



ANTON SCHNEIDER is FHI360's Social Marketing and Communication Advisor based in Jakarta, Indonesia. Prior to this assignment, he was Regional Behavior Change and Communication Specialist based in FHI 360's Asia-Pacific regional office (APRO) in Bangkok, Thailand, where he supported the communication and behavior change aspects of infectious disease projects, including Avian Influenza and H1N1, in Asia region, including Indonesia, Vietnam, Lao PDR, Nepal, and Bangladesh. He has over 20 years of experience designing, managing, and evaluating social marketing and behavior change and communication programs in Asia, Latin America/Caribbean and Africa. Drawing on extensive experience from commercial marketing communication, Mr. Schneider has designed and managed the media and behavior change aspects of programs in diverse issue areas in health and development. He also has extensive experience in commercial, behavior change and communication research including various qualitative approaches. He is currently directing a motivational research study in Java, Indonesia, as well as overseeing a large-scale Integrated Biological and Behavioral Study (IBBS) in Papua, Indonesia. Anton joined AED in 2000 as co-director of CHANGE, USAID's project to develop and test innovative communication approaches. When the avian influenza outbreak occurred in Asia, Anton moved to Lao PDR as the country coordinator for the Avian Influenza Behavior Change Communication (AI-BCC) Project in 2006 and joined the regional office in Bangkok in early 2009, where he worked on the AI.COMM, Mekong Infectious Disease and Emerging Pandemic Threats (EPT) - PREVENT Projects. Anton has provided technical assistance and training in more than 20 countries, focusing on Asia where he has spent 12 of the last 17 years. He directed social marketing projects in Indonesia, India, Nepal and Philippines as Asia regional manager for SOMARC's social marketing project from 1995-2000, based in Jakarta. He has created a variety of innovative communication campaigns using mass media, digital and social media, media relations, community-based communication, interpersonal communication and social mobilization. He has worked with a wide variety of partners including government, NGOs, commercial manufacturers, and media throughout Asia.

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