

# LATEEFAH JB

Charity Comms Consultant





# ABOUT ME

Hi, I'm Lateefah – a communications and content specialist with ten years of experience creating impactful written content for national and global charities. From developing compelling campaign narratives and ghostwriting for senior leaders, to crafting press releases, blog posts, and case studies, I bring a deep understanding of how to tell stories that resonate, inspire action, and drive change.

# CREATIVE PHILOSOPHY

**Ethical storytelling isn't just a practice for me—it's a principle.**

I create persuasive, compelling content that drives action—whether it's a campaign, press piece, or blog post. But at the heart of everything I write is people. I believe in storytelling that centres lived experience, empowers individuals to share on their own terms, and ensures they're part of the process every step of the way—from first draft to final edit.



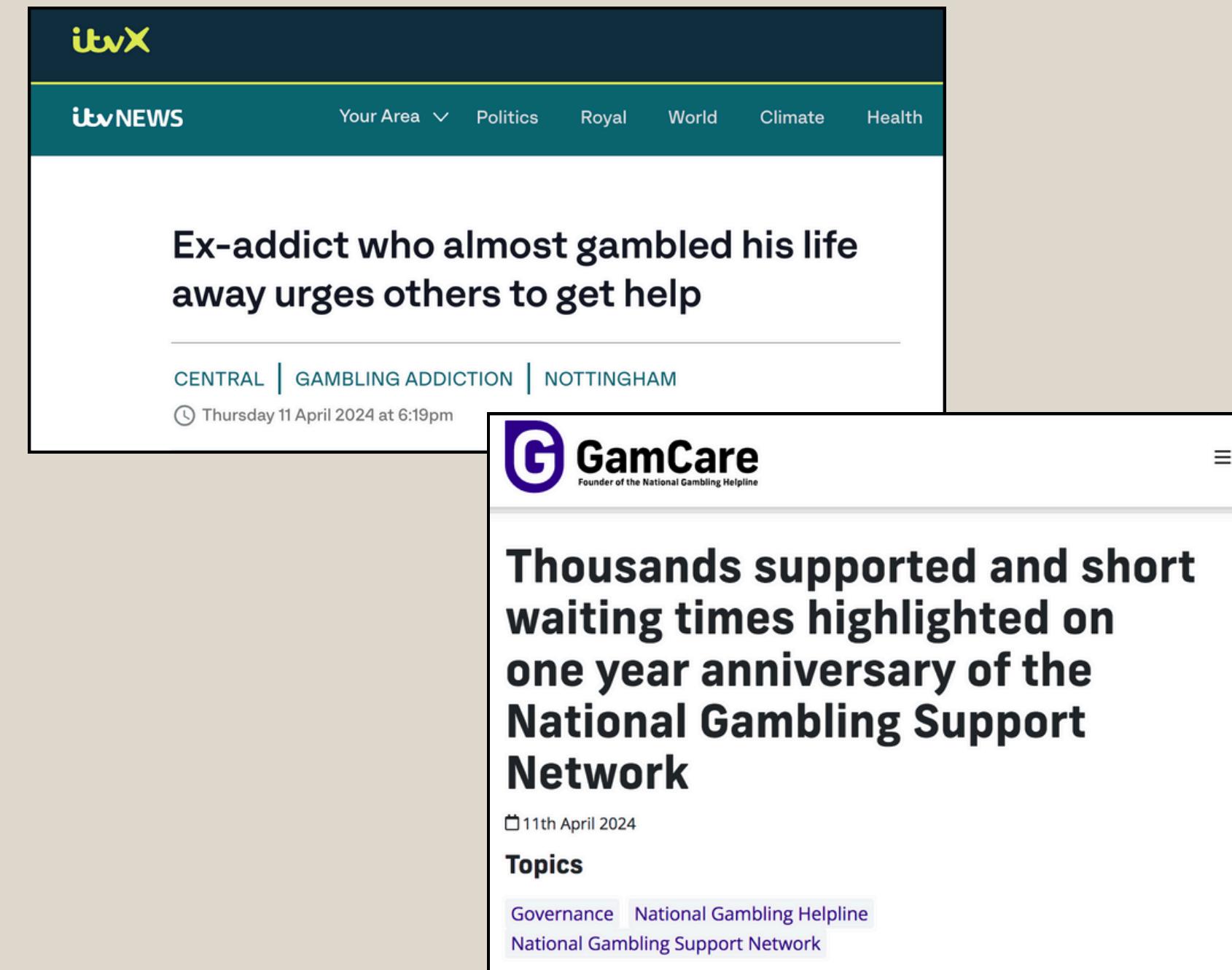
Pictured - Me speaking at the People Like Us event, where I was selected among others to talk about my work in communications —highlighting the power of storytelling to inspire, connect, and drive change.

# PREVIOUS WORK

## GamCare

*National gambling harms charity*

While at GamCare, I led the implementation of the National Gambling Support Network campaign. This included **working closely with case study participants**, ensuring they felt supported, empowered, and fully prepared to share their lived experiences of gambling harm. I was also responsible for **writing and distributing press releases** to support the campaign launch. The campaign successfully met all media KPIs set by the commissioning team, securing strong visibility and impact.



The image contains two side-by-side screenshots of news articles. The left screenshot is from the ITV News website, showing a headline about an ex-addict who almost gambled his life away. The right screenshot is from the GamCare website, showing a headline about the one-year anniversary of the National Gambling Support Network.

**ITV News Article Headline:** Ex-addict who almost gambled his life away urges others to get help

**GamCare Article Headline:** Thousands supported and short waiting times highlighted on one year anniversary of the National Gambling Support Network

# PREVIOUS WORK

## Terrence Higgins Trust

Britain's leading HIV and sexual health charity

At Terrence Higgins Trust, I ghostwrote a range of **blogs** and **articles**, and **transcribed interviews** featuring both celebrity campaign spokespeople and individuals sharing deeply personal stories about living with or contracting HIV. I collaborated closely with each contributor to ensure their voices were authentically represented, empowering them to retain full ownership of their narratives throughout the entire storytelling process.

marie claire

HAIR & BEAUTY FASHION HEALTH LIFE WORK & MONEY CULTURE

TRENDING Classic Perfumes Spring Denim Trends The SS25 Fashion Issue Covers Power Summit

REPORTS

What it's really like to be a 24-year-old model...And HIV positive

VOICE NEWS SPORT LIFESTYLE ENTERTAINMENT COMPETITIONS OPINION FAITH

PREVENTING HIV IS ESSENTIAL – THAT'S WHERE PREP COMES IN

Sex Clinic host Sarah Muliwaa: 'It's time to get clued up about HIV prevention pill PrEP'

As a sexual health nurse, I'm always surprised to hear that so many people don't know about PrEP. I have seen many forms of people in disbelief when I explain to them that there is a pill that can stop them from contracting HIV, but it's true. I've also noticed that within the Black African community in particular, access to information on PrEP remains really low.

Now that PrEP is becoming available at sexual health clinics, it's time to ensure that everyone is clued up on all things PrEP related – before making an informed decision on what HIV prevention tool works best for you.

PrEP – also known as pre-exposure prophylaxis – is a pill you take before and after sex that greatly reduces the risk of contracting HIV. It's a stable, white, sugar-like tablet that you take once a day. It blocks the virus from entering your cells, so it's effective for HIV prevention. It's a stable, white, sugar-like tablet that you take once a day. It blocks the virus from entering your cells, so it's effective for HIV prevention.

COSMOPOLITAN

Love & Sex > Sex

What everyone should know about HIV prevention drug PrEP

Because some women are at risk and need to consider taking it, too.

BY LATEEFAH JEAN-BAPTISTE LUFEEFF PUBLISHED: 11 FEBRUARY 2019

HIV - or human immunodeficiency virus - is a virus that still carries a lot of stigma and misunderstanding, despite the amazing medical advancements that have been made in recent years meaning more people than ever are living well with a positive diagnosis.

IT STARTS WITH ME

Maintaining good sexual health is a form of self-care

By Amos Sanasi, Nigerian Sexologist and founder of Nigeria's first sex-positive brand, RevaginateNG.

Like many Africans, I grew up thinking that HIV was a death sentence. Our HIV education consisted of us being told that having HIV meant you're promiscuous and will have a shorter lifespan. But times have changed now that we have access to effective HIV treatment.

The reality is that anyone can be exposed to HIV whether they're in a relationship, married or single. This assumption that only single people who are having sex with numerous people get HIV is very wrong. Bottom line, everyone should know their status.

Getting tested for HIV is something we should all be doing. Maintaining good sexual health is a form of self-care. Testing is especially important when you consider the fact that

METRO

NEWS ENTERTAINMENT SPORT LIFESTYLE

Sex Health Property Food Travel Horoscopes Money Shopping Lifeline

FIRST PERSON

Rory Finn

Published January 10, 2021

Trans people deserve healthy, happy sex lives – and that starts with better health care

Celebs Love Beauty Fashion Shopping Books

SUBSCRIBE Newsletter

What everyone should know about HIV prevention drug PrEP

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# PREVIOUS WORK

## Internews

*Global charity that supports local media*

During COP26 in Scotland, I facilitated a media partnership with The Scotsman, a leading local newspaper, to amplify the voices of global journalists covering the conference. Over the two-week summit, international reporters contributed in total 14 articles that were published in the paper. While they wrote their own pieces, **I provided editorial support**—particularly for those writing in English as a second language—ensuring their stories were clear, compelling, and most importantly, told in the way they intended.



## COP26: Reports from frontline of climate change to feature in The Scotsman during Glasgow summit under partnership

By Ilona Amos



Published 4th Oct 2021, 04:55 GMT  
Updated 4th Oct 2021, 15:37 GMT

Politics

### COP26: How northern Ghana farmers are battling drought and floods from climate change

By Albert Oppong-Ansah



0 Comments

Published 6th Nov 2021, 04:55 GMT



Politics

### COP26: Why companies need to be made to reduce gas flaring in Nigeria

By Elfredah Kevin-Alerechi



Published 4th Nov 2021, 04:55 GMT

Politics

### COP26: How solar power is helping families in rural India

By Sibi Arasu



Published 9th Nov 2021, 04:55 BST  
Updated 9th Nov 2021, 17:35 BST

## PREVIOUS WORK

### Friends of the Earth

*Leading environmental grassroots organisation*

As Stories Manager at Friends of the Earth, I was responsible for **developing tools, guidelines, and case study consent forms to support ethical storytelling** across the organisation. I created processes that ensured individuals with lived experience were treated with care, respect, and agency throughout their involvement, helping the organisation share powerful stories in a responsible way.





# GET IN TOUCH



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