

Tigris the
creative
guy

COMMUNICATIONS PORTFOLIO

WELCOME

Our Collaboration

This portfolio showcases selected communication outputs developed for the Eliminate Yellow Fever Epidemics (EYE) Strategy at the World Health Organization — one of the most ambitious global public health initiatives, working across 40 countries to eliminate yellow fever epidemics.

Created through a long-standing collaboration between Rakhee Verma ([Tigris Consulting and Mediation](#)) and Damian Langan ([The Creative Guy](#)), the work brings together strategy, storytelling and design to communicate impact, progress and partnership at a global scale.

Strategy-led communications, brought to life through design

We are a creative partnership delivering strategic, editorial and visual communications.

Together, we combine:

- Communication and advocacy
- Editorial leadership and narrative development
- Creative direction and visual storytelling

Ensuring every output aligns with our clients' objectives while remaining clear, credible and human.

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WRITING + EDITING

Turning complex public health work into clear, compelling narratives

For the EYE Strategy, this meant translating complex scientific and medical public health work — from epidemiological data to vaccination strategies and multi-country progress — into language that could be understood, trusted and acted upon by diverse audiences.

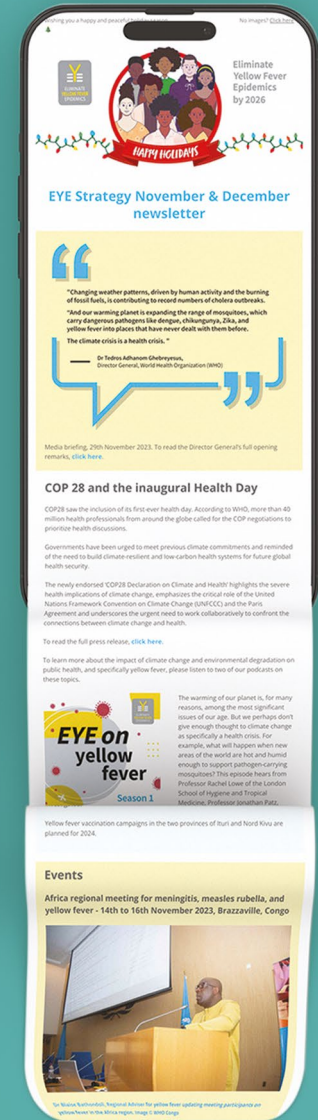
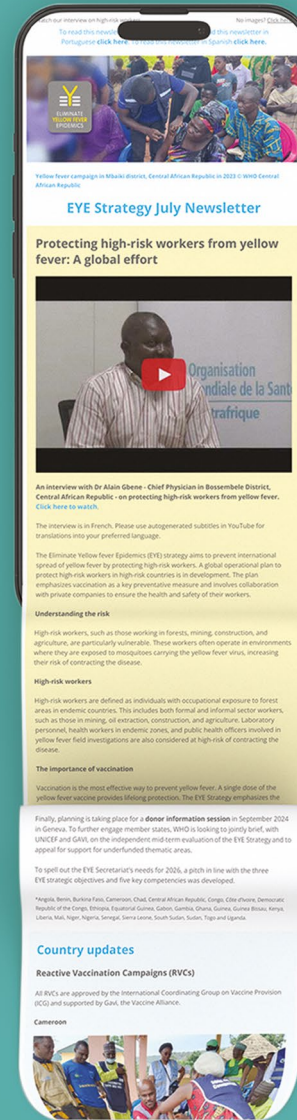
Our work included:

- Editorial leadership for long-form reports and monthly newsletters
- Clear, plain explanations of technical and scientific content
- Multilingual adaptation and translation management
- Narrative framing for multiple audiences:

Donors and strategic stakeholders, governments for advocacy, country-level partners and the general public

- Consistent tone across global, regional and country communications
- Messaging aligned with EYE's strategic objectives

All content balanced accessibility with technical accuracy and the institutional credibility of a WHO-led initiative.



Strategic Writing & Impact Storytelling

The Annual EYE Strategy Highlights reports were designed to present progress against the Strategy in a way that was authoritative, visually engaging and easy to navigate.

The challenge

EYE's impact spans continents, timelines and intervention types. Reports needed to communicate results clearly to senior stakeholders and financial partners, often short on time, but seeking evidence of impact and return on investment.

Our approach

- Clear thematic structure: protection, prevention, response and partnership
- Strong visual hierarchy and infographics
- Concise editorial summaries for rapid understanding

Outputs

- Annual highlights reports (print and digital)
- Executive summaries for senior stakeholders
- Modular content for presentations and partner use

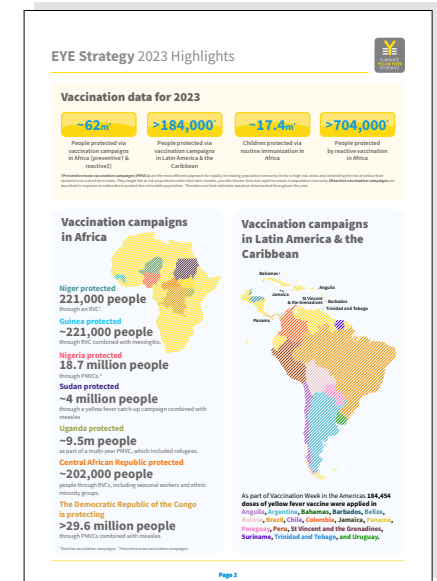
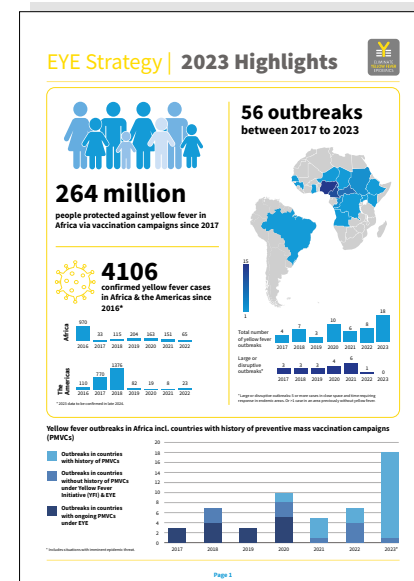
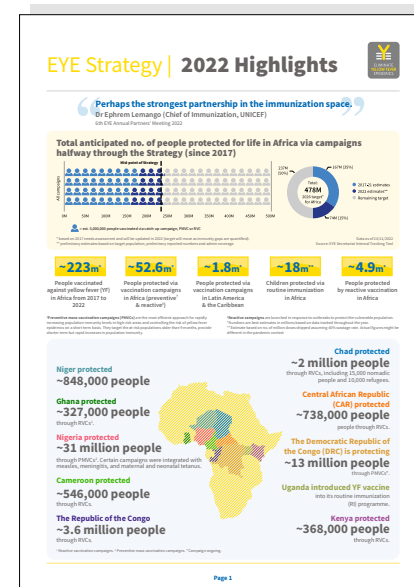
Data & impact storytelling

To make numbers meaningful, we:

- Translated complex datasets into intuitive visuals
- Used storytelling to show progress over time
- Balanced global statistics with country-level context

Result

The reports became core reference documents for EYE partners, supporting donor engagement, partner alignment and internal advocacy.



COMMUNICATION STRATEGY

Eliminate Yellow Fever Epidemics (EYE) Communication Strategy
Update 2021

Communication Strategy 2021 update

Eliminate Yellow Fever Epidemics (EYE) Communication Strategy Update 2021

Communication channels

Below are the existing and planned communication channels for EYE:

Existing channels:

- EYE annual partners' meeting
- Partner/country calls
- Weekly epidemiological record - an annual yellow fever update is provided
- Working group calls
- Monthly newsletter
- Monthly leadership report
- Scientific journals
- Press releases, and other media products
- Partner websites and social media channels
- Social media - Twitter, LinkedIn, YouTube, Facebook
- Scientific journals
- Quarterly Programme Management Group (PMG) updates to vaccine manufacturers
- WHO website
- Branded goods

Future channels:

- Press conferences (via DG Press Conference, WHO - talking points provided on a fortnightly basis)
- Podcast (to be developed by Communication Consultant - in post until December 2021)
- Webinars (to be developed by Communication Consultant - in post December 2021)
- Op eds

Eliminate Yellow Fever Epidemics (EYE) Communication Strategy Update 2021

Resource plan for 2021

Use the following as a guide only.

Activity	Start/End Dates	Owner
Annual partners' meeting	15-17 October 2021	WHO
Working group calls	Monthly	WHO
Monthly newsletter	Monthly	WHO
Monthly leadership report	Monthly	WHO
Scientific journals	Quarterly	WHO
Press releases, and other media products	As needed	WHO
Partner websites and social media channels	Ongoing	Partners
Social media - Twitter, LinkedIn, YouTube, Facebook	Ongoing	Partners
Scientific journals	Ongoing	Partners
Quarterly Programme Management Group (PMG) updates to vaccine manufacturers	Quarterly	WHO
WHO website	Ongoing	WHO
Branded goods	Ongoing	WHO

Eliminate Yellow Fever Epidemics (EYE) Communication Strategy
Update 2021

Press and social media toolkit

2022 update

#EYE2022 #wearepartners

Eliminate Yellow Fever Epidemics (EYE) Communication Strategy Update 2021

The EYE Strategy 2017 – 2026

The EYE Strategy has three strategic objectives:

Strategic objective 1: Protect at-risk populations

- Where risk is high, vaccinate en masse**: Quickly raise population immunity levels through mass vaccination campaigns.
- Reach every child**: Sustain high yellow fever vaccine coverage in all districts through childhood routine immunisation.
- Risk assessments**: Assess the risk of yellow fever epidemics in at-risk countries to set priority for interventions.

Strategic objective 2: Prevent international spread

- Protect high-risk workers**: Engage private sector to protect unimmunized workers with epidemic response (eg. oil and mining industry, agro-business).
- Apply International Health Regulations (IHR)**: Develop innovative approaches to strengthen IHR application in countries at risk or potential for yellow fever.
- Build resilient urban centers**: Develop and implement urban readiness plans to enable urban coping with epidemics.

Strategic objective 3: Contain outbreaks rapidly

- Detect early**: Strengthen surveillance and laboratory capacities.
- Vaccine supply is ready at all times**: Ensure permanent availability of yellow fever vaccines worldwide for rapid intervention.
- Respond immediately**: Launch coordinated control interventions including reactive immunisation, community mobilisation, vector control and case management.

Eliminate Yellow Fever Epidemics (EYE) Communication Strategy Update 2021

Social media graphics

One Injection Life Long Protection

EYE films

How can you protect your life? Watch the EYE film and learn more about the importance of vaccination.

EYE Communication Strategy – 2020 to 2024

A clear communication framework was essential for aligning more than 50 partners across regions and disciplines.

Purpose

To provide a practical, usable communication strategy that clarified audiences, channels, priorities and measurement.

Key elements

- Defined communication aims and objectives
- Content planning and editorial calendars
- Channel mapping and partner coordination
- Crisis communications planning
- Monitoring and evaluation framework

The strategy supported more consistent, coordinated communication across the EYE partnership and provided a foundation for future planning.

EYE on Yellow Fever

EYE on Yellow Fever is a 16-episode life science podcast series exploring the global risks of yellow fever and how the EYE Strategy is working to address them. The series ranked as a top life science podcast in multiple countries, significantly extending the reach of EYE beyond traditional public health audiences.

Objective

To raise global awareness of yellow fever as an emerging international threat and position the EYE Strategy as a proactive, science-led response.

Approach

- Long-form conversations with experts in epidemiology, climate change, space science and public health
- Strong editorial framing to make complex scientific topics accessible to non-specialist audiences
- A distinctive visual and audio identity to support promotion and sharing

Leadership & collaboration

Rakhee Verma led the overall podcast production, including editorial direction and narrative development, working in close collaboration with **Bengo Media** on production and delivery.

Outputs

- Full 16-episode podcast series
- Social media quote cards
- Promotional toolkits for partners



SOCIAL MEDIA



Building visibility, consistency and reach

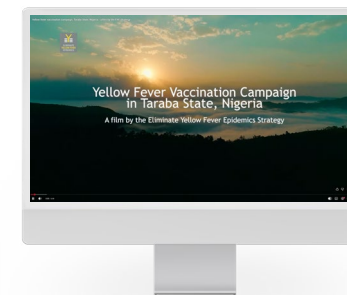
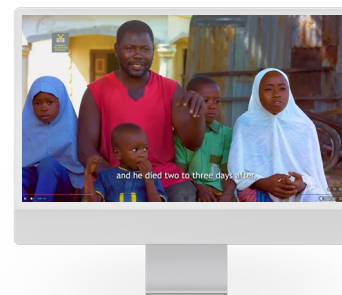
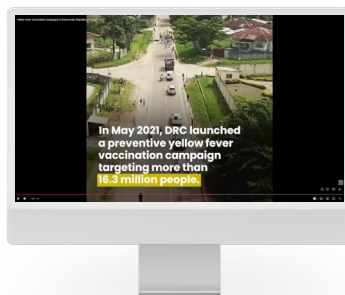
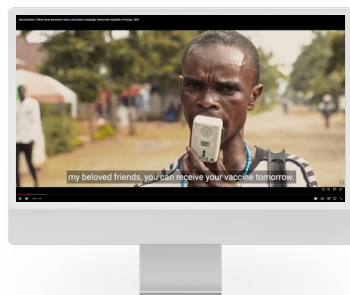
Social media was used to amplify EYE's work, support campaigns and strengthen partner engagement.

Our work included:

- Content planning aligned with public health moments and campaigns
- Clear, consistent messaging across platforms
- Visual assets designed for sharing by partners
- Toolkits to support coordinated amplification

The focus was on quality, clarity and collaboration — ensuring content could travel across networks while retaining accuracy and authority.





VIDEO + FILM

Preventive mass vaccination campaign — Democratic Republic of the Congo (DRC)

Documenting large-scale vaccination efforts as a cornerstone of epidemic prevention. Created in partnership with [Pix Images](#).

Social media edit of the DRC video showcasing key facts of the campaign.

Created in partnership with [Pix Images](#).

Yellow fever: a community's story

A short film illustrating the human and community impact of yellow fever. Created in partnership with [IBST Media](#).

Yellow fever vaccination campaign — Taraba State, Nigeria

A field-based film showing how preventive vaccination campaigns operate and why they are critical. Created in partnership with [IBST Media](#).

Building public health awareness through trusted storytelling

Film was a key communication tool for the EYE Strategy, used to raise awareness of yellow fever, highlight the risks of outbreaks, and support understanding of the role of vaccination in prevention.

The films focused on clear, credible public health messaging, grounded in real-world contexts and designed to build trust with audiences at community, national and global levels.

What we did

- Developed story-led films aligned with public health objectives
- Communicated risk, prevention and protection clearly and accessibly
- Ensured ethical, culturally sensitive representation of communities
- Worked closely with technical experts to maintain scientific accuracy

- Designed content for use across campaigns, advocacy and partner channels

Reach & accessibility

- Available in French, Spanish and Arabic
- Distributed via the EYE YouTube channel
- Used in public engagement, advocacy and partner communications

Impact

The films strengthened public understanding of yellow fever risk, supported vaccine confidence, and reinforced the EYE Strategy's role as a trusted, science-led global health initiative.

OUR ROLES



Rakhee Verma



Tigris Consulting and Mediation

I lead strategic communications and editorial direction — crafting overall strategy, shaping messaging and narratives, and engaging stakeholders to maximise clarity, credibility, and impact.



Damian Langan



The Creative Guy

I lead creative direction and design, developing compelling visual identities, layouts, infographics, and digital and print assets that bring content to life.

GET IN TOUCH



If you are working on a global, multi-partner or mission-driven initiative and need communications that are strategic, credible and human, we would welcome a conversation.

Together, we bring the leadership, editorial rigour and creative execution needed to turn complexity into confidence — and progress into action.

 **Rakhee Verma — Tigris Consulting and Mediation**

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 **Damian Langan — The Creative Guy**

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