

# BRETT J. CRAIG, PH.D.

## RECENT EXPERIENCE

- 2019-present **Strengthening the prevention and treatment of NCDs through a gender approach**  
*World Health Organization Regional Office for Europe (Copenhagen, Denmark)*
- Analyze STEPs survey (NCD) data through a gender approach to identify trends and disparities in health behaviors and accessing services between men and women
  - Liaise with country focal points in Eastern Europe/Central Asia on using data for interventions and policy changes
- 2019 **Assessment of business planning in primary care facilities across Tajikistan**  
*World Health Organization Regional Office for Europe (Dushanbe, Tajikistan)*
- Lead assessment team in evaluation of business planning initiative in primary care facilities
- 2019 **Packaging data for policymakers and informed decision-making**  
*Federal Competitiveness and Statistics Authority (Dubai, UAE)*
- Identify capacity needs and design tailored workshops in packaging data for various audiences and purposes, including storytelling with data and research and analysis methods
- 2018-present **Antibiotic policies and practices in primary health care clinics**  
*Institute of Public Health (Bengaluru, India)*
- Examine current policies and practices and design interventions to strengthen efforts to prevent and respond to antimicrobial resistance
- 2017-present **Medication adherence for patients living with HIV/AIDS**  
*Nelson Mandela University (Port Elizabeth, South Africa)*
- Assess and strengthen pharmacy personnel's counseling of patients through training on behavior change and addressing social stigma for increased medication adherence
- 2015-2018 **Responsive primary health care for sustainable and equitable health outcomes**  
*World Health Organization (Republic of Kazakhstan)*
- Assess patient needs and healthcare provider attitudes, design training on patient engagement and behavior change for over 400 health care providers, including on-site follow up visits

## AREAS OF EXPERTISE

- |                    |  |  |
|--------------------|--|--|
| <b>Specialties</b> | <ul style="list-style-type: none"><li>• Social and Behavior Change</li><li>• Health Communication</li><li>• Social Influence and Persuasion</li><li>• Intercultural and Intergroup Communication</li></ul> | <ul style="list-style-type: none"><li>• Project Design and Implementation</li><li>• Field Assessment</li><li>• Skills-based Training</li><li>• Public Speaking and Presentation Skills</li></ul> |
| <b>Research</b>    | <ul style="list-style-type: none"><li>• Focus Groups</li><li>• Interviews</li><li>• Ethnography</li></ul>  | <ul style="list-style-type: none"><li>• Thematic Analysis</li><li>• Quantitative Analysis</li><li>• Quasi-experimental Design</li></ul>  |

## EDUCATION

Ph.D.	Communication Studies—University of Kansas (USA)	2011
M.A.	International & Intercultural Communication—University of Denver (USA)	2008
B.A.	Portuguese—Brigham Young University (USA)	2005
	Minors: Business Management, International Development	

## ACADEMIC APPOINTMENTS

- 2015-2019     **Assistant Professor**  
Health Communication, St. Louis College of Pharmacy (USA)
- 2012-2015     **Assistant Professor**  
Communication, Nazarbayev University (Kazakhstan)

## SELECTED PUBLICATIONS

### Peer Reviewed

- Craig, B.J., Burton, S.A., Rattine-Flaherty, E., & Wong, L. (Under review). How pharmacy personnel perceive patients with HIV and their own role in patient adherence.
- Craig, B.J., Almatkyzy, G., & Yurashevich, Y. (2019). The influence of ingroup membership on trust in health care professionals in Kazakhstan, <https://doi.org/10.1177/2374373519864827>.
- Craig, B.J. & Kapysheva, A. (2018). Tailoring communication training for health care providers: A case study in translating research into practice. *Public Health Panorama*, 04 (04), 564 – 573, <http://www.who.int/iris/handle/10665/324855>.
- Zhumadilova, A., Craig, B.J., Tsoy, A., Gabdrakhmanova, A., & Bobak, M. (2017). Patient-Centered Beliefs Among Patients and Providers in Kazakhstan. *Oschner Journal*, Mar 2018, 18 (1) 46-52. <http://www.ochsnerjournal.org/content/18/1/46>.
- Craig, B.J., Kapysheva, A. (2017). Situated influences on perceived barriers to health behavior change: Cultural identity and context in Kazakhstan. *Ethnicity & Health*, 23(8), 831-846. <https://doi.org/10.1080/13557858.2017.1296560>.
- Craig, B.J. & Engstrom M. (2015). Public health and social desirability in Kazakhstan: Methodological considerations. *Central Asian Journal of Global Health*, 4(2). <https://dx.doi.org/10.5195%2Fcajgh.2015.191>.
- Craig, B.J., Kabyzbekova, Z. (2014). Culture and maternity care in Kazakhstan: What new mothers expected. *Health Care for Women International*, 36(1), 41-56. <https://doi.org/10.1080/07399332.2014.942904>.

### Technical Reports

- Craig, B.J., Barbazza, E., Pirova, Z., Lewis, R., Jurgutas, A., & Egamov, F. (In press). Assessment of business planning in primary care facilities in Tajikistan. *World Health Organization, Regional Office for Europe, Swiss Tropical and Public Health Institute*.
- Craig, B.J. & Kapysheva, A. (2017). Conclusive report on communication training for providers: Mangystau and Kyzylorda oblasts. *World Health Organization, Regional Office for Europe*.
- Craig, B.J. (2015). Responsive primary health care for sustainable and equitable health outcomes in Kazakhstan: Patient satisfaction and needs survey in Mangystau and Kyzylorda oblasts, Kazakhstan. *World Health Organization, Regional Office for Europe*.

## OTHER SKILLS

### Technical

SPSS for statistical analysis  
Epi Info (public health data analysis)  
Adobe Photoshop  
Non-Linear Video Editing

### Languages

English (Native)  
Portuguese (fluent)  
Spanish (conversational)