

# PROFILE

## STEVEN ADALA



Involvement on  
both a global and  
local scale.



US  
2018  
2019

**Health Communications & Public Engagement Specialist**



As an Operating Partner for Element New York overseeing operations in East Africa, I demonstrated how our AI-driven digital identity solution in healthcare, particularly in Community Health and Referral Management, links systems while safeguarding patient confidentiality. The utilization of biometric identity on mobile devices enhances care transparency, efficiency, and reliability.

### Contacts

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Nairobi, Kenya

[in](#) [Steven Adala](#)

## Africa Health Agenda International Conference



The Africa Health Agenda International Conference (AHAIC) Kigali, Rwanda in March 2019. I engaged in plenary discussions on digital ID, delivering last mile health, and challenges in achieving Universal Health Coverage.



During the Africa Health Agenda International Conference (AHAIC) in Kigali, Rwanda, I had the opportunity to meet with Dr. Githinji Gitahi, CEO of the AMREF Health Africa Group.

Engaging with friends and networking within the global health community at the Africa Health Agenda International Conference (AHAIC) in Kigali, Rwanda.

## Healthcare Facility Assessment in Tanzania in 2016



Under the Pay-for-Performance (P4P) system, health providers, including health workers and facilities, receive payment for providing agreed-upon services and achieving predetermined goals. The payment amounts differ based on the type of facility.



**RWANDA  
2019**



**TANZANIA  
2018  
2016**



## ICT4D in Kampala, Uganda, April 2019



**UGANDA**  
**2019**  
**2018**



Participation in ICT4D in Kampala, Uganda, in April 2019 as a speaker on respecting privacy rights on digital identity.

Global development of digital IDs aims to enhance access to government health services. Discussions covered opportunities, risks, lessons from case studies, security challenges, regulatory initiatives, and costs, particularly for developing economies. Key risks include data security and privacy, crucial for successful large-scale digital ID projects.

## RESYST Global Health Research Consortium



Involvement on both a global and local scale.



Detailing our communication requirements and strategy during the annual RESYST consortium in Hanoi, Vietnam in 2017. I assisted the RESYST consortium in communication efforts through our partnership with KEMRI - Wellcome Trust.



RESYST was a global research consortium funded by UKaid, focusing on health policy and systems research in Africa and Asia. It aimed to advance health, health equity, and poverty reduction by emphasizing resilience and responsiveness in health systems. Resilient systems provide essential services without financial burden, while responsive systems offer dignified care catering to diverse population needs in low and middle income countries. <https://resyst.lshtm.ac.uk/>



## The University of Oxford, Nuffield Dept. of Medicine



Involvement on both a global and local scale.



**OXFORD, UK**  
2017, 2016  
2015, 2014



## The London School of Hygiene & Tropical Medicine | LSHTM



Attending a health systems research meeting in London to discuss current projects and the potential impact in Kenya and other low to middle-income countries.



# Media Skills Training Workshop



**Involvement on  
both a global and  
local scale.**



**KILIFI,  
KENYA  
2016**

KEMRI - Wellcome Trust in Kilifi held an annual media skills training workshop to enhance communication skills, including interviews, storytelling, and public relations, benefiting participants by improving their media skills.



## **Revealing the Communication Strategy for Disseminating Health Research Findings - Kilifi 2014**



Meeting with health systems researchers and scientists in Kilifi to discuss a communication strategy for disseminating health research findings to our UK funders and other audiences.



## Events management



**NAIROBI,  
KENYA  
2018**



At the annual Kenya Pediatric Association Scientific Conference in May 2018, KEMRI - Wellcome Trust in Nairobi showcased different aspects of our health systems research initiatives. The presentation included highlighting research-to-policy projects, underscoring the impact of our work locally and globally, and celebrating significant milestones.

### **Oxford Health Systems Collaboration Meeting - 2016**



Meeting with colleagues from Kenya at the University of Oxford, Nuffield Dept. of Medicine to plan for the 2016 annual Oxford Health Systems Collaboration Meeting (OHSCAR).

Our discussions involve refining presentations and shaping the agenda, with each part designed to stimulate thoughtful conversations and innovative approaches to global health challenges.

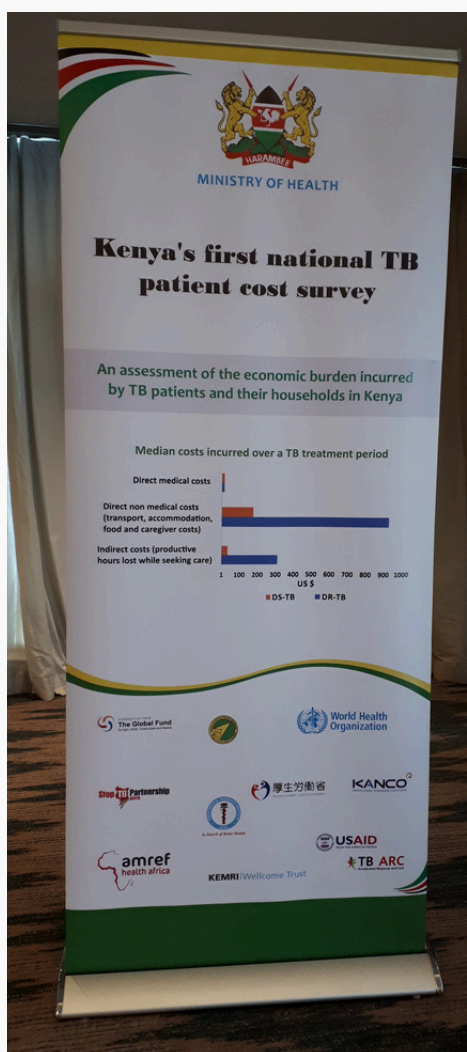
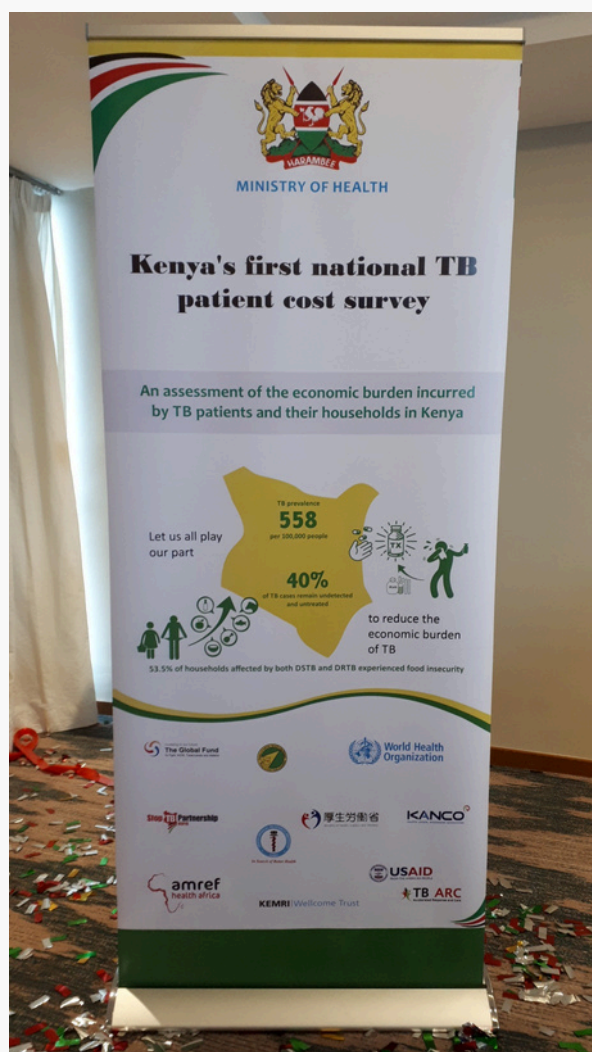


## Kenya's inaugural National TB Patient Cost Survey



**KENYA**

Graphics Design  
Consultancy  
Services



I designed and developed all materials for Kenya's inaugural National TB Patient Cost Survey in 2017. I collaborated with the Ministry of Health and development partners. The survey was officially launched at the Crown Plaza Hotel in Nairobi, Kenya.



## Communication engagements



In 2017, during a workshop in Nairobi funded by USAID, I played a key role as a moderator in leading discussions on social behavior change communication for health programs targeting adolescents and youth in Kenya.

## Strategy Development - National Malaria SBCC workshop



I participated in developing the five year Kenya, Ministry of Health National Malaria Communication Strategy 2016 to 2021.

Group photo taken in Hanoi, Vietnam for the RESYST Group.



**KENYA**

Public Engagement  
Consultancy



**VIETNAM  
2017**



## Engagement with University Students at UoN



In 2017, I launched a skills program at KEMRI \_ Wellcome Trust, hosting frequent sessions at the University of Nairobi. Our sessions focused on science and research, engaging first-year students and exploring the path to becoming a scientist among other careers in the healthcare sector. To enrich the program, we invited research scientists from various fields at KEMRI-Wellcome, to share insights on topics such as health economics, health policy, geo spatial mapping, epidemiology, and health systems research. Furthermore, I motivated students to consider communication within the realm of health research.

Exploring opportunities for collaboration with partners from the UK in the field of digital health.



**KENYA  
2018**

**KENYA  
2018**



## Workshops focusing on digital content creation and social media marketing.

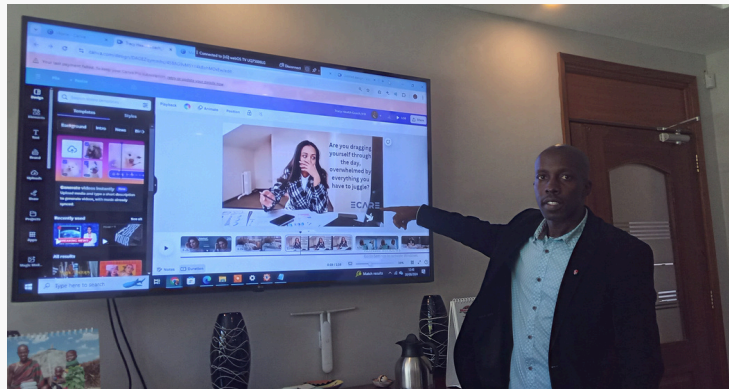
I am passionate about equipping communication professionals with the latest skills to excel in today's digital landscape. Throughout 2024, I've conducted successful training workshops in Nairobi for companies and NGOs like Artful Eyes Media Company (<https://www.artfuleyes.com/>) Centre for Behaviour Change and Communication (CBCC), <https://centreforbcc.com/>. Davasha photo studios <https://davashaphotos.com/> and Davasha Media Academy <https://davashaacademy.com/>



**KENYA  
2024**



CBCC updating me on the projects they have been involved in since 2011 from health, agriculture, and civic education.



I participated in a training session at the Centre for Behavior Change and Communication (CBCC) on August 30, 2024. In this session, I demonstrated video production and editing with Canva Pro.

### My Workshops are

- Tailored for Leading Organizations and Corporations: Acquire valuable insights that directly address the obstacles encountered by top communication teams.
- Stay Ahead with Advanced Knowledge: Keep abreast of the newest communication and digital marketing trends and tools.
- Engaging Learning Experience: Participate in interactive sessions crafted for optimal knowledge retention.



Training session at Artful Eyes Media Company

These interactive workshops provide hands-on training and real-world use cases, specifically tailored for organizations involved in social impact activities.

### Here's a glimpse into the workshop highlights:

- Use of prompts in scriptwriting to boost content creation and learn video editing techniques.
- Utilize AI tools to understand target audiences and tailor communication strategies.
- Create engaging content for digital marketing.
- Explore and use AI tools for social media marketing.
- Optimize scripts for streamlined video production.
- Enhance digital and social media skills using AI.



Steven Adala