



SDG | CELEBRATING UNSUNG HEROES

LEAVE NO ONE BEHIND –
SOCIAL DEVELOPMENT TRACK
HEALTH & WELLNESS WEEK

EVENT DETAILS

DATE:	Thursday, 27 January 2022
TIME:	13:00 – 15:30
IN-ASSOCIATION WITH:	Mohammed Bin Rashid University of Medicine and Health Sciences, World Health Organisation
CO-CURATE PARTNERS:	Expo-Led
FORMAT:	Hybrid
VENUE:	Terra Auditorium



EVENT SUMMARY

The Unsung Heroes of the COVID-19 pandemic spread across many sectors and geographies. From parents to school teachers to sanitation workers, it is the everyday acts and “unsung” heroic gestures that have kept our societies moving forward, even during the hardest of times. This celebratory event will bring together everyday heroes from around the world to share their unsung stories, inspire acts of generosity, and give gratitude to heroes across the world.

AGENDA

TIME

ACTIVITY

12:30 – 13:00

Registration

Start the day with an informal opportunity to meet and connect with other attendees.

13:00 - 13:05

Opening Remarks

Jessy El Murr, Senior Journalist and Host, will lead event proceedings and frame the discussion around who today’s Unsung Heroes are, lay out the run of show, and highlight the sessions ahead, which will include discussions with experts, stories from frontline workers, and a moment of recognition for unsung heroes across the world.

Jessy El Murr will then share an opening activity that aims to shine light on the small “heroic” acts that we do every day, prompting the audience with questions.

Individuals from the audience will be invited to stand up as these questions resonate with their own heroic gestures.

13:05 - 13:20

The Power of Art

Dairo Vargas, Colombian-born contemporary artist and founder of The Art Listens, will share his compelling journey of using art to raise awareness around mental health, speaking to the power of creative expression to enhance mental, emotional, and physical well-being. This will be followed by footage from around the world with people celebrating unsung heroes while in lockdown.

13:20 - 13:35

Extraordinary Times Make Extraordinary Heroes

Jessy El Murr will interview **Dr. Maha Barakat**, Director General, Frontline Heroes Office (UAE), about her work with unsung heroes as well as the Frontline Heroes Office's dedication to recognise their efforts, acknowledge sacrifices and provide necessary support.

13:35 - 13:55

Meet a Hero: Power of Melody to Heal

Storytelling Interlude (Part One)

Jessy El Murr will introduce **Elenora Borisova**, Pianist at Burjeel Hospital in Abu Dhabi, who will tell her story of how she uses music to boost morale and alleviate stress of doctors, nurses, and patients. Following her story, she will take several questions from the audience and play one of her famous compositions "*Music of Hope*".

13:55 - 14:10

Seeing Heroes

Jessy El Murr will introduce **Noura Al Neyadi**, an Emirati documentary photographer. **Noura** will present her *Eye Stories Project*, which captures the three weeks she spent following 148 frontline workers during the height of the pandemic in Al Ain and Abu Dhabi.

14:10 - 14:30

Coffee Break

During the break, participants can view the photography exhibition, *Eye Stories Project* by **Noura Al Neyadi**, who will engage with participants and answer questions.

14:30 - 14:45

Meet a Hero: It takes a village

Storytelling Interlude (Part Two)

The session will commence with a short video interlude, highlighting frontline workers as everyday heroes and the important role they play in our societies.

Jessy El Murr will then introduce **Dr. Ujala Nayyar**, National professional officer with WHO serving in PEI Punjab, Pakistan, who will speak to the role of women on the frontlines of routine vaccination in resource-limited areas.

14:45 - 14:55 **We See You: A Moment of Recognition**

Inspired by the stories told in the previous sessions, **Jessy El Murr** will guide the audience through a writing activity which will prompt participants to recognise and share gratitude for unsung heroes across the world who are working tirelessly to ensure the health, safety, and wellbeing of their communities. This activity will aim to place the human dignity of frontline workers at the front and centre of the conversation, acknowledging the unrecognised voices of everyday heroes.

The audience will then be invited to think of one word that describes their unsung hero. Using a QR code displayed on the screen that will direct them to an interactive platform, participants will enter their word to create a word cloud displayed on the screen.

14:55 - 15:10 **Meet a Hero: Courage in Action** *Storytelling Interlude (Part three)*

Jessy El Murr will introduce **Pamela Zeinoun (virtual)**, a nurse from St George Hospital in Beirut who saved three infants while walking five kilometres to the closest hospital following the blast in August 2020. Her story will be followed by a short Q&A with the audience. The session will conclude with a short video interlude, highlighting frontline workers as everyday heroes and the important role they play in our societies.

15:10 - 15:25 **Meet a Hero: Protecting Our Elders** *Storytelling Interlude (Part four)*

Jessy El Murr will introduce **Carla Cochrane**, Regional Research Coordinator at the First Nations Health and Social Secretariat of Manitoba who was part of a province-wide response to the pandemic that prioritised support to indigenous communities across the Canadian province of Manitoba.

15:25 - 15:30 **Closing Session & Call to Action**

The closing session will have **Dr. Maha Barakat** launch a call to action to provide additional support to frontline workers everywhere - because we all have a role to play. Drawing together various elements of the day, this closing session will aim to leave the audience feeling inspired and motivated to act on and advocate for policies and initiatives to address the spectrum of challenges highlighted across this session.