

THE FUTURE OF PUBLIC HEALTH IN A FLAT WORLD



2007 CDC Leaders to Leaders Conference:

The Future of Public Health in a Flat World

Tom Harkin Global Communications Center
Centers for Disease Control and Prevention
1600 Clifton Road, Atlanta, GA 30333

2007 CDC Leaders to Leaders Conference:
The Future of Public Health in a Flat World

Conference Overview

The highly-connected, wired world of the 21st century is challenging our established public health organizations and boundaries. Farming practices in Guatemala cause disease outbreaks in New England. Individuals working in call centers in India answer consumer questions from North America. Transmission of a then unknown respiratory virus in a hotel in Hong Kong leads to a worldwide epidemic. Accurate up-to-date information on pandemic influenza is available to anyone with an internet connection, and so are unsubstantiated claims for diets, devices, and drugs. Obesity and under nutrition live side-by-side in many countries.

But a flat world also offers unprecedented opportunities to improve health. A person can maintain his or her personal medical record on the internet and have it available around the world. Access to expertise, information, and evidence need not be restricted by long distances or political boundaries. Just as health threats, such as global climate change and spread of contaminated products, can no longer be treated as local problems, a flat world gives opportunities for worldwide collaborations to solve those problems. The health system needs to be ready to take advantage of those opportunities, however.

This meeting will be a forum for building partnerships that take advantage of the opportunities and address the challenges of the new flat world. We believe the flat world may hold promise to improve health around the globe. Through exciting plenary speakers, panels, breakout sessions, and an inspiring evening at the Atlanta History Center, the 2007 Leaders to Leaders Conference represents a unique opportunity to learn, interact, and engage.

Conference Objectives

- Define key opportunities and challenges facing public health in the new flat world
- Share knowledge of successful innovations and partnerships
- Encourage new and innovative collaborations that dramatically change the world of public health
- Develop knowledge and skills to overcome barriers to collaboration

Conference Agenda

All conference activities take place at the Tom Harkins Global Communications Center unless otherwise noted.

Tuesday, March 27, 2007
12:00 – 8:45 pm

12:00 – 1:00 pm	Conference Registration	Visitors Center
1:00 – 1:15 pm	Introduction of Moderator <i>Steven L. Solomon, MD introduces Shelley A. Hearne, DrPH</i>	Auditorium B
1:15 – 1:30 pm	Welcome/Opening Remarks <i>Julie L. Gerberding, MD, MPH</i>	Auditorium B
1:30 – 2:30 pm	Opening Plenary Speaker “Performance and Saving Lives in Public Health” <i>Atul Gawande, MD, MA, MPH</i>	Auditorium B
2:30 – 3:50 pm	Plenary Panel “Innovations in Partnerships” Moderator: <i>Patrick M. Libbey (NACCHO)</i> <i>Mark A. Schoeberl, MPA (American Heart Association)</i> <i>Anthony Signorelli, MBA (Ad Council)</i> <i>Paula L. McNeil, MSN (Kimberly-Clark)</i> <i>Sam B. Perkins (NBA Cares)</i>	Auditorium B
3:50 – 4:15 pm	Break	
4:15 – 5:45 pm	Breakout Discussion Sessions “Public Health Partnerships in a Flat World”	Rooms 245/246, 247/248, 254/255, & 256/257
5:45 – 7:00 pm	Transportation to the Evening Program	Buses from CDC
7:00 – 9:30 pm	Evening Program “Health Disparities, Health Equality, and Social Justice” Introductions: <i>Charles Stokes, President & CEO, CDC Foundation</i> Remarks: <i>Julie L. Gerberding, MD, MPH</i> The Rev. Dr. Martin Luther King "I Have a Dream" Exhibition Premier exhibition features Dr King's personal papers in his own handwriting, documenting the progress of his campaign for human justice “Lessons from the Life of Martin Luther King, Jr.” (proposed) <i>Ambassador Andrew J. Young</i> "Health Disparities - “Overcoming Challenges” <i>Marianna (Muffy) Davis</i> Refreshments Served	Atlanta History Center 130 West Paces Ferry Road NW, Atlanta 30305 404.814.4000
	Transportation to Hotels	Buses from Atlanta History Center

Wednesday, March 28, 2007
7:30 am – 3:30 pm

7:30 am – 8:30 am	Continental Breakfast (provided)	Auditorium B
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8:30 am – 9:30 am	Keynote “Transforming Healthcare” (proposed) <i>Mark B McClellan, MD, PhD, MPA</i>	Auditorium B
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9:30 am – 10:50 am	Plenary Panel “The Future of Public Health” Moderator: <i>Paul Jarris, MD, MBA (ASTHO)</i> <i>Omid A Moghadam, MBA (Dossia)</i> <i>Greg G Dworkin, MD (www.flumvikie.com)</i> <i>David W Fleming, MD (Seattle / King County Health Department)</i> <i>Audra Jones (UN Foundation)</i>	Auditorium B
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10:50 – 11:10 am	Break	
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11:10 am – 12:30 pm	Workshops “Opportunities and Challenges of the Flat World” Workshop #1: New Media - <i>Jay M Bernhardt, PhD, MPH</i> Workshop #2: America’s Health Information Community - <i>Steven L. Solomon, MD</i> Workshop #3: Innovations in Health Disparities - <i>Stephanie Miles Richardson, DVM, PhD</i> Workshop #4: Pandemic Influenza Preparedness: A Model for Quality and Performance Management - <i>Ron Bialek, MPP; Bob King</i>	Rooms 245/246 Rooms 247/248 Rooms 254/255 Rooms 256/257
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12:30 – 1:00 pm	Lunch (provided)	
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1:00 – 2:00 pm	Plenary Speaker “Meta Leadership: From Conflict and Competition to Collaboration” <i>Leonard J Marcus, PhD</i>	Auditorium B
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2:00 – 3:00 pm	Closing Speaker “Transforming Health in America and Around the World” Introduction: <i>Shelley A Hearne, DPH</i> <i>Julie L Gerberding, MD, MPH</i>	Auditorium B
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3:00 – 3:30 pm	Conference Adjournment	
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3:30 pm	Transportation to Hotels & Airport	
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Moderator



Shelley A Hearne, DrPH, Johns Hopkins Bloomberg School of Public Health. Dr. Hearne was the founding Executive Director of Trust for America's Health. She previously was the Executive Director of the Pew Environmental Health Commission, the Acting Director of the NJ DEP Office of Pollution Prevention and a scientist with the Natural Resources Defense Council. She was the past-Chair of the American Public Health Association's Executive Board and Vice President of the Council on Education for Public Health – the accreditation body for public health schools. She has authored many national health reports, from bioterrorism to chronic disease issues. Dr. Hearne has testified regularly before the U.S. Congress on bioterrorism, pandemic preparedness, health tracking and public health funding. She provides continual service to the public health field serving on National Academy of Science Committees (including the Oversight Committee, Division on Earth and Life Studies) and chairing accreditation site visits to public health schools, including most recently, Yale University and the University of Texas.

Plenary Speakers



Atul Gawande, MD, MA, MPH, Harvard University School of Public Health and Brigham and Women's Hospital. Dr. Gawande is a general and endocrine surgeon at Brigham and Women's Hospital and assistant professor at both the Harvard University School of Public Health and Harvard Medical School. He has written extensively on medicine and public health for The New Yorker magazine, the online magazine *Slate*, and the New England Journal of Medicine. His essays have appeared in The Best American Essays 2002 and The Best American Science Writing 2002. His book, *Complications: A Surgeon's Notes on an Imperfect Science* was a National Book Award finalist. In 2006 he was named a MacArthur Fellow.



Leonard J Marcus, PhD, Harvard University. Dr. Marcus is with the Harvard University Center for Public Health Preparedness and the National Preparedness Leadership Initiative and is the founding Director of the Program for Health Care Negotiation and Conflict Resolution at the Harvard School of Public Health. Dr. Marcus is lead author of the award-winning book *Renegotiating Health Care: Resolving Conflict to Build Collaboration*. He has mediated, consulted, and trained nationally and internationally, including a number of projects to integrate public health organizations to better prepare for public health emergencies. He also collaborated on the development of the concept of "Meta-Leadership" or the guidance, direction, and momentum across organizational lines that develops into a shared course of action and a commonality of purpose among people and agencies that are doing what appears to be very different work.



Mark B McClellan, MD, PhD, MPA, Visiting Senior Fellow, American Enterprise Institute (AEI). A former administrator for the Centers for Medicare and Medicaid Services (CMS) and former commissioner of the Food and Drug Administration (FDA), Dr. Mark B. McClellan studies health-care policy and regulation at the AEI-Brookings Joint Center. A doctor and economist by training, he is developing and implementing ideas to drive improvements in high-quality, innovative, affordable health care. While at the FDA and CMS, Dr. McClellan developed and implemented major reforms in health policy, including the Medicare prescription drug benefit, the FDA's Critical Path Initiative, and public-private initiatives to develop better information on the quality and cost of care.

Evening Program Speakers



Ambassador Andrew J Young is an ordained minister, international businessman, human rights activist, published author, and former public servant. He was a top aide to Dr. Martin Luther King, Jr. during the civil rights movement, and was elected to three terms in the US House of Representative from the Fifth Congressional District of Georgia. In 1977, President Jimmy Carter named him as Ambassador to the United Nations. He later served two terms as Mayor of Atlanta, and was Co-Chairman of the Centennial Olympic Games in 1996. President Clinton appointed him to chair the Southern Africa Enterprise Development Fund, a \$100 million privately managed fund to provide equity to businesses in 11 countries in southern Africa. He presently serves on the Board of the Dr. Martin Luther King, Jr. Center for Non-Violent Social Change and is Chairman of GoodWorks International, an Atlanta-based specialty consulting group that provides strategic services to corporations and governments operating in the global economy.



Marianna (Muffy) Davis, Paralympian. Muffy Davis grew up on skis until a tragic ski racing accident at age 16 left her paralyzed and dependent on a wheelchair for mobility. She went on to graduate from Stanford University and eventually re-learned to adaptive ski. She has competed in two Paralympic games, in 1998 and 2002, winning 4 medals. She has more than 25 World Cup Victories, a World Championship and two Overall World Cup Titles. Now retired from ski racing, Muffy works as a Development Officer at the University of Utah Health Sciences Rehabilitation Center. Muffy and her husband, Jeff Burley, just finished a nine month around the world adventure where they volunteered with non-profit organizations that aid people with disabilities in developing countries.

Overview of Plenary Panels

Innovations in Partnerships

Date: Tuesday, March 27, 2007

Time: 2:30 – 3:50 pm

Moderator: Patrick M Libbey, National Association of County and City Health Officials

Panelists:

- Paula L McNeil, MSN, Kimberly Clark
- Mark A Schoeberl, MPA, American Heart Association
- Anthony Signorelli, MBA, Ad Council
- Sam B Perkins, NBA Cares

Panelists will showcase innovative and successful projects from several partnership sectors that focus on improving public health. Panelists will discuss the inception of and creative ideas behind their projects and approaches, as well as address some of the obstacles they encountered and the solutions they have employed. Panelists will provide insight on how other organizations can apply these lessons learned to their organization. A moderator will engage both the panelists and the audience in dialogue around a series of common questions for discussion. These questions will focus on such topics as the management and governance of the partnership, critical success factors of the partnership, lessons learned, goals and objectives of the partnership, evaluation of partnership performance, etc. The field will then be opened for questions and discussion.

The Future of Public Health

Date: Wednesday, March 28 2007

Time: 9:30 – 10:50 am

Moderator: Paul E Jarris, MD, MBA, Association of State and Territorial Health Officials

Panelists:

- Greg G Dworkin, MD, FluWiki
- David W Fleming, MD, Seattle / King County Health Department
- Omid A Moghadam, MBA, Dossia
- Audra Jones, UN Foundation (Invited)

In his 2006 bestselling and award-winning book "The World is Flat: A Brief History of the 21st Century," New York Times columnist Thomas Friedman documents the technological and communications advances that put people all over the globe in touch as never before. In order for public health to meet the challenges and opportunities that characterize this globalization, public health organizations and their partners, constituents, stakeholders, and even customers, must be able to communicate and collaborate efficiently and effectively within this paradigm. In this plenary panel discussion, four recognized leaders in their respective fields will discuss how they have experienced and catalyzed innovation (including but not limited to collaboration) to accomplish their global objectives. They will provide their vision of the future landscape of public health and how today's leaders can successfully improve public health in a "flat world". A moderator will engage both the panelists as well as the audience in dialogue on partnering initiatives that they are involved with and how it "flattens" the world. The moderator will then ask a series of common questions for discussion. These questions will focus on such topics as the scope of the initiative, ways it supports the accomplishment of goals and objectives, and how collaboration is achieved in a challenging environment of globalization. The field will then be opened for questions and discussion.

Overview of Breakout Sessions

CDC Goals Action Plans as a Framework for Collaboration

Date: Tuesday, March 27 2007
Time: 4:15 – 5:45 pm
Moderator: Priscilla Holman, PhD

Based on leadership knowledge, what kind of collaboration is required to move toward achieving Health Protection Goals. What partnering structures, technologies, roles, incentives, and measurement lead to success? This set of breakout sessions will engage partners and the CDC in solid discussions about how partnerships should be structured and operated to best achieve objectives related to each of 14 goals (5 people, 7 places, 1 preparedness, 1 global).

Innovations in Addressing Health Disparities

Date: Wednesday, March 28 2007
Time: 11:10 – 12:30 pm
Moderators: Stephanie Miles Richardson, DVM, PhD

The Federal Collaborative on Research Efforts to Eliminate Health Disparities will form the basis for this interactive session. The initiative will be introduced and discussed as an effort to reach across agencies to identify the most important research needed to accelerate the elimination and prevention of health disparities. Partners will be asked to suggest ways that collaboration can assist with this initiative and ways to best approach this collaboration.

America's Health Information Community

Date: Wednesday, March 28 2007
Time: 11:10 – 12:30 pm
Moderator: Steven L Solomon, MD

Add description.

New Media

Date: Wednesday, March 28 2007
Time: 11:10 – 12:30 pm
Moderator: Jay M Bernhardt, PhD, MPH

Add description.

Pandemic Influenza Preparedness; A Model for Quality and Performance

Date: Wednesday, March 28 2007
Time: 11:10 – 12:30 pm
Moderator: Ron Bailek, MPP and Bob King

Add description.

Evening at the Atlanta History Center

An informative and inspirational evening program has been developed which focuses on health disparities and social justice. This will be held at the Atlanta History Center, currently housing the Reverend Dr. Martin Luther King "I Have a Dream" Exhibition, the premier exhibition of Dr King's personal papers in his own handwriting, documenting the progress of his campaign for human justice. Dr. Steve Solomon, Director of the Coordinating Center for Health Information and Service will open the evening and introduce Dr. Julie Gerberding, Director of the CDC. Ambassador Andrew Young will speak to "Lessons from the life of Martin Luther King, Jr." and Ms. Muffy Davis will conclude the speaking portion of the evening with her story of overcoming challenges to become an Olympic champion. Beverages and a light dinner will be served. The Dr. King exhibition will be open all evening for your enjoyment.

Overview of the Atlanta History Center

The 14 founders of the Atlanta History Center could not have envisioned their future impact when in 1926 they formed what was then known as the Atlanta Historical Society. Beginning as a group of civic-minded Atlantans – led by prominent attorney Walter McElreath and meeting in each other's homes, collecting early manuscripts and photos, and publishing research bulletins to "arouse in the citizens and friends of Atlanta an interest in history" – it has turned into a primary source of Atlanta regional and national history.



In 1990, the Historical Society and all its holdings became known as the Atlanta History Center. Today, the History Center is located on 33 acres in the heart of Atlanta's Buckhead district and includes: one of the Southeast's largest history museums; a research library and archives that annually serves more than 10,000 patrons; two historic houses illustrating over a century of Atlanta's history; a two-acre midtown campus which houses the Margaret Mitchell House & Museum; and a series of gardens unique in both design and horticultural presentation in the metropolitan area.

The History Center's growth was particularly dramatic during the 1990s. Inspired by the 1986 gift of the DuBose Collection, one of the nation's premier assemblages of Civil War artifacts, the History Center launched a \$15 million capital campaign in early 1989 to build and equip the Atlanta History Museum. By the time the museum opened in October 1993 with five award-winning exhibitions including *Metropolitan Frontiers*, the History Center had already embarked upon a second, \$11 million capital campaign. Before the 1996 Summer Olympic Games in Atlanta opened, the History Center had added two additional signature exhibitions – *Shaping Traditions: Folk Arts in a Changing South* and *Turning Point: The American Civil War* – built a 220-car parking deck and began planning for a library/archives expansion, a garden master plan and the opening of a fourth signature exhibition, *Down the Fairway with Bobby Jones*.

The Morehouse College Martin Luther King Jr. Collection



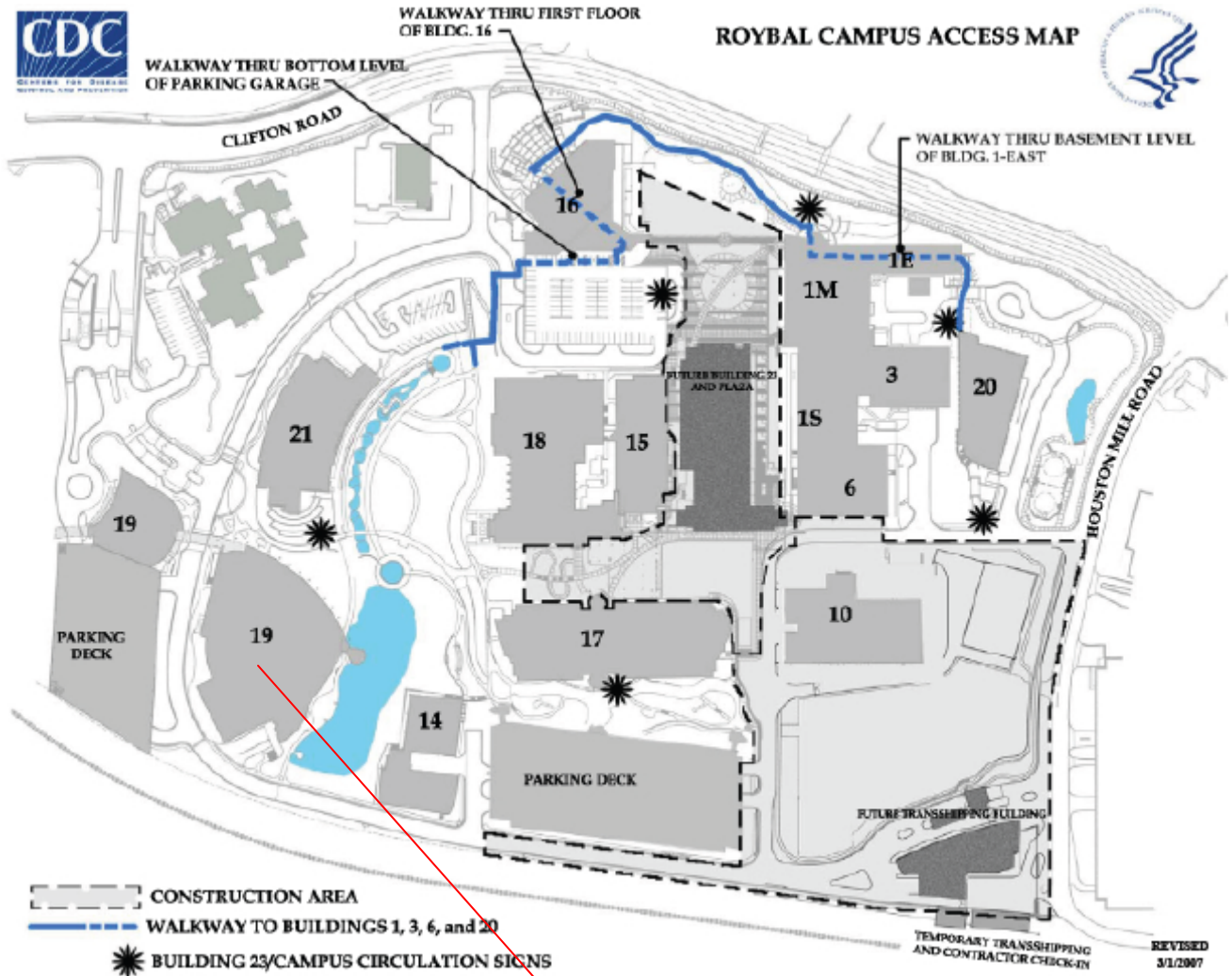
Dr. Martin Luther King Jr., leader of America's greatest nonviolent movement for justice, equality and peace, remains an icon in American history. The Atlanta History Center is honored to be the first, and only, venue to exhibit highlights of the newly acquired Morehouse College Martin Luther King Jr. Collection. This premier exhibition uses audio and visual components to provide visitors the opportunity to gain a greater understanding of the timeless values King taught the world -- the values of courage, truth, justice, compassion, dignity, humility, and service that so radiantly defined Dr. King's character and empowered his leadership.

I Have A Dream: The Morehouse College Martin Luther King Jr. Collection displays King's personal papers in his handwriting, documenting the progress of his campaign for human justice. This exhibition includes more than 600 pieces from the 10,000 piece collection which was acquired by the city of Atlanta, under the guidance of Mayor Shirley Franklin, for King's alma mater, Morehouse College. The remainder of the collection is housed at the Robert W. Woodruff Library, which is jointly owned by Morehouse and the member institutions of the Atlanta University Center.

Highlights of the exhibition include drafts of King's famous "I Have A Dream" speech, his Nobel Peace Prize acceptance speech, sermons from his ministry, personal notes he maintained in hundreds of his books, and his celebrated "Letter from Birmingham Jail." Organized into ten sections, the exhibition highlights King's personal journey, from his education years to his final speech, "I've Been to the Mountaintop," delivered the night before his assassination.

Maps

CDC Roybal Campus



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Page with CDC contact information and www.cdc.gov/partners on it.

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