save, Do (global financial empowerment initiative) and set the vision for and led the successful execution of a global summit designed to serve as a platform for the 10-country team to engage collaboratively on planning for sustainability of the initiative beyond the current grant period, which will serve as a strong foundation for a new proposal to the current funder (MetLife Foundation) or future funders, with the aim of ensuring continuity of the initiative
- Review and approve content related to programs managed which serves to monitor quality, help ensure impact and the ability to represent initiatives in an informed manner
- Direct the planning and execution of high-profile meetings/events which include government officials, funders and multidisciplinary advisors of the highest caliber in their respective fields
- Build and maintain strong relationships with key advisors, stakeholders and partners
- Manage monitoring of programs in coordination with relevant team members
- Collaborate closely with the research team to inform programmatic design to help ensure positive results and demonstrate programmatic impact
- Train and mentor staff as needed and play a leadership role in capacity building for country directors, managers and coordinators
- Represent Sesame Workshop at major international, national and academic events

**United Nations – World Health Organizations – Mediterranean Center for Health Risk Reduction (WMC), Tunis, Tunisia (October 2009 – May 2012)**

[http://www.who.int/hac/donorinfo/highlights/wmc\\_january2011/en/](http://www.who.int/hac/donorinfo/highlights/wmc_january2011/en/)

**Position Title: Communication and Research Advisor – Social Mobilization and Health Risk Communication, Operational Research, Resource Mobilization and Training and Learning**

Scope of Work

- Conducted an extensive literature review, meta-analysis and wrote research papers related to operational research in global humanitarian crisis situations
- Established a social mobilization-health risk communication platform
- Developed materials and conducted meetings and trainings for the WMC's learning and professional development platform
- Planned and coordinated the Public Health Pre-Deployment and Emergency Preparedness Trainings in collaboration with the center's director and the US Centers for Disease Control and Prevention
- Coordinated with the humanitarian health cluster in Shousha Refugee Camp (Tunisian-Libyan border) during the onset of the refugee crisis (associated with the Arab spring)
- Built and managed partner relationships
- Managed research and program budgets with profit and loss responsibility
- Managed a team of trainers, global advisors and center staff
- Reported directly to the center's Director, Altaf Musani (please see references)

**AMIDEAST, Tunis, Tunisia (September 2009-June 2012)**

<http://www.amideast.org/tunisia>

**Position Title: Teacher of TEFL (Teaching English as a Foreign Language)**

Scope of Work

- Educator of English as a foreign language, TEFL certified
- Taught multiple levels of English to young children and adult learners

**Johns Hopkins University – Center for Communication Programs**

**Project: Communication for Healthy Living Program (CHL), Cairo, Egypt**

**(September 2008 – August 2009)**

<http://www.healthcom-egypt.info/>

**Position Title: Communication Advisor – Health Education**

Scope of Work

- Developed multi-media health communication and education materials for large-scale national mass media campaigns, in coordination with appropriate team members
- Conducted formative research on all programmatic content to help ensure positive behavior change, specifically increased adoption of healthy behaviors and demand for health services
- Developed research questions and analyzed findings related to the CHL program, for the Demographic and Health Survey, Egypt 2009 (DHS- Egypt)
- Supported the Chief of Party in resource mobilization efforts and management of two major funders (Toshiba-Middle East North Africa and Shell-Egypt)
- Liaised regularly with the ministries of Education, Health and Communications
- Reported directly to the Center's Chief of Party, Ron Hess

**The American University of Cairo (AUC), Office of the Provost, Cairo, Egypt**

**(March 2008 – August 2009)**

<http://in.aucegypt.edu/auc-academics/academic-integrity/academic-integrity-committee>

**Position Title: Special Assistant to the Provost**

Scope of Work

- Updated guidelines for academic integrity in coordination with appropriate staff
- Managed academic integrity committee and administrative processes related to academic integrity/violations in direct coordination with the provost and the academic integrity committee members, requiring a great deal of attention to detail and handling of sensitive and confidential information in a professional manner
- Assisted provost with various tasks as needed
- Reported directly to the AUC provost

**United Nations – World Food Program, Cairo, Egypt**

**Project: Fortification of Flour with Iron and folic acid to combat iron deficiency anemia (March 2008 – September 2008)**

[http://www.wfp.org/country\\_brief/indexcountry.asp?country=818](http://www.wfp.org/country_brief/indexcountry.asp?country=818)

***Position Title: Communications Officer***

Scope of Work

- Managed formative research regarding the public's perception of the project focusing on behavior change and how best to design evidence based education and marketing materials suitable for target groups with a special focus on women of childbearing age and children, a target group most likely to suffer from iron deficiency anemia leading to delayed growth and development, cognitive impairment and increased susceptibility to infection and illness
- Designed and managed a nation wide social marketing campaign aimed at changing behavior to improve overall nutrition practices and create acceptance of flour fortification, with iron and folic acid, to combat anemia
- Managed project launch events and liaised with Egyptian officials from the Ministry of Social Solidarity, the Ministry of Health and Population and the National Nutrition Institute of Egypt
- Managed health education and social marketing budget
- Managed a team of managers and coordinators
- Reported directly to the Country Director, Dr. Bishow Parajuli (please see references)

**Sesame Workshop, New York, NY, USA**

**International Education, Research and Outreach (June 2004 – February 2008)**

[www.sesameworkshop.org](http://www.sesameworkshop.org)

***Position Title: Education and Research Specialist – Early Childhood Development***

Scope of Work

- Managed the development of project plans and curricula for various projects in direct coordination with Ministries of Education in relevant countries (areas of concentration for projects managed include: girl's education/empowerment; promotion of the rights of the child (as per UN guidelines); basic literacy and education; respect and understanding; health, hygiene and nutrition; and boy's empowerment)
- Developed guidelines for areas of special focus that include: disease control and health promotion; disabilities; tolerance building and acceptance of cultural and racial diversity; coping with difficult situations including death, loss and war
- Played a role in developing and reviewing promotional material for products and other Sesame Workshop materials and working with local nutrition advisors on the development of nutrition guidelines to help inform decisions about product licensing in various countries
- Reviewed international food products to be licensed, ensuring nutritional integrity
- Managed and implemented large scale events including regional conferences to help inform the development of the local programs for various Sesame Workshop initiatives in the Middle East and North Africa Region and Bangladesh

- Built and managed relationships between Sesame Workshop and other stakeholders including ministries of health, education and information
- Oversaw the development of outreach materials and the implementation of on-the-ground outreach initiatives that involved collaboration with government and non-government partner organization

**UCSF-University of California San Francisco, Center for the Health Professions (CHP), San Francisco, California, USA (August 2000- March 2003)**

***Position Title:* Research/Program Assistant, Center for California Workforce Studies and Center for Allied Health Workforce Studies**

**Scope of Work**

- Conducted comprehensive desktop research and identified references to be used in many high-profile studies relating to the rights of California's Healthcare Workforce
- Conducted in depth interviews to obtain qualitative data relating to health workforce issues such as stress level, staffing shortages, cultural competence and diversity and evaluated the impact of these factors on the health of California's population
- Coordinated and oversaw 22 sub-contract grantees for the UCSF Allied Health Workforce Project, funded by The California Endowment and The California HealthCare Foundation
- Developed and planned major meetings and conferences
- Created opportunity to build partnerships between the 22 sub-contract grantees in various healthcare fields to collaborate and combine efforts in areas of common interest
- Represented the UCSF CHP as an advisory board member for the Bay SCAN (School to Career Action Network) Bio-Science and Health Career Exposition

**University of California San Francisco (UCSF), National Center of Excellence in Women's Health, San Francisco, California, USA (1999-2000)**

***Position Title:* Intern, International Women's Health Study, How the Definition of Work Impacts the Health and Rights of Women Internationally**

**Scope of Work**

- Conducted interviews with key informants and gathered information to be used in a study, linking the definition of work to the health outcomes and services/rights provided to women and children on an international scale
- Prepared presentation to be given by the Principal Investigator, at the Annual Women's Health 2000 Conference in San Francisco

**San Francisco State University (SFSU), San Francisco, California, USA (1998-2000)**

***Position Title:* Teaching Assistant for three classes; Program Development/Planning, Epidemiology and Statistics**

**Scope of Work**

- Assisted students on various projects and papers
- Assisted professors with class preparation and research as needed

**COMPUTER SKILLS**

- Proficient in Microsoft Word, Excel, PowerPoint and Outlook
- Skilled in the use of project management systems
- Proficient in the use of an array of search engines/online research options
- Experienced in the use of STATA
- Skilled in Webinar design and management

- Experienced in the use of social media outlets

### **LANGUAGES**

- English (fluent), Arabic (fluent), French (basic), Spanish (basic)

### **PASSIONS and STRENGTHS**

- Early Childhood Development, Education, International Development, Public Health and Public Service
- Networking, partnership building and public speaking
- Vision setting, program design, development and implementation
- Hiking, Running, Hatha Yoga, Dancing, Volleyball, Soccer
- Playing the Violin, Piano and Guitar

## **Publications/Articles/Blogs, Media/Press and Speaking Engagements**

### ***Publications, Articles, Blogs (English and Arabic)***

Barnard van Leer Foundation – Early Childhood Matters

- [https://bernardvanleer.org/app/uploads/2017/06/Early-Childhood-Matters-2017\\_final-2.pdf](https://bernardvanleer.org/app/uploads/2017/06/Early-Childhood-Matters-2017_final-2.pdf)
- <https://bernardvanleer.org/ecm-article/early-learning-nurturing-care-children-displaced-conflict-persecution/>

Mac Arthur Foundation

- <https://medium.com/@macfound/a-street-for-all-connecting-with-the-community-b59334e47189>
- <https://www.macfound.org/press/semifinalist-perspectives/lessons-learned-community-engagement/>

CGAP – The Consultative Group to Assist the Poor – Micro Finance Gateway

- <https://www.microfinancegateway.org/library/sesame-street-muppets-take-financial-empowerment>
- <https://www.microfinancegateway.org/ar/library/%D8%B9%D8%B1%D8%A7%D8%A6%D8%B3-%D8%B3%D9%85%D8%B3%D9%85-%D9%88%D8%A7%D9%84%D8%AA%D9%85%D9%83%D9%8A%D9%86-%D8%A7%D9%84%D9%85%D8%A7%D9%84%D9%8A>

The Sesame Effect – Book Authors

- [https://books.google.com/books?id=aB-4CwAAQBAJ&pg=PR14&lpg=PR14&dq=the+sesame+effect+authors&source=bl&ots=o5J1hav-Bc&sig=tfFkWudG8CwgeFvyd\\_-nvacdYZA&hl=en&sa=X&ved=0ahUKEwjGocm81NXyAhVG4IMKHW49CRYQ6AEISDAF#v=onepage&q=the%20sesame%20effect%20authors&f=false](https://books.google.com/books?id=aB-4CwAAQBAJ&pg=PR14&lpg=PR14&dq=the+sesame+effect+authors&source=bl&ots=o5J1hav-Bc&sig=tfFkWudG8CwgeFvyd_-nvacdYZA&hl=en&sa=X&ved=0ahUKEwjGocm81NXyAhVG4IMKHW49CRYQ6AEISDAF#v=onepage&q=the%20sesame%20effect%20authors&f=false)

### ***Media/Press***

Sesame Workshop and the International Rescue Committee – Refugee Initiative

- <https://www.macfound.org/programs/100change/2017/>
- <http://refugee.sesameinternational.org/>

- [https://apolitical.co/solution\\_article/muppets-change-lives-refugee-children-middle-east/](https://apolitical.co/solution_article/muppets-change-lives-refugee-children-middle-east/)
- [https://refugee.macmillan.yale.edu/sites/default/files/files/SW17\\_MKTG\\_RefugeeFactSheet-R5-pages.pdf](https://refugee.macmillan.yale.edu/sites/default/files/files/SW17_MKTG_RefugeeFactSheet-R5-pages.pdf)
- <https://magazine.sfsu.edu/archive/spr-17/class-notes>

Sesame Workshop South Africa – Takalani Sesame, Johnson and Johnson and LEGO Foundation Programs and Initiatives

- Radio Interview <https://iono.fm/e/333845>
- <http://www.dispatchlive.co.za/news/2016/08/18/sesame-workshop-provide-resources-promote-healthy-living/>
- <https://www.health-e.org.za/2016/12/28/play-used-boost-kids-learning-skills/>
- <https://showme.co.za/east-london/news/new-takalani-sesami-initiative-that-develops-childrens/>
- <http://www.health24.com/Parenting/Child/Baby/takalani-sesame-new-project-to-combat-child-mortality-20160822>

Sesame Workshop and MetLife Foundation – Dream, Save, Do – Financial Empowerment for Families Global Initiative

- <https://uk.reuters.com/article/money-education-sesame/your-money-sesame-street-goes-global-to-teach-kids-about-money-idUKL1N1NF2GO>
- <http://justmeans.com/article/in-collaboration-with-the-uae-ministry-of-community-development-metlife-foundation-and>
- [http://www.cominit.com/sesame\\_workshop/content/dream-save-do-financial-empowerment-families](http://www.cominit.com/sesame_workshop/content/dream-save-do-financial-empowerment-families)
- <https://azadnewsme.com/wp-content/cache/all/collaboration-uae-ministry-community-development-metlife-foundation-sesame-workshop-launch-dream-save-financial-empowerment-families/index.html>
- [https://bidayamedia.com/wp-content/uploads/2017/10/Copy-of-SW15\\_CS\\_ProjectFactsheets\\_MetLife\\_August-2016.pdf](https://bidayamedia.com/wp-content/uploads/2017/10/Copy-of-SW15_CS_ProjectFactsheets_MetLife_August-2016.pdf)
- <http://studylib.net/doc/7463067/1---johns-hopkins-bloomberg-school-of-public-health>
- <http://www.mbifoundation.com/downloads/ArabicLiteracyFINALREPORT.pdf>

Brookings Institute – Combining Education and Entertainment to Bring Early Childhood Education to Children Around the World

- <https://www.brookings.edu/wp-content/uploads/2016/07/FINAL-Sesame-Street-Case-Study.pdf>

### ***Speaking Engagements***

Arab Conference at Harvard University – Boston, USA

- <http://arabconferenceharvard.com/november-11/>
- <http://arabconferenceharvard.com/speaker/nada-elattar/>
- <http://arabconferenceharvard.com/stype/panel-speakers/>

UNESCO Mobile Learning Week – Paris, France

- [http://www.unesco.org/fileadmin/MULTIMEDIA/HQ/ED/pdf/mlw2017\\_Monday\\_am\\_track4\\_C\\_Description.pdf](http://www.unesco.org/fileadmin/MULTIMEDIA/HQ/ED/pdf/mlw2017_Monday_am_track4_C_Description.pdf)
- <http://www.unesco.org/new/en/mlw-symposium>

Child Youth Finance International Summit – Bucharest, Romania

- <http://childfinanceinternational.org/resources/meetings/summit2016/cyfi-romania-summit-agenda.pdf>

National Academies of Sciences, Engineering and Medicine - Forum on Investing in Young Children Globally (iYCG) – Amman, Jordan

- <https://www.ncbi.nlm.nih.gov/books/NBK395695/>
- [https://books.google.com/books?id=xbjODQAAQBAJ&pg=PA45&lpg=PA45&dq=nada+elattar&source=bl&ots=UuiMfgg424&sig=PADhwwixwNu1yY-O7hZjjdZqTU8&hl=en&sa=X&ved=0ahUKEwjpsM2c0NXYAhXK8YMKHRocC\\_04ChDoAQhTMAY#v=onepage&q=nada%20elattar&f=false](https://books.google.com/books?id=xbjODQAAQBAJ&pg=PA45&lpg=PA45&dq=nada+elattar&source=bl&ots=UuiMfgg424&sig=PADhwwixwNu1yY-O7hZjjdZqTU8&hl=en&sa=X&ved=0ahUKEwjpsM2c0NXYAhXK8YMKHRocC_04ChDoAQhTMAY#v=onepage&q=nada%20elattar&f=false)

United Nations, World Humanitarian Summit – Side Event

- <http://whsturkey.org/the-summit/aboutwhs>