



WORLD CONGRESS  
**Mental Health 2022**  
LONDON

“Mental health:  
a global priority”

June 28<sup>th</sup> – July 1<sup>st</sup>, 2022

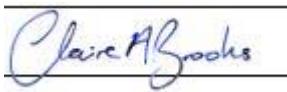
Central Hall Westminster  
Storey's Gate – London – SW1H 9NH

EACCME applied for



**EACCME UNITED KINGDOM EVENT REQUIREMENT:**

<b>Name</b>	Claire Brooks
<b>Title</b>	President, ModelPeople; Research Director (Volunteer), The World Dignity Project
<b>Place of Work</b>	ModelPeople, California, USA
<b>Statement/bio informing EACCME of your experience of delivering educational material</b>	<p>As a Founder Member and Volunteer Research Director of The World Dignity Project, Claire has conducted research with mental health service users, carers, families and health professionals around the world, resulting in the development of a Taxonomy of Dignity in mental health and the design of the global Dignity symbol, a model for the operational measures of Dignity in mental health patient experience and understanding of the mental health dignity impacts of COVID19. Claire has presented on these topics at several international conferences and published papers in peer reviewed journals. As President of ModelPeople, a global insights &amp; strategy consultancy, Claire conducts consumer, patient and healthcare professional research with the world's largest corporations and runs insights &amp; strategy training workshops for clients.</p> <p>Claire graduated from Cambridge University with an MA in Social Sciences and an MBA from Durham University Business School. She has held senior roles in general management, brand management and strategic brand planning, with Fortune 500 corporations and communications agencies in Europe and the US. Claire was a faculty member at Durham University Business School, designing and teaching MBA Marketing programmes, including core modules for Durham's NHS MBA. She was also a non-executive director with the Northern Region Health Authority and served on the regional ethics committee. Claire is the author of <i>Marketing with Strategic Empathy</i>® (Kogan Page, 2016).</p>

<b>Signature:</b>	
<b>Date:</b>	March 6 <sup>th</sup> 2022