



BIO

Lynda Bardfield, Associate Director, Strategic Behavioral Communication, Family Health International

Lynda Bardfield has been working in the field of international development since 1987. After crossing over from a career in commercial marketing, as Creative Director and Vice President for multinational advertising agencies Leo Burnett Hong Kong and Foote Cone & Belding Latin America, she began consulting for the United Nations and several government agencies in Washington DC. Her consultancies have spanned the globe and included reproductive health, nutrition, child survival, youth development, gender equity, and HIV/AIDS prevention campaigns.

As Creative Director at the Academy for Educational Development from 1990-1994, she led the design of AIDS prevention communication strategies and materials for the U.S. Agency for International Development's global AIDSCOM Project. Since then, she has provided training and technical assistance on AIDS prevention and de-stigmatization campaigns for Johns Hopkins University's Center for Communication Programs in Ghana, Nigeria, and Tanzania; developed AIDS prevention communication strategies for USAID's cross-sectoral UPHOLD Project in Uganda; led creative development on a national syphilis elimination campaign targeting HIV positive and HIV negative MSM for the U.S. Centers for Disease Control & Prevention's National Center for HIV, STD and TB Prevention; and recently

worked with the National Institute on Allergy & Infectious Disease (NIAID) on a campaign to recruit volunteers for a preventive HIV vaccine research study.

Before joining FHI as Associate Director for Strategic Behavioral Communication, Lynda served as Creative Director at the American Institutes for Research and Senior Communication Advisor for Meridian Group International. In addition to her current position at FHI, Ms. Bardfield is a part-time Adjunct Professor at Emerson College/Tufts University Medical School's Graduate Health Communication Program. In this role, she serves as Director of the Summer Institute for Social Marketing and Health Communication. She has led similar trainings to build BCC capacity in public health programs at Johns Hopkins University, Harvard University, University of South Florida, George Washington University, Georgetown, Cornell, and American University.

Lynda specializes in the integration of marketing and behavior change, participatory communication, working with at-risk populations to give them a voice, and training artists as change agents. She is an award-winning filmmaker, song writer, and returned Peace Corps volunteer (Brazil) who is fluent in both Spanish and Portuguese in addition to her native English.