



Rajiv N. Rimal

Professor

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Rajiv N. Rimal, PhD, is a global leader in health communication, behavioral science, and public health, with more than 25 years of experience designing and evaluating interventions that address some of the world's most pressing health and social challenges. He currently serves as Professor (and is former Chair) of the Department of Health, Behavior and Society at the Johns Hopkins Bloomberg School of Public Health. Rimal's scholarship focuses on the social and structural determinants of health, with a particular emphasis on the role of social norms in shaping behaviors.

He formulated the Theory of Normative Social Behavior (TNSB), which has been applied internationally to guide interventions in areas such as reproductive health, nutrition, vaccination, and gender equity.

His projects have spanned over 20 countries across Africa, Asia, and the Americas, often working in partnership with governments, NGOs, and communities. Rimal has authored more than 150 peer-reviewed publications and serves on numerous editorial boards and advisory committees. He is deeply committed to translating research into actionable strategies, training the next generation of public health leaders, and advancing equity in health outcomes.

His vision is rooted in the belief that sustainable health change emerges when evidence, community voices, and cultural norms are aligned for the common good.