

Name	Role and Affiliation	Contribution During COVID-19	Notes
Anthony Fauci	Director of NIAID (US), WHO advisor	Led US response, advised WHO, integrated behavioral science in messaging	Global health influencer, collaborated with WHO and UN
Soumya Swaminathan	Chief Scientist, WHO	Oversaw WHO's scientific response, advocated behavioral guidance	Key figure in WHO's pandemic strategy
Susan Michie	Professor, UCL	Led behavioral science efforts in UK, advised WHO	Influential in applying behavioral insights globally
Heidi Larson	Anthropologist, WHO advisor	Focused on vaccine confidence and trust	Global voice on vaccine hesitancy
John C. C. H.	Behavioral economist	Advised UK and WHO on behavioral interventions	Policy influence in pandemic response
Michael Byrne	Behavioral scientist	Worked with WHO on health communication	International behavioral science consultancy
Benpage & Baker	SAGE members	Developed behavioral guidelines for UK	Key advisors on behavioral policies
David Halpern	CEO of BIT	Led UK behavioral interventions, advised government	Central figure at BIT, key in pandemic messaging
Richard Shotton	Behavioral science consultant	Advised UK government and WHO	Used social psychology to craft campaigns
The Rockefeller Foundation	Philanthropic organization	Funded global health initiatives, research on behavioral science	Supported LSHTM and WHO projects
Chris Whitty	Chief Medical Officer for England, UK Government	Led UK medical response, advised government on COVID-19 policies, coordinated scientific advice, and contributed to public health messaging	Key figure in UK's COVID-19 response, member of SAGE, providing medical guidance, advising government policy, and communicating public health measures.