

Capturing Attention: How to Use the Communication Products Section

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Moderator

Julie MacCartee, Program Officer, Research Division, USAID's Innovation, Technology, and Research (ITR) Hub

Julie MacCartee has served as a Program Officer with the Research Division within the Innovation, Technology, and Research Hub at USAID since September 2021. She supports research-to-action activities, university partnerships, and USAID's fellowship programs. Previously, she spent eight years in USAID's Bureau for Resilience and Food Security (RFS) as a Knowledge Management and Learning Specialist. In RFS, she co-designed and served as a COR for a large contract; facilitated webinars, trainings, co-creation workshops, and other events/processes; oversaw USAID's Agrilinks.org platform; and provided technical support on food safety & nutrition. While at USAID, Julie has served as a leader with the Insect Protein Working Group, the RISE DEIA trainer task force, and the Lactation Community of Stakeholders. Julie holds an MS in Agriculture, Food, and Environment and an MPH in Public Health Nutrition from Tufts University, as well as a BS in Biology from Duke University. In her spare time, she enjoys choral singing, reading, and spending time with her two daughters.

Presenters

Gorrey Parmu, Policy Advisor, PRB

Gorrey Parmu is a Policy Advisor in the International Programs department at PRB. She provides technical support to country-level activities promoting evidence policy advocacy, in the broader sexual and reproductive health rights space. Gorrey joined PRB in 2020 and is based in PRB, Nairobi, Kenya office. Prior to joining PRB, Gorrey worked as a Resettlement Specialist at World Relief, a refugee resettlement Agency in Seattle, Washington. Gorrey holds a Master of Science degree in Global Health from Georgetown University; a Bachelor in Community Health and Preventive Medicine from Portland State University, Oregon; and a Bachelor in Social Work from Kyambogo University, Uganda.

Anneka Van Scoyoc, Senior Graphic Designer, PRB

Anneka Van Scoyoc is the Senior Graphic Designer at PRB and has designed or supervised the design of dozens of RTAC products over the past four years. Her academic background combines an undergraduate degree in Communications from Queens University of Charlotte with a master's in International Relations from the University of Chicago. Prior to working at PRB, Anneka worked on USAID's Evidence Project at the Population Council. She has also worked in international education and the pro-choice movement and is a trained UX designer. Anneka recently tied the knot in Oaxaca, Mexico this past September and lives in Durham, NC.