

SOFIAT DAUD

Public Health Researcher | Qualitative Research | Health Inequalities

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PROFESSIONAL SUMMARY

Public health researcher with a BSc in Public Health and a Master of Public Health under way at Keele University. Over 2 years of hands-on qualitative research experience, including 12 focus groups, 30+ in-depth interviews and thematic analysis of community data on HPV vaccination barriers. Experienced in working with diverse and underserved communities and in turning findings into culturally tailored health education materials. Comfortable with SPSS and Excel, and trained in epidemiology through Johns Hopkins University.

EDUCATION

Master of Public Health (MPH) Keele University	Sep 2026 – Present Keele, UK
Modules: Applied Epidemiology · Health Promotion · Health Protection Function of Public Health · Global Health · Community Action Targeting Health Inequalities · 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

Peer Researcher Healthwatch Greenwich & Southeast Cancer Alliance	Feb 2025 – Present London, UK
Conducted a qualitative study into barriers to HPV vaccination, running 12 focus groups and 30+ individual interviews with people from diverse communities. Analysed focus group and interview data using thematic analysis to inform public health strategy and intervention design. Developed 500+ culturally tailored health education materials across 3 campaigns; HPV vaccine inquiries rose 25% over the campaign period.	
Public Health Intern National Primary Health Care Development Agency (NPHCDA)	Jul 2024 – Oct 2024 Nigeria
Maintained and analysed data from an immunisation tracking system covering 10,000+ children, within a programme that saw a 5% rise in regional vaccination rates. Prepared data analysis and reports for 3 national rural health campaigns on preventive care and disease surveillance. Contributed to health promotion materials for community outreach in underserved areas.	
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.	
Health Promotion Volunteer Young Mums Support Network	Oct 2024 – Apr 2025 London, UK
Created evidence-based maternal and child health content reaching 2,000+ people on social media. Ran fortnightly workshops for 40+ young mothers on pregnancy, postnatal care and early childhood development. Worked with a multidisciplinary team to identify service gaps and improve accessibility for vulnerable groups.	

SKILLS

Research Methods: Qualitative research, focus group facilitation, interviewing, thematic analysis, survey development, epidemiology (Johns Hopkins; MPH in progress)

Tools: SPSS, Microsoft Excel (Advanced), PowerPoint, Word

Practice: Community engagement, culturally responsive health education, vaccination advocacy, health inequalities, safeguarding

Languages: English (fluent), Yoruba (native)

CERTIFICATIONS & MEMBERSHIPS

- 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
- Safeguarding Level 3** · Youth Work Essentials · Mental Health Awareness for Professionals · Phlebotomy Competence