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I have worked on behaviour change interventions since 1996, when I started a five-year contract with the UK's Medical Research Council (MRC) Programme on AIDS in Uganda. Since then, my work as an action-oriented social scientist has included a wide range of interconnected subject areas – in Africa, Asia, Latin America and the EU – including the social determinants of health, health systems, public health emergency preparedness, antibiotic resistance, and vaccine uptake. I also led a project on Ebola messaging in Sierra Leone during the 2014-15 West African outbreak.

I moved to ECDC (the European Centre for Disease Prevention and Control) early in 2019. Since the emergence of the COVID-19 pandemic, my work has been focused exclusively on the response, with projects on addressing pandemic fatigue in the population, supporting socially vulnerable populations, preparedness and implementation support for the COVID-19 vaccines, and countering online vaccine misinformation.