



To the Advisory Committee to the Director

CDC has adopted for its periodic follow ups with you the theme of trust and its three dimensions, *truth*, *transparency*, and *transaction*, as discussed with you on May 1, 2008.

New Issues and Alerts

Smoking—On July 23, Bill Gates and Mayor Michael R. Bloomberg announced they would spend \$500 million to stop people around the world from smoking, on a multipronged campaign—nicknamed Mpower—that Mr. Bloomberg and Margaret Chan, MD, MHP, Director General of the [World Health Organization](#), outlined in February (see [New York Times article](#)). It coordinates efforts by several high profile partners, including the [CDC Foundation](#), Charles Stokes, President and CEO. ■

Health and Transportation Policy—On July 21, [Ileana Arias](#), PhD, Director, [National Center for Injury Prevention and Control](#), William Dietz, MD, PhD, Director, [Division of Nutrition, Physical Activity, and Obesity](#), [National Center for Disease Prevention and Health Promotion](#), and [Howard Frumkin](#), MD, MPH, DrPH, Director, [National Center for Environmental Health/Agency for Toxic Substances and Disease Registry](#) presented to [House Transportation and Infrastructure Committee](#) staff how transportation policies and infrastructure affect public health through fatal and nonfatal injuries, physical activity, air pollution, and the health effects of climate change, the first of many efforts to highlight impact of reauthorization of federal transportation bill on the population's health. ■

Diabetes—Nearly 8 percent (24 million) of the U.S. population now has diabetes, an increase of more than 3 million in approximately two years, according to [2007 prevalence data estimates](#) released by CDC on June 24. ■ **PEPFAR**—The House and Senate recently voted to reauthorize the [President's Emergency Plan for AIDS Relief \(PEPFAR\)](#). The Senate version “strongly encouraged” the Director of CDC to implement research and develop microbicides to prevent the transmission of HIV and authorizes cooperative endeavors with other countries and entities abroad in research, providing services, and providing and equipping facilities. ■ **Salmonella**—CDC continues with state health officials, the Indian Health Service, and the U.S. Food and Drug Administration investigating the current [human Salmonella outbreak](#) now including jalapeños as one of the suspected sources. ■ **NIOSH**—Christine Branche, PhD, is currently serving as acting director of NIOSH, following end of the six-year term of John Howard, MD, as NIOSH Director on July 5th. ■ **Michael B. Gregg, MD**, the internationally known epidemiologist, editor of leading textbook *Field Epidemiology*, and editor of CDC's [Morbidity and Mortality Weekly Report](#) from 1967–1988, died on July 9 in Brattleboro, VT, at age 78 ([MMWR obituary](#); [New York Times obituary](#)).

Director's Highlights

An article reflecting interview with **CDC Director [Julie L Gerberding](#)** on the Healthiest Nation appeared in *USA Today* on July 8, coinciding with the opening of the Leaders to Leaders Conference. ■ **Dr. Gerberding traveled** to Malaysia, Singapore, Vietnam, and Hawaii and delivered the plenary lecture “21st Century Global Health Protection” at the [13th International Congress on Infectious Diseases](#), Kuala Lumpur, June 19-22, 2008 ([abstract](#)). ■ **CDC's Web site**—[www.cdc.gov](#)—received the [2008 Best Practice Award](#) from the [Government Web Managers Forum](#). Also, CDC launched its new and improved home page and redesigned second-level pages this week.

Selected CDC Strategic Intentions

Healthiest Nation—During the [2008 Leaders to Leaders Conference: Shaping Policy for a Healthier Nation](#), July 8–9, in Washington, DC, more than 300 senior executives in business, government, education, nonprofit, and faith-based sectors convened to share ideas on policies, strategies, and technologies that can positively affect the health of Americans (see [archived video Webcasts from the plenary and panel sessions](#)). Also, Mike Critelli, Executive Chairman, Pitney Bowes, posted his [Leaders to Leaders speech on his blog](#), [Open Mike](#). And Marty Kaplan, Director of the USC Annenberg School's Norman Lear Center, offered his perspective on the meeting in “[Beyond sicko](#),” an opinion piece found in the July 16th [The Jewish Journal](#). Access the [Healthiest Nation Alliance Web site](#) for more information.



Biosurveillance—This subcommittee will hold its first meeting August 11–12 at the Google.org office of its Chair, Larry Brilliant, MD, in San Francisco and will review the initial draft of the national biosurveillance strategy. **Sanford Climan, Suzanne Delbanco, Jonathan Lord, and Kenneth Mandl** will serve on this Subcommittee of the Advisory Committee.

Pandemic Flu and Bioterrorism—On July 19, History Channel aired *Mega Disasters: Airborne Attack (Anthrax)* ([Mega Disasters Archive](#)) with interview of Richard E. Besser, MD, Director, Coordinating Office for Terrorism Preparedness and Emergency Response. On July 22 [History Channel](#)'s film crew interviewed CDC epidemiologist Lisa Rotz, MD, on bioterrorism and influenza team lead Stephen Redd, MD, on pandemic flu, for an upcoming program. (Air date not yet known.)

Next Advisory Committee to the Director Meeting

Advisory Committee to the Director Teleconference—Please mark your calendar for the August 7th teleconference, scheduled from 1:00 pm–2:30 pm, EDST. Topics include follow-up and updates from the Leaders to Leaders Conference; activating the Advisory Committee to the Director Healthiest Nation subcommittee (or workgroup); update from the Ethics Subcommittee (per Vivian Berryhill); launch calendar/timetable for The Healthiest Nation; other updates and new issues for Advisory Committee to the Director guidance; individual visits to CDC; and topics for the Advisory Committee to the Director meeting in October. ■ **Federal Register Notice**—FYI, a notice for the Advisory Committee to the Director teleconference on was published in the [Federal Register](#). ■ **Ethics Subcommittee**—met on June 26–27. Our gratitude to **Vivian Berryhill** for representing the Advisory Committee to the Director. Topics discussed included ethics guidance relating to ventilator distribution during a pandemic and ethical considerations for emergency preparedness and response.

Our Members

Special thanks to Advisory Committee to the Director members who participated in the recent Leaders to Leaders Conference: **Nick Baird, Nisha Botchwey, Sandy Climan, Linda Dillman, Mary Kelly, Debra Lappin, and Kenneth Mandl**. ■ **Mark Collar** has joined the venture capital fund [Medical Ventures Inc.](#) as a partner. ■ **Cass Wheeler** noted the success of the recent [American Heart Association's 21st Annual Metropolitan Detroit Heart Ball](#), for which more than 80 companies joined together to raise \$2.1 million for cardiovascular research. ■ **Kenneth Mandl** coauthored the just-published article [Surveillance sans frontières: Internet-based emerging infectious disease intelligence and the HealthMap project](#) which studies the potential of using Internet discussion forums, listservs, and online news outlets as information sources on disease outbreaks. ■ **Linda Dillman** was recently named a member of the [American Health Information Community](#). ■ Thank you to Committee member, **Jack Lord**, Humana, for his leadership in rotating two (so far!) talented Humana Staff through CDC to work and learn with us: *Jenny Spadola*, Lead, Global Health Initiatives at Humana, worked for CDC's Office of Strategy and Innovation, July to December 2007, focusing on driving public health initiatives that encourage public and private sector collaborations. *Patty Balbas*, Stakeholder Relations Manager at Humana Europe, on a six-month rotation with CDC's Office of Enterprise Communication until November, is working to refocus communications about the [Health Protection Goals](#) and on strategically integrating communications about the Health Protection Goals and the Healthiest Nation.

Advisory Committee to the Director Bookshelf

The Necessary Revolution: How Individuals and Organizations Are Working Together to Create a Sustainable World by Peter M. Senge, Bryan Smith, Nina Kruschwitz, and Joe Laur (2008)

—*Suggested in memoriam of Dr. Gregg: Field Epidemiology*. Edited by Michael B. Gregg (2002)

FYI: Resources

[CDC Podcasts](http://www2a.cdc.gov/podcasts/) (URL: <http://www2a.cdc.gov/podcasts/>)

[CDC Public Health Law News](http://www2a.cdc.gov/phlp/cphln.asp) (URL: <http://www2a.cdc.gov/phlp/cphln.asp>)

[Health Protection Goals](http://www.cdc.gov/osi/goals/goals.html) (URL: <http://www.cdc.gov/osi/goals/goals.html>)

[Advisory Committee to the Director](http://www.cdc.gov/about/advisory/advCharter.htm) (URL: <http://www.cdc.gov/about/advisory/advCharter.htm>)

