

SOFIAT DAUD

Community Engagement | Public Health | Youth & Community Work

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PROFESSIONAL SUMMARY

Community engagement and public health practitioner with a BSc in Public Health and a Master of Public Health under way at Keele University. Over 2 years of experience listening to, supporting and working alongside young people, young mothers and diverse communities in London and Nigeria. Combines safeguarding-trained youth work with qualitative research and culturally tailored health education, including campaign materials that coincided with a 25% rise in HPV vaccine inquiries. Committed to reducing health inequalities by putting community voice at the centre of services.

EDUCATION

Master of Public Health (MPH) Keele University	Sep 2026 – Present Keele, UK
Modules: Health Promotion · Community Action Targeting Health Inequalities · Global Health · Applied Epidemiology · Health Protection Function of Public Health · Research Dissertation	
BSc (Hons) Public Health, Upper Second-Class (2:1) University of Greenwich	2025 London, UK
Dissertation: <i>The Role of Education in Shaping Attitudes Towards HPV Vaccination Among Nigerian Youth</i>	
International Foundation in Health & Social Care International Greenwich College	2021 London, UK

PROFESSIONAL EXPERIENCE

Youth Worker WAND UK (Women's Association for Networking and Development)	May 2025 – Present London, UK
Designed and delivered weekly safeguarding and wellbeing workshops for groups of 25+ young women, with a 15% improvement in safety outcomes. Managed a monthly caseload of 10+ vulnerable young people, referring them to mental health and social care services. Built youth engagement strategies aligned with safeguarding protocols and best practice.	
Peer Researcher Healthwatch Greenwich & Southeast Cancer Alliance	Feb 2025 – Present London, UK
Engaged people from diverse communities through 12 focus groups and 30+ individual interviews to understand barriers to HPV vaccination. Developed 500+ culturally tailored health education materials across 3 campaigns; HPV vaccine inquiries rose 25% over the campaign period. Analysed community feedback using thematic analysis to inform public health strategy and intervention design.	
Health Promotion Volunteer Young Mums Support Network	Oct 2024 – Apr 2025 London, UK
Ran fortnightly workshops for 40+ young mothers on pregnancy, postnatal care and early childhood development. Created evidence-based maternal and child health content reaching 2,000+ people on social media. Worked with a multidisciplinary team to identify service gaps and improve accessibility for vulnerable groups.	
Public Health Intern National Primary Health Care Development Agency (NPHCDA)	Jul 2024 – Oct 2024 Nigeria
Contributed to community outreach materials for underserved areas as part of 3 national rural health campaigns. Maintained immunisation data covering 10,000+ children, within a programme that saw a 5% rise in regional vaccination rates. Prepared reports for campaigns on preventive care and disease surveillance.	

SKILLS

Community Engagement: Community outreach, workshop design and facilitation, culturally responsive health education, health promotion campaigns, vaccination advocacy, youth engagement, case management, safeguarding

Research: Focus groups, interviewing, thematic analysis, survey development, SPSS

Tools: Microsoft Excel (Advanced), PowerPoint, Word

Languages: English (fluent), Yoruba (native)

CERTIFICATIONS & MEMBERSHIPS

- Safeguarding Level 3** · Youth Work Essentials · Mental Health Awareness for Professionals · Phlebotomy Competence
- Student Member**, Faculty of Public Health (Royal Colleges of Physicians, UK) – Sep 2025
- Johns Hopkins University:** Essential Epidemiologic Tools for Public Health Practice; COVID-19 Contact Tracing