13th Annual

Public Health Distance Learning Summit

New Horizons

in Distance Learning for Public Health

Public Health Training Network

September 21-23, 2005

Centers for Disease Control and Prevention
Global Communications Center
Atlanta, Georgia

CDC
Centers for Disease Control and Prevention

“A New Look at Networking for the 21st Century”

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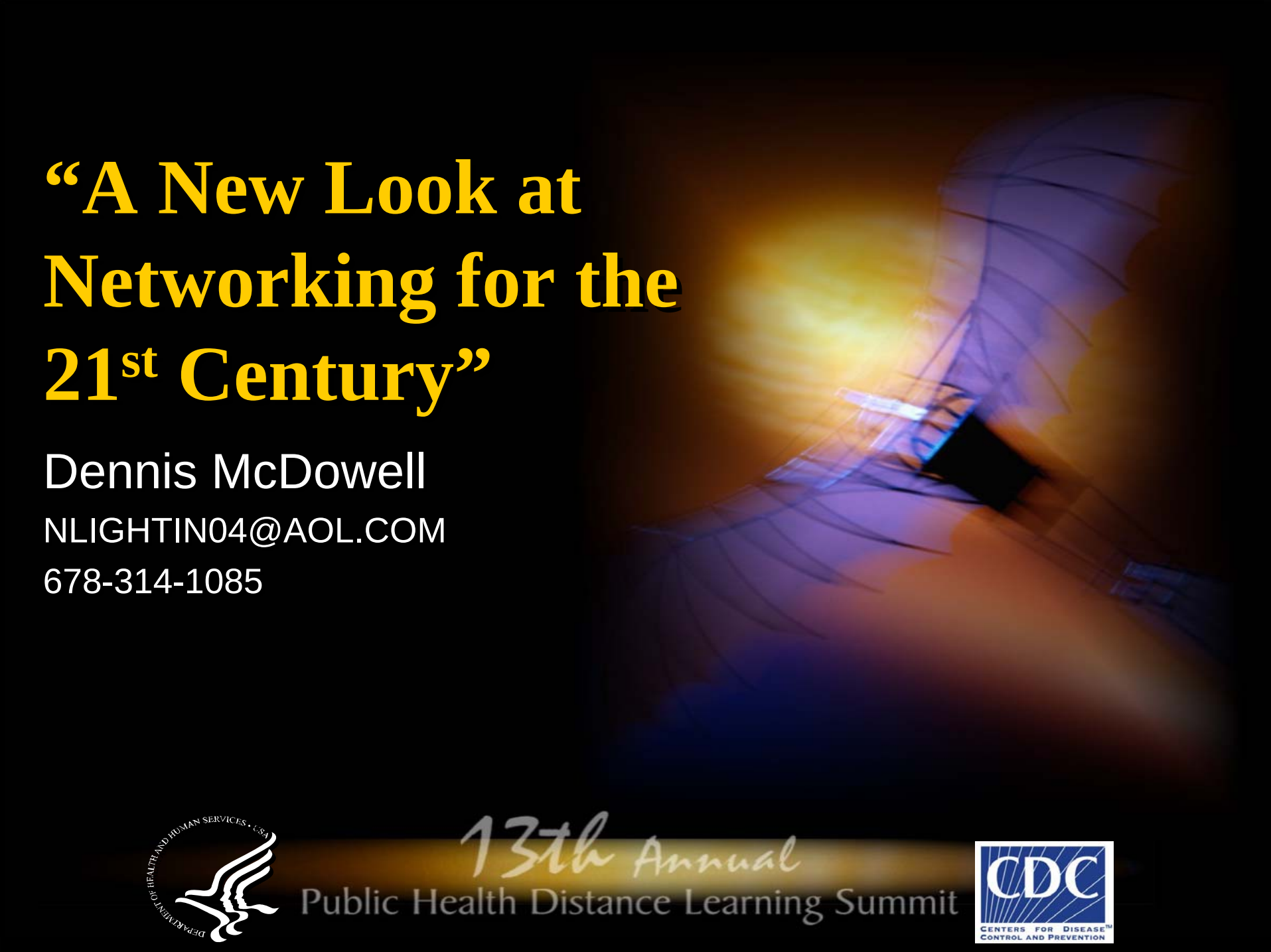

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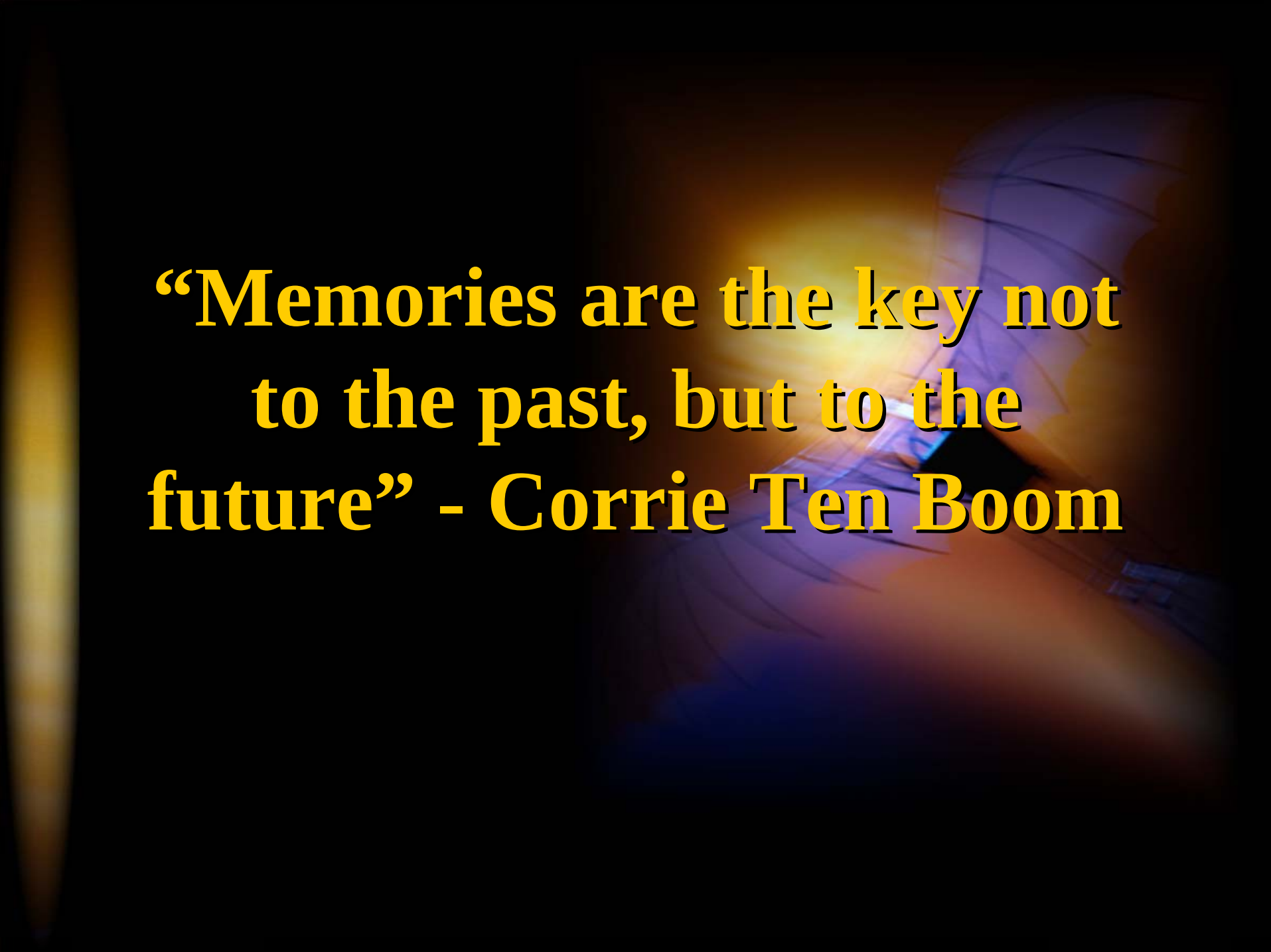
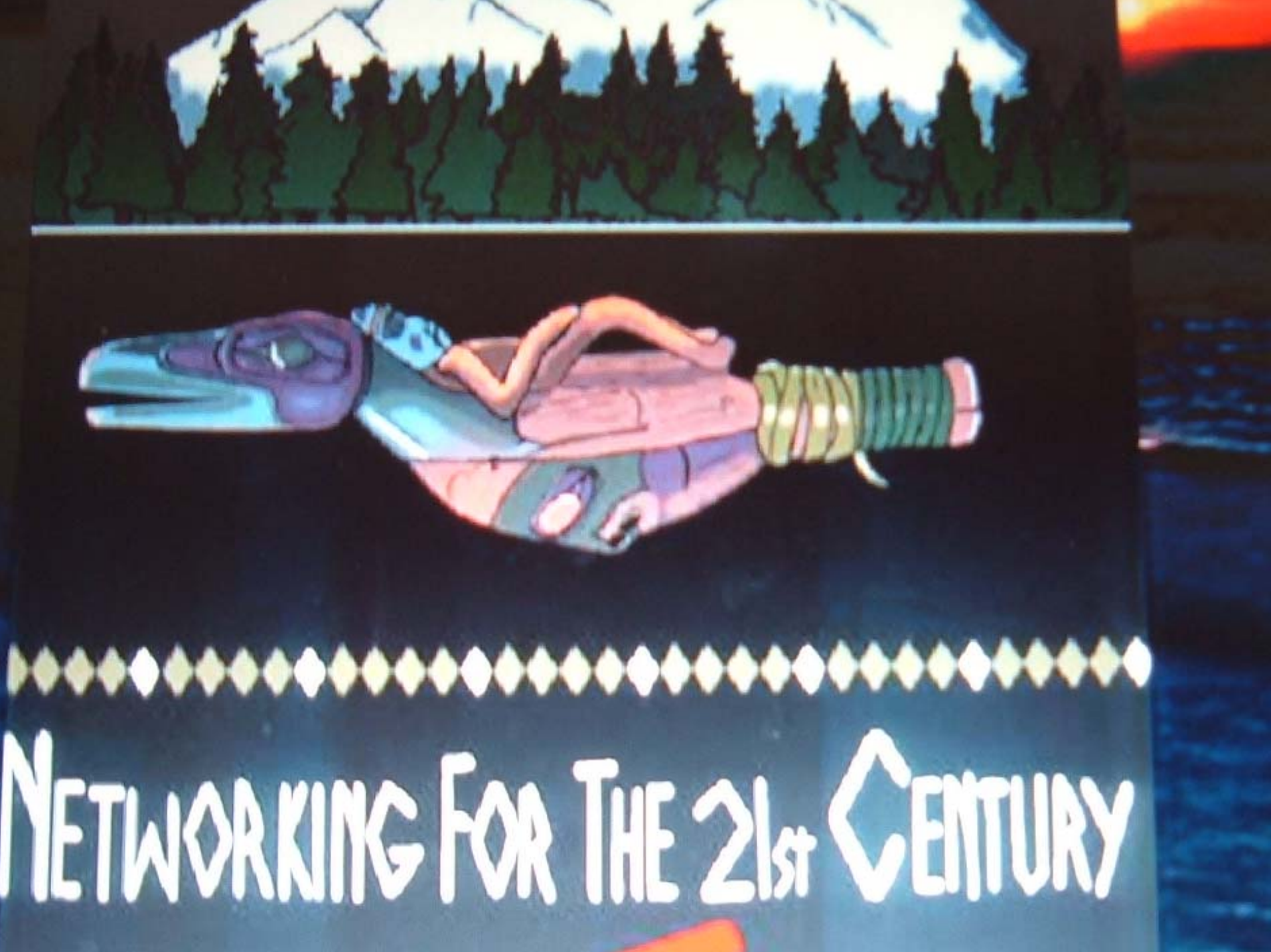

“Memories are the key not to the past, but to the future” - Corrie Ten Boom


NETWORKING FOR THE 21st CENTURY

Have we experienced much change since 1999 ….?

- In the World..?
- In this Country..?
- In technology..?
- In In public Health..?
- In Distance Learning..?
- At CDC..?
- In your organization..?
- Who are we working with..?
- In the Language that we use..?

“We are living in a world today where lemonade is made from artificial flavors and furniture polish is made from real lemons” – Alfred E. Newman

Futures Deliverables & Implementation

- Strategic Imperatives
- Organizational Re-design
- Draft Goals – People (by Life Stage), Preparedness, Places & Global (in development)
  - Process for internal & external vetting of draft goals through 12/05
- Health Protection Goals Management Pilot
  - Adolescent, Adult, & Preparedness
- FY05 budget alignment to draft goals
- Goals Action Plans implementation around: preparedness, adolescent health, obesity, & influenza

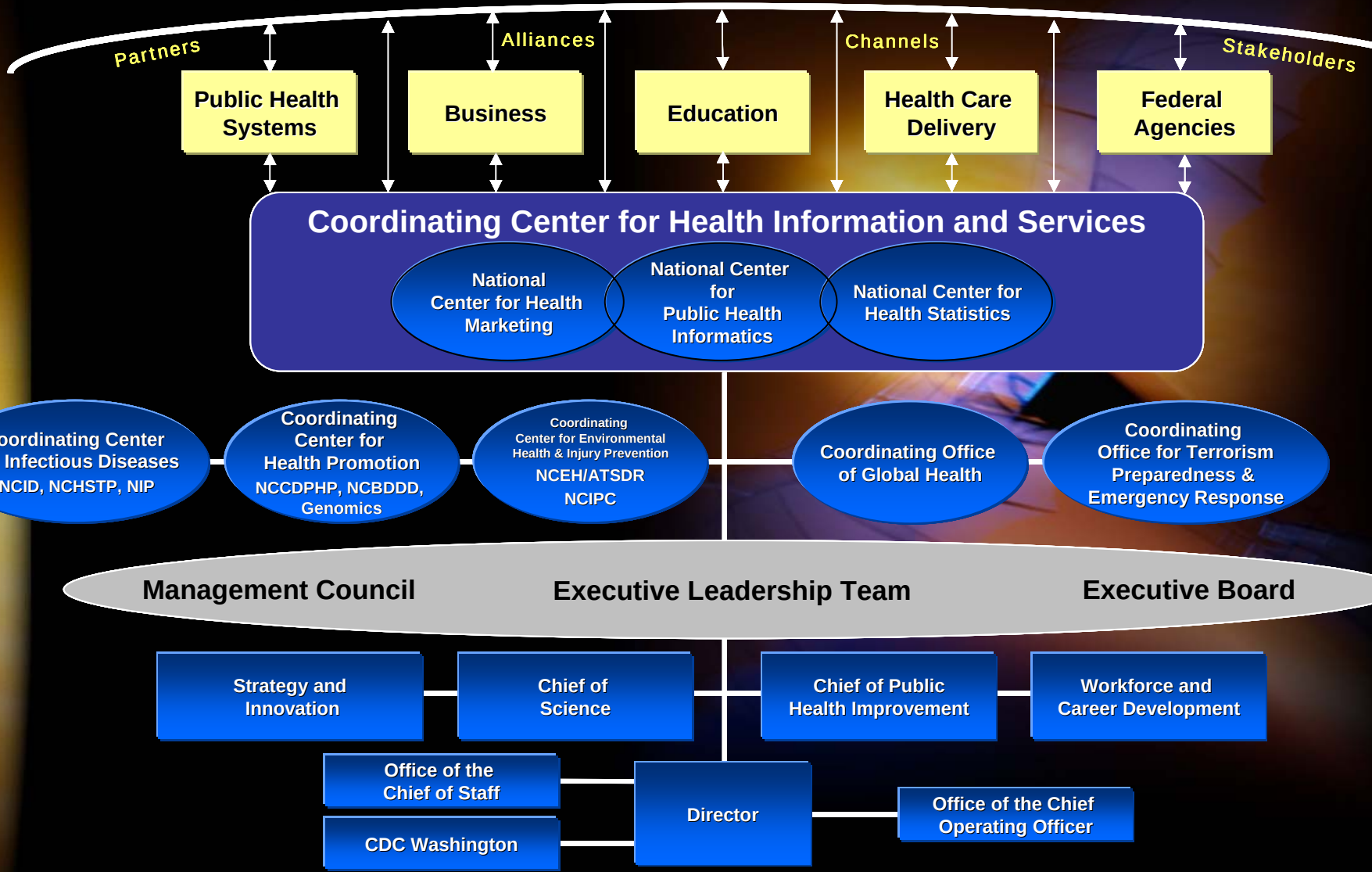
CDC's New Strategic Imperatives

- Health impact focus: align strategies, goals, and performance
- Customer-centricity: market what people want & need to choose health
- Public health research: create & disseminate the knowledge people need to protect their health now & in the future
- Leadership: leverage our unique capabilities, partnerships, & networks to improve the health system
- Global health impact: extend our knowledge & tools to promote health protection around the world

ıtability: Sustain people's trust & confide
the most efficient & effective use of their
ıents in us

Customers

SAFER • HEALTHIER • PEOPLE



Health Protection Goals Architecture

Preparedness Goals

Pre –Event	Event	Post-Event
Prevent 1) Increase the use and development of interventions known to prevent human illness from chemical, biological, radiological agents and naturally occurring health threats. 2) Decrease the time needed to classify health events as terrorism or naturally occurring in partnership with other agencies	***Detect*** 3) Decrease the time needed to detect chemical, biological, radiological agents in tissue, food or environmental sample that cause threats to the public's health. 4) Improve the timeliness of information regarding threats to the public's health as reported by clinicians and through electronic early event detection in real time	***Recover*** 8) Decrease the time restore health se environmental saf event levels. 9) Increase the long- up provided to tho by threats to t health.
	Report 5) Increase the number of health events reported to CDC	***Improve*** 10) Decrease the time implement recomm from after-action re following threats to public's health.
	Investigate 6) Decrease the time to identify causes, risk factors, and appropriate interventions for those affected by threats to the public's health.	
	Control 7) Decrease the time needed to provide countermeasures and health guidance to those affected by threats to the public's health	

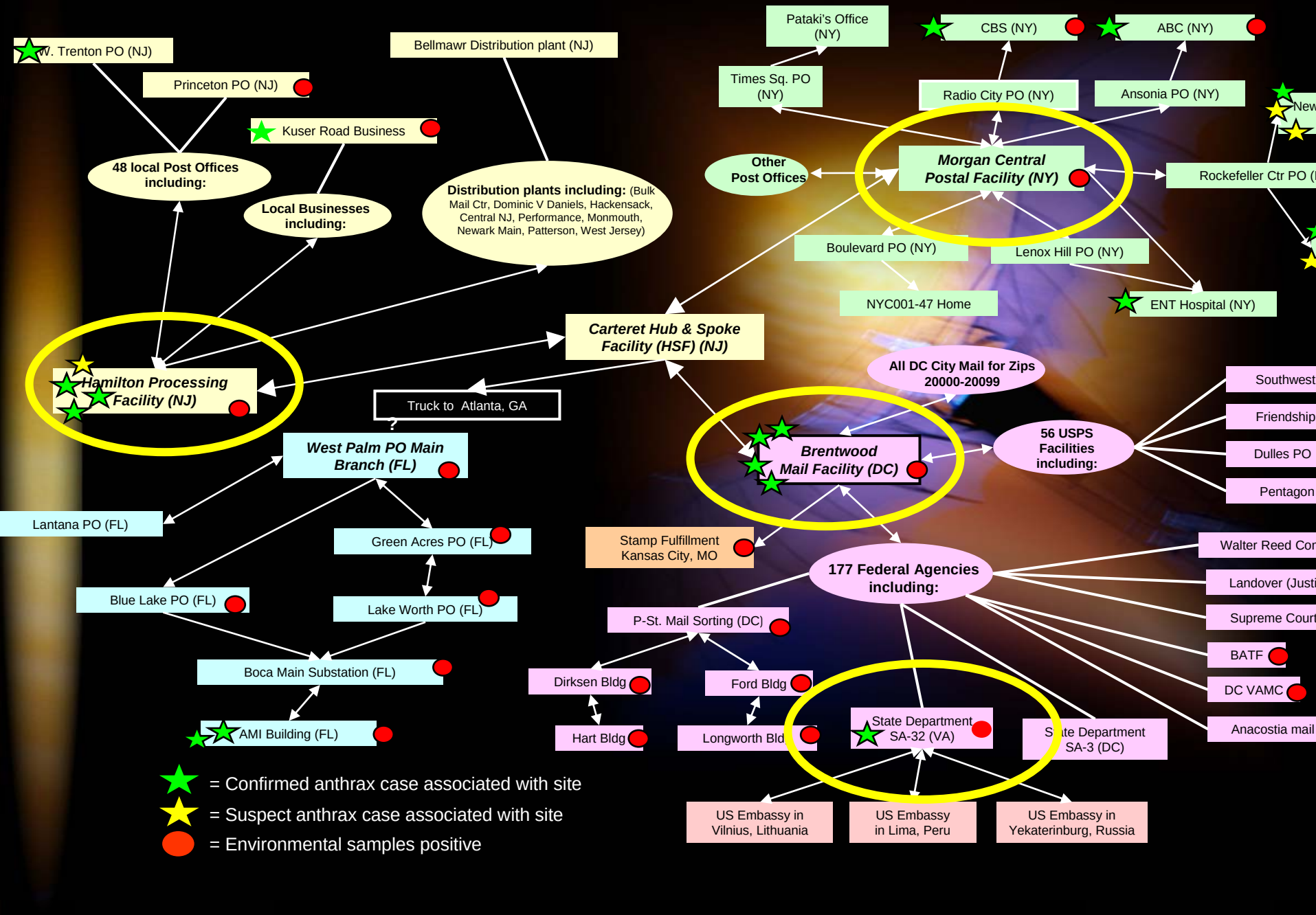
Preparedness Scenarios

Scenario 1:	Nuclear Detonation – Improvised Nuclear Device
Scenario 2:	Biological Attack – Aerosol Anthrax
Scenario 3:	Biological Disease Outbreak – Pandemic Influenza*
Scenario 4:	Biological Attack – Plague
Scenario 5:	Chemical Attack – Blister Agent
Scenario 6:	Chemical Attack – Toxic Industrial Chemicals
Scenario 7:	Chemical Attack – Nerve Agent
Scenario 8:	Chemical Attack – Chlorine Tank Explosion
Scenario 9:	Natural Disaster – Major Earthquake
Scenario 10:	Natural Disaster – Major Hurricane
Scenario 11:	Radiological Attack – Radiological Dispersal Devices
Scenario 12:	Explosives Attack – Bombing Using Improvised Explosive Device
Scenario 13:	Biological Attack – Food Contamination
Scenario 14:	Biological Attack – Foreign Animal Disease
Scenario 15:	Cyber Attack

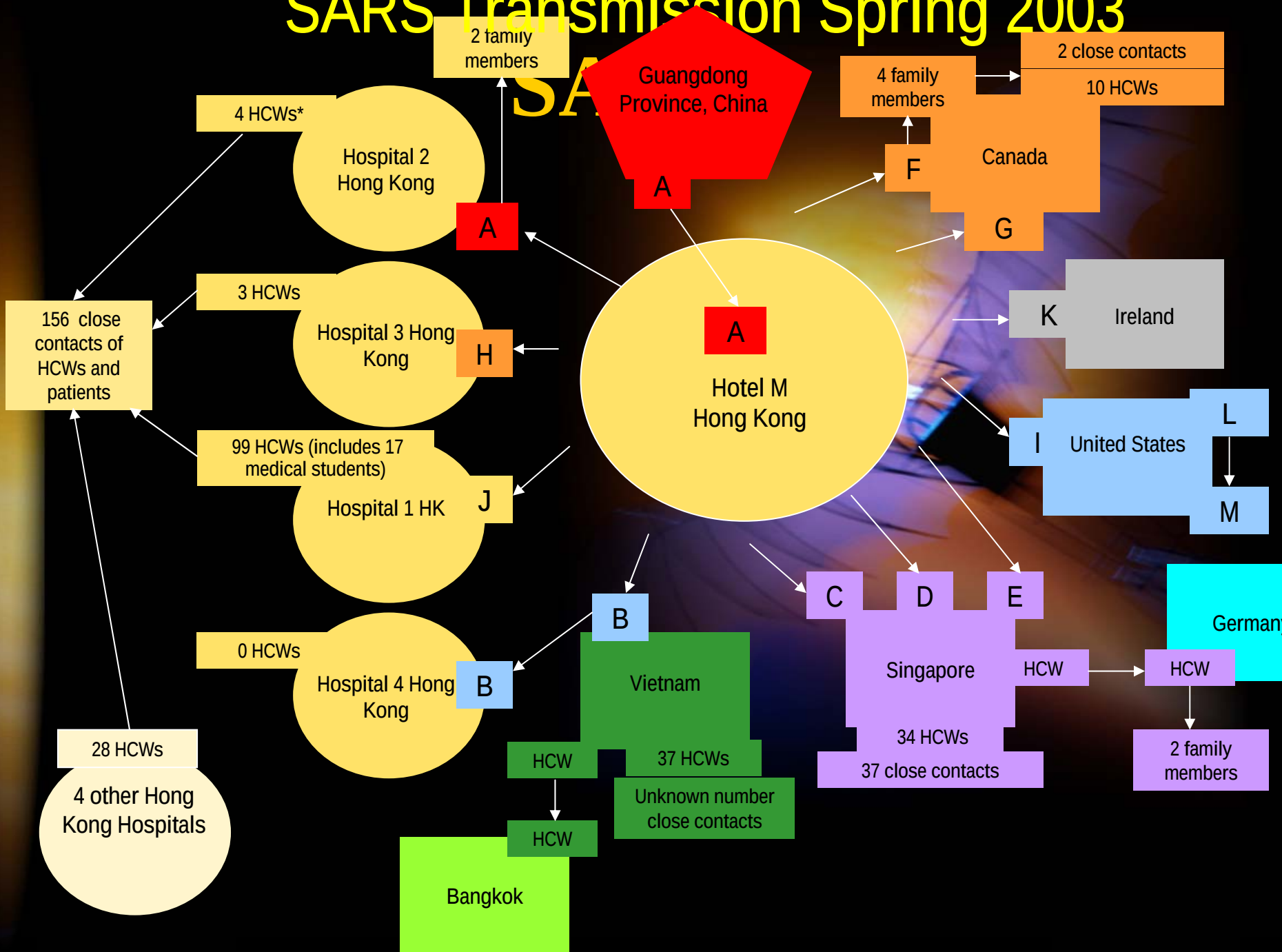
Participants – Preparedness Scenario
Working Groups

- Homeland Security Council Department of Defense
- Department of Labor
- Nuclear Regulatory Commission
- Department of Commerce
- Environmental Protection Agency
- Department of Veterans Affairs
- Terrorism Threat Integration Center
- Department of Transportation
- Department of Justice / Federal Bureau of Investigation
- Office for Science and Technology Policy
- Department of Interior
- National Aeronautics and Space Administration
- Department of State
- Department of Health and Human Services

Anthrax Attack 2001: Mail Flow Network ……..



SARS Transmission Spring 2003



Protecting People's Health in a Small World

Threat Characteristics

- Global threats with local impact; local threats with global impact
  - Health
  - Security
  - Economy
- Small world networks
  - Zoonoses / Vectors / Treatment
  - Emergency response / quarantine / Training
  - Distance Learning coordinators "leaders"

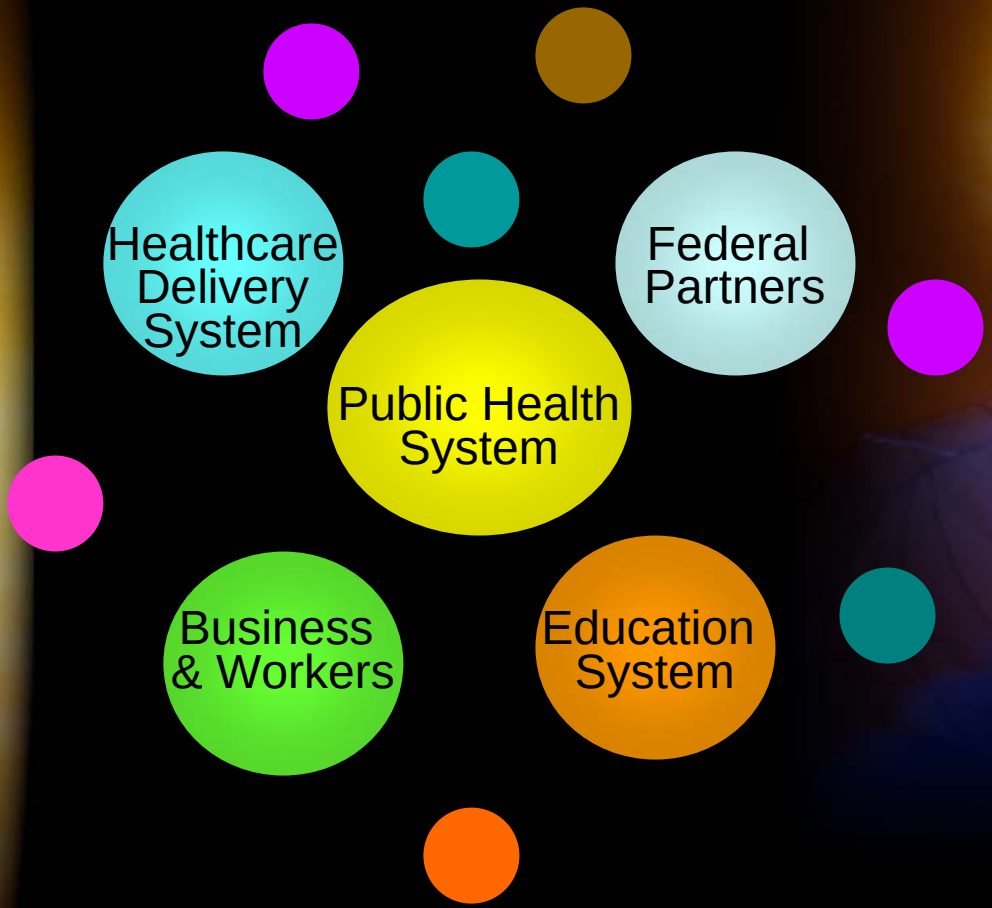
Protecting People's Health in a Small World

Preparedness Network Requirements

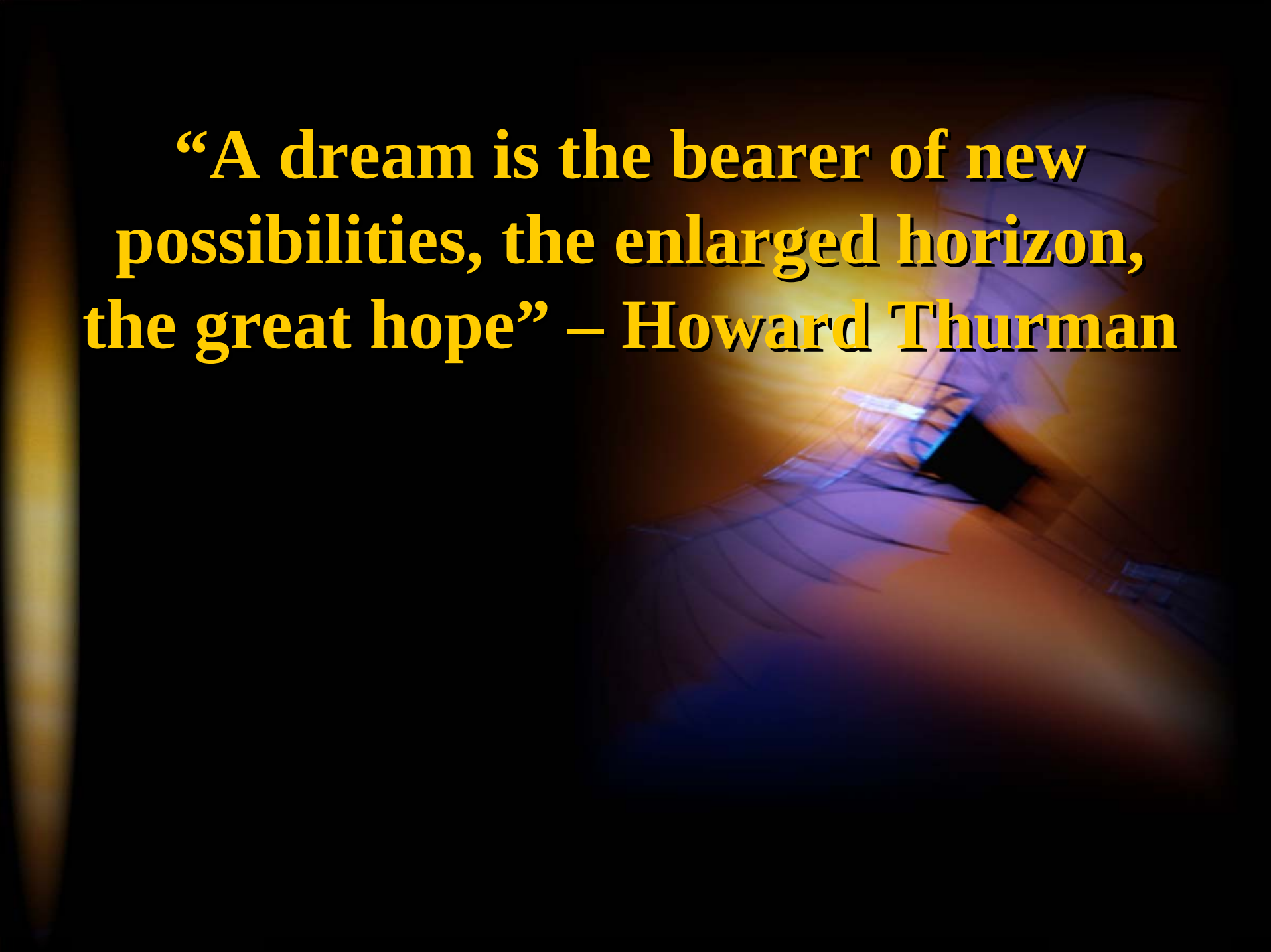
- Fast detection
- Fast science
- Fast & effective communication
- Fast and Effective Training
- Fast & effective integration
- Fast & effective action!

Globalization, connectivity, and speed

A Small World Network for Health Protection



- Multisector integration
- Public-private
- Non-profit
- Local - state – national
- Domestic – international
- Animal – Human - Plant

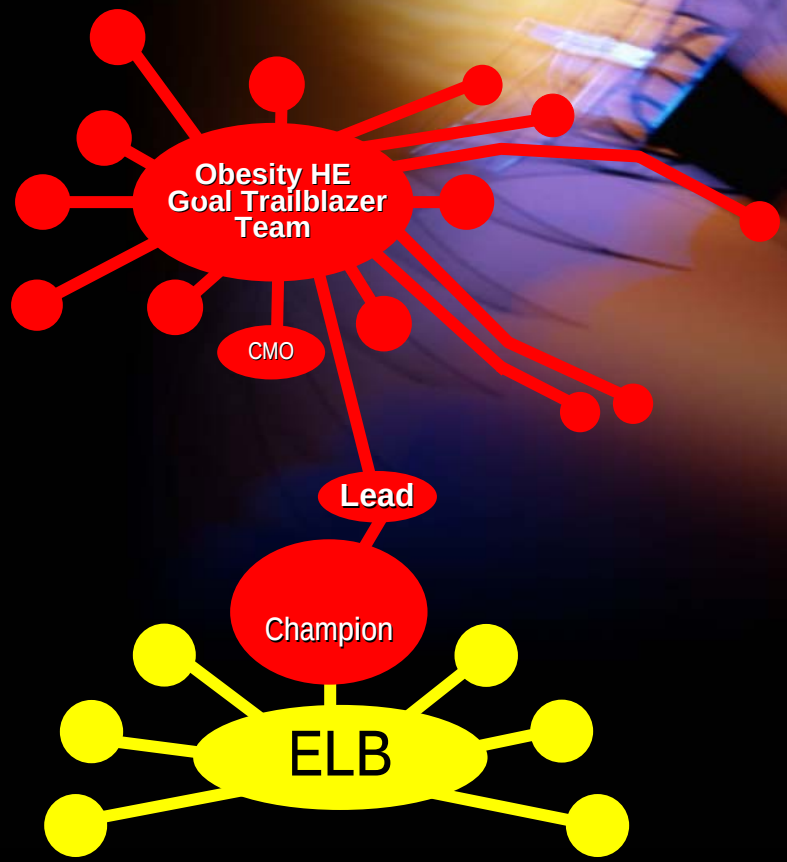

“A dream is the bearer of new possibilities, the enlarged horizon, the great hope” – Howard Thurman

Obesity Health Impact Goal

“Trailblazer Team Small World Network”

Obesity Health Impact Goal

"Trailblazer Team Small World Network"



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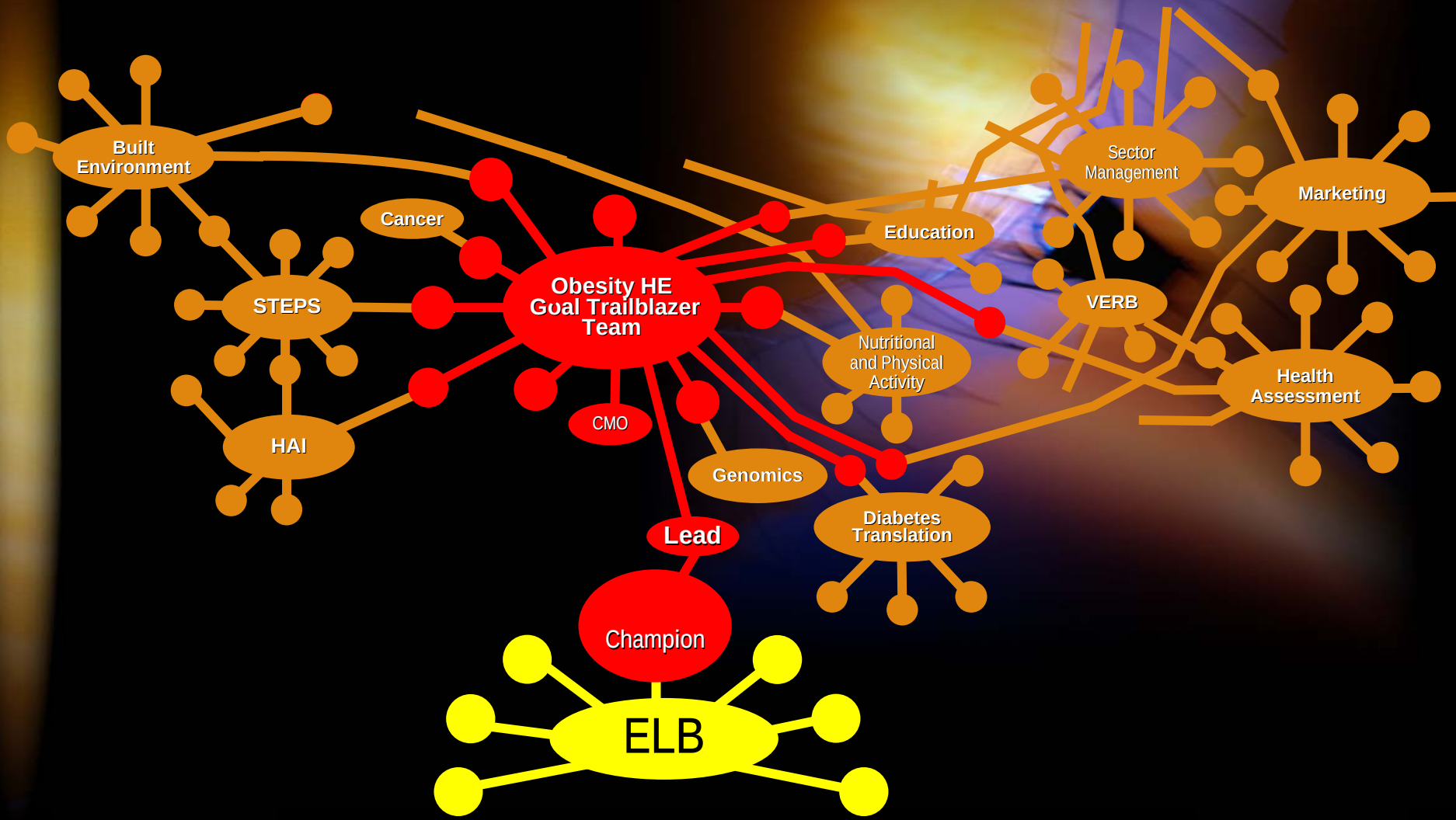

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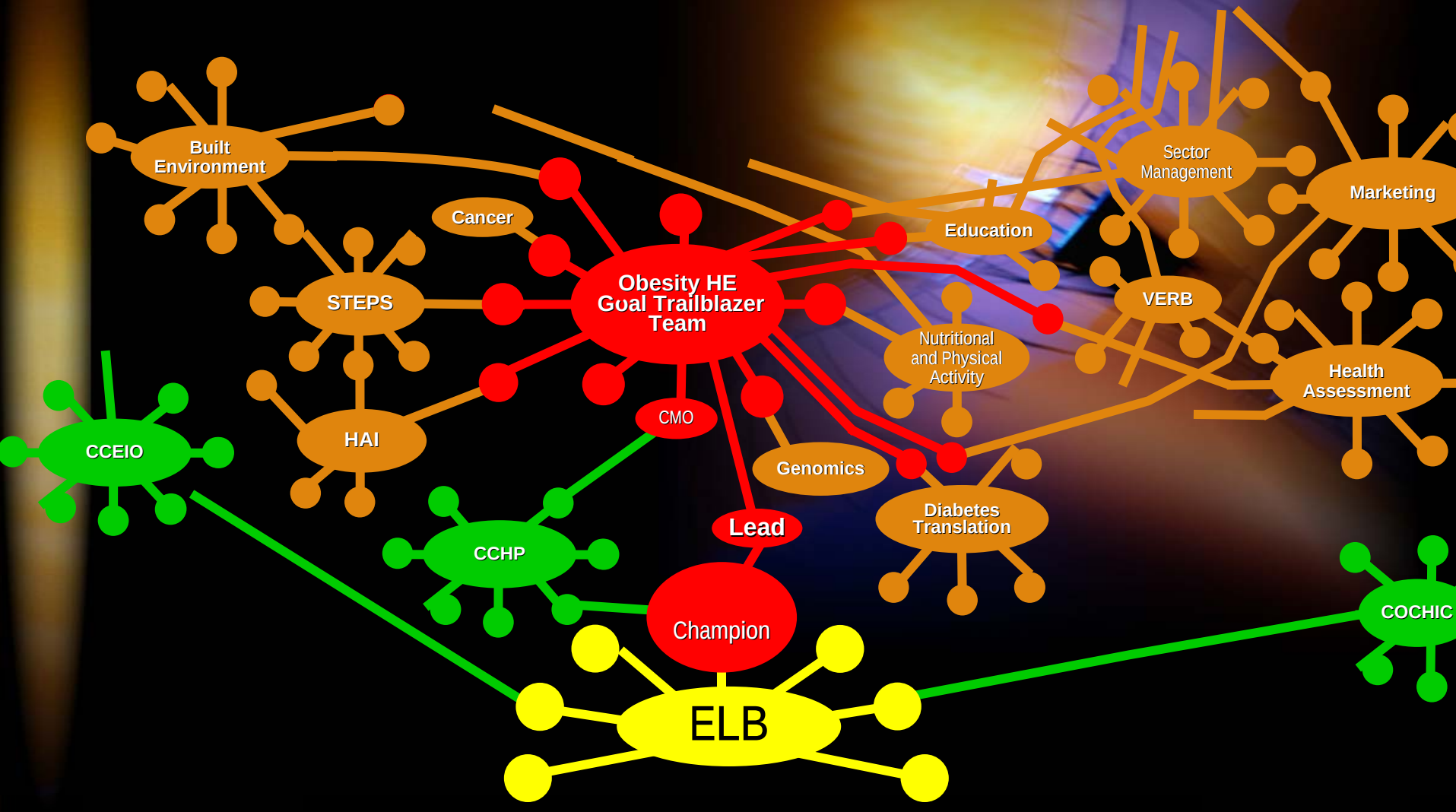

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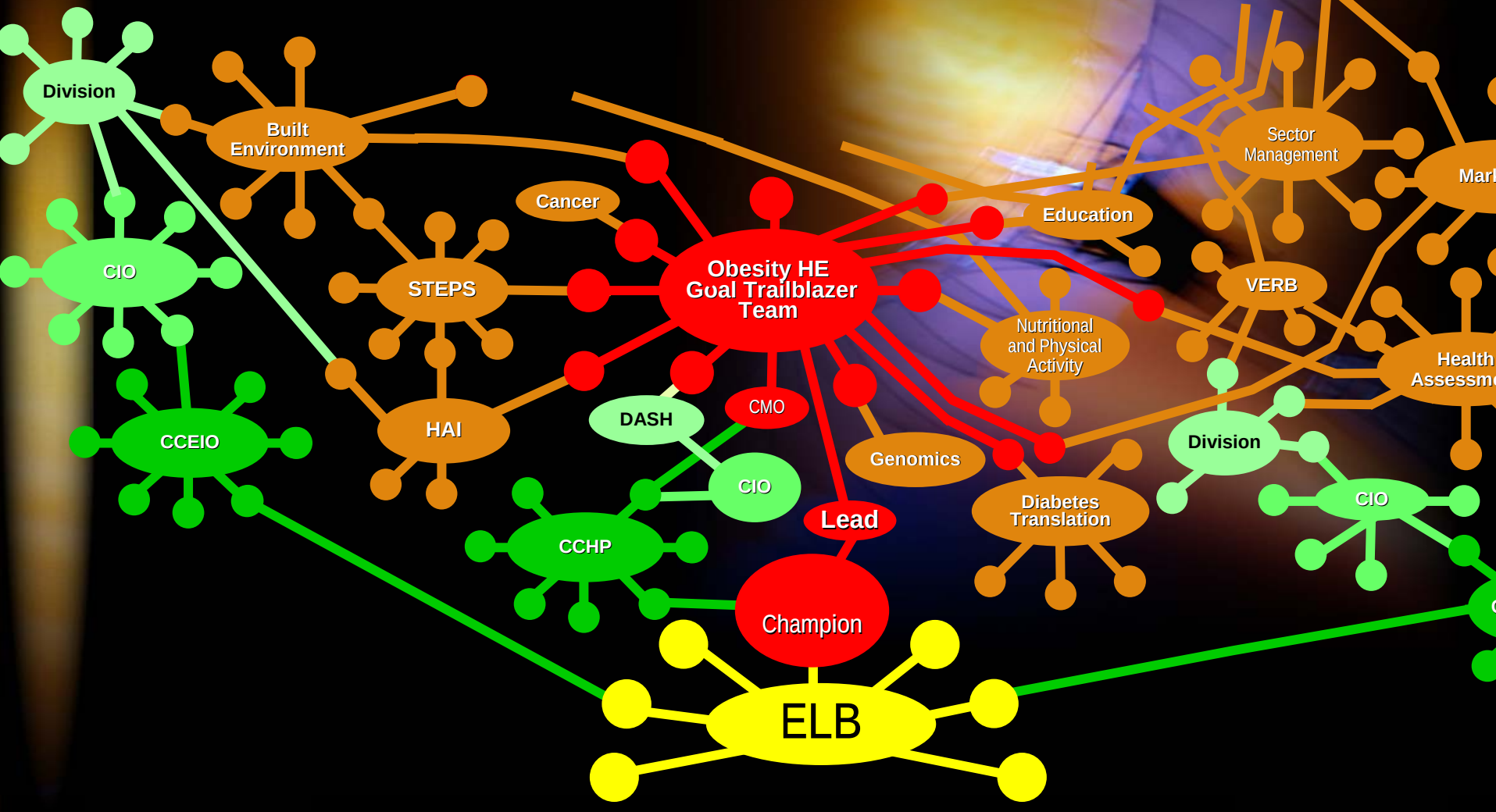

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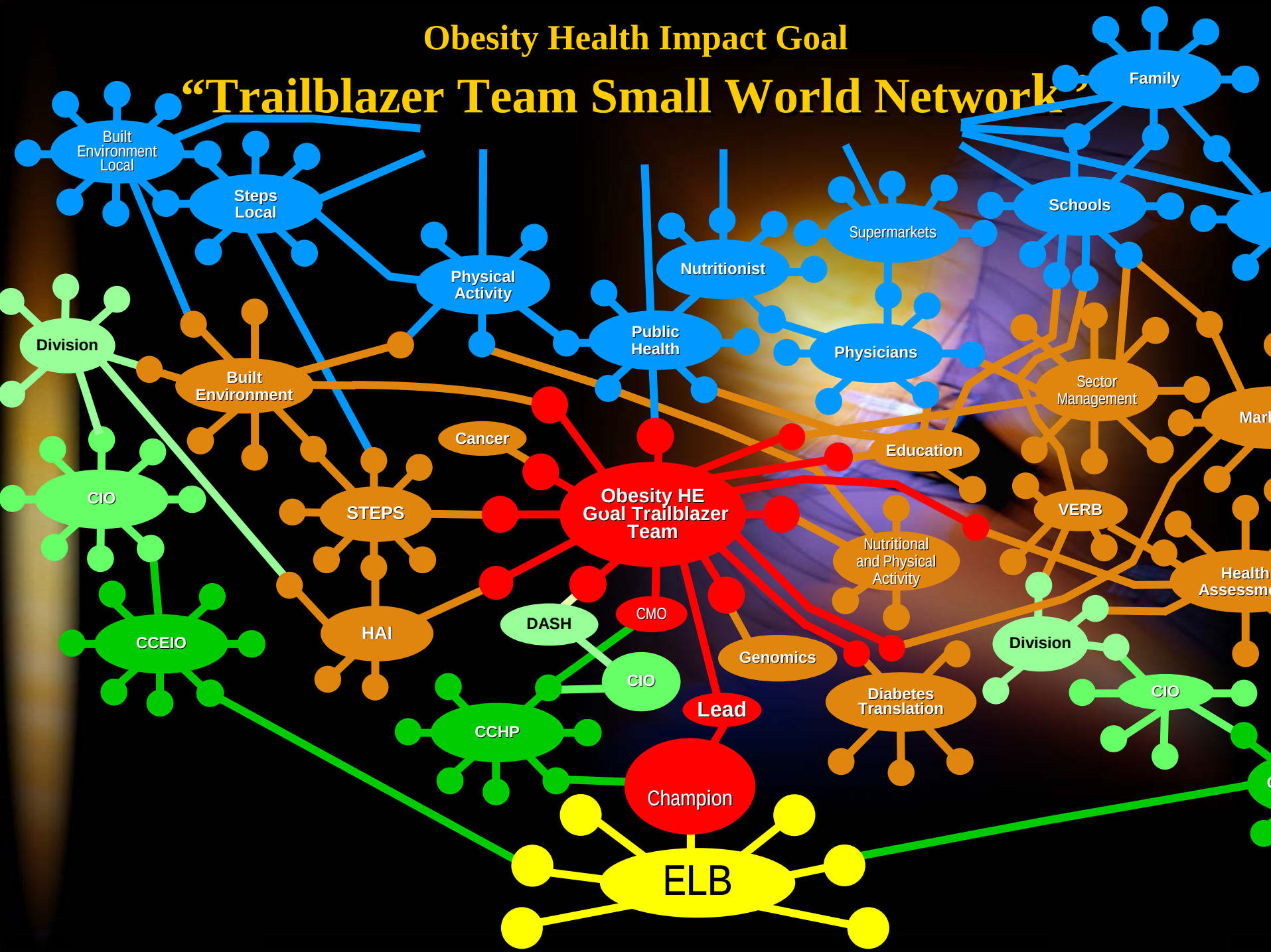


Obesity Health Impact Goal

"Trailblazer Team Small World Network"

Built Environment Local
Steps Local
Physical Activity
Public Health
Nutritionist
Supermarkets
Schools
Family
Division
Built Environment
Cancer
Education
Sector Management
CIO
STEPS
Obesity HE Goal Trailblazer Team
VERB
Nutritional and Physical Activity
CCEIO
HAI
DASH
CMO
Genomics
Division
CIO
CIO
Diabetes Translation
Lead
CCHP
Champion
ELB

“Don’t dwell on what went wrong. Instead, focus on what to do next. Spend your energies on moving forward toward finding the answers”-Denis Waitley

What is “Governing By Network”

Governments working in a new model that relies less on public employees in traditional roles and more on a web of partnerships, contractors and alliances to do the publics work.

Why Governing By Network?.. The Problem!

- Traditional hierarchical models simply do not meet the demands of this complex, rapidly changing age.
- Rigid bureaucratic systems with command-&-control procedures, narrow work restrictions & inward-looking cultures are ill suited to address problems that transcend organizational boundaries.

Why Governing By Network.. The opportunity!

- The Rise of Third Party Govt.
- The Rise of Joined Up Govt.
- The Digital Revolution
- Consumer Demand

What are the Advantages to this Approach?

- Distributed leadership & decisions making
- Goals driven but self Governing
- Coordinated operations customized @ all levels
- Fast, adaptable, effective, empowering
- Superior market penetration
- Requires technical integration
- Accountability & trust

What are the Implications of "Governing By Network"..?

- To our Distance Learning System..?
- To its products customers & operations..?
- To accountability and Trust?
- To how we support the mission of Public Health..?
- To the way we view Technology..?
- To the competencies we need to lead in this new environment..?

Accountability Models

Type of Accountability	Finances	Equity/quality	Performance	Trust
Traditional	Standard, prescriptive, record-keeping	Compliance with program rules	Compliance with input & record-keeping	Low
Hybrid/ Transitional	Proof of $s for contracted services	Rules emphasize fairness & equity	Activities	Medium
Flexible network	Proof of Performance	Service-level agreements	Outcomes	High

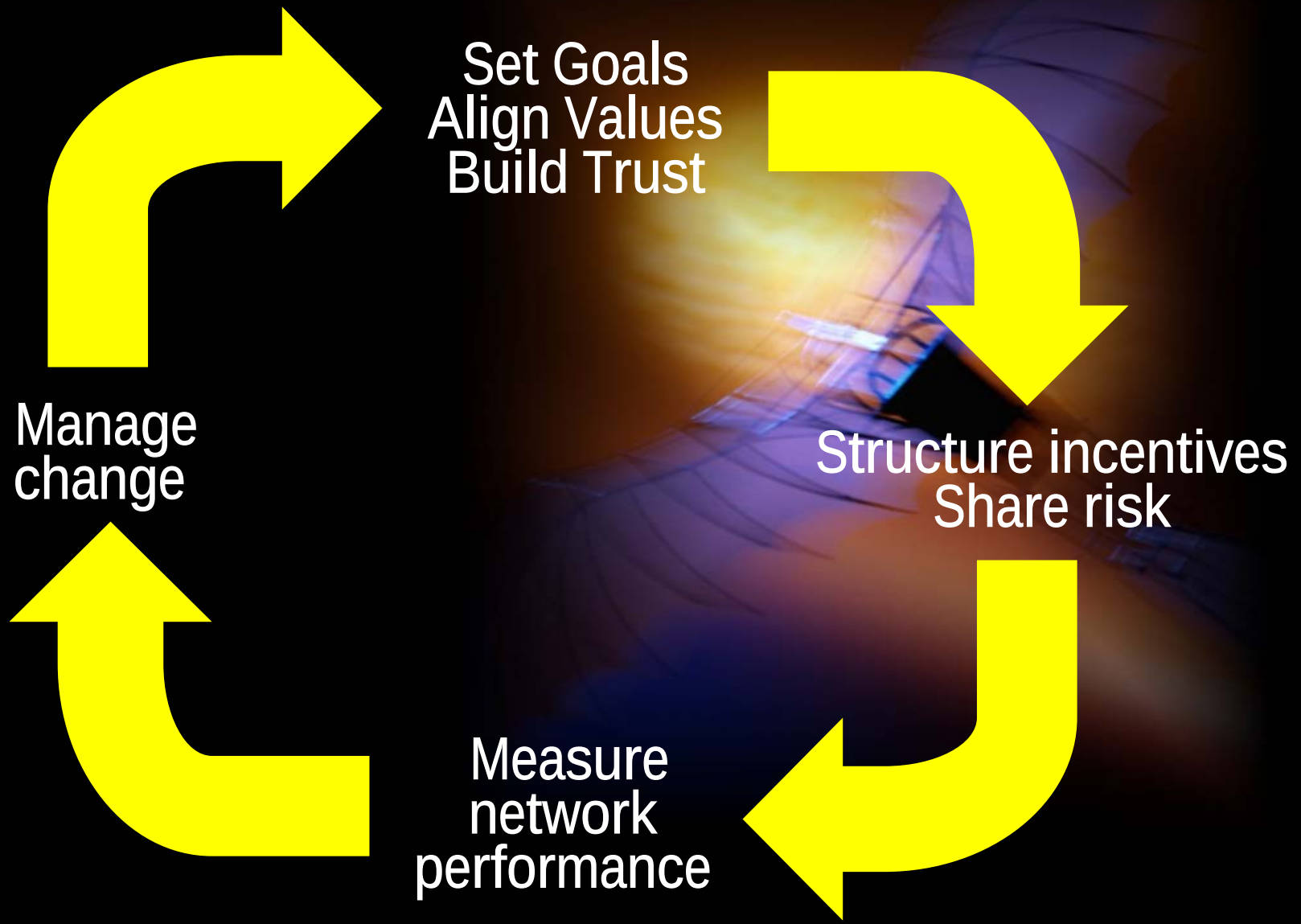
From “Governing by Network – The New Shape of the Public Sector” by Goldsmith & Eggers

Value of High Trust Relationships

	High Trust	Low Trust
Contract oversight	Flexible Outcome-based oversight Constant modifications to capture value	Tight Input audits Intrusive & frequent output exams Rigidity on modifications
Value Equation	Low cost, high value	High cost, low value

From “Governing by Network – The New Shape of the Public Sector” by Goldsmith & Egger

Achieving Results from Networks



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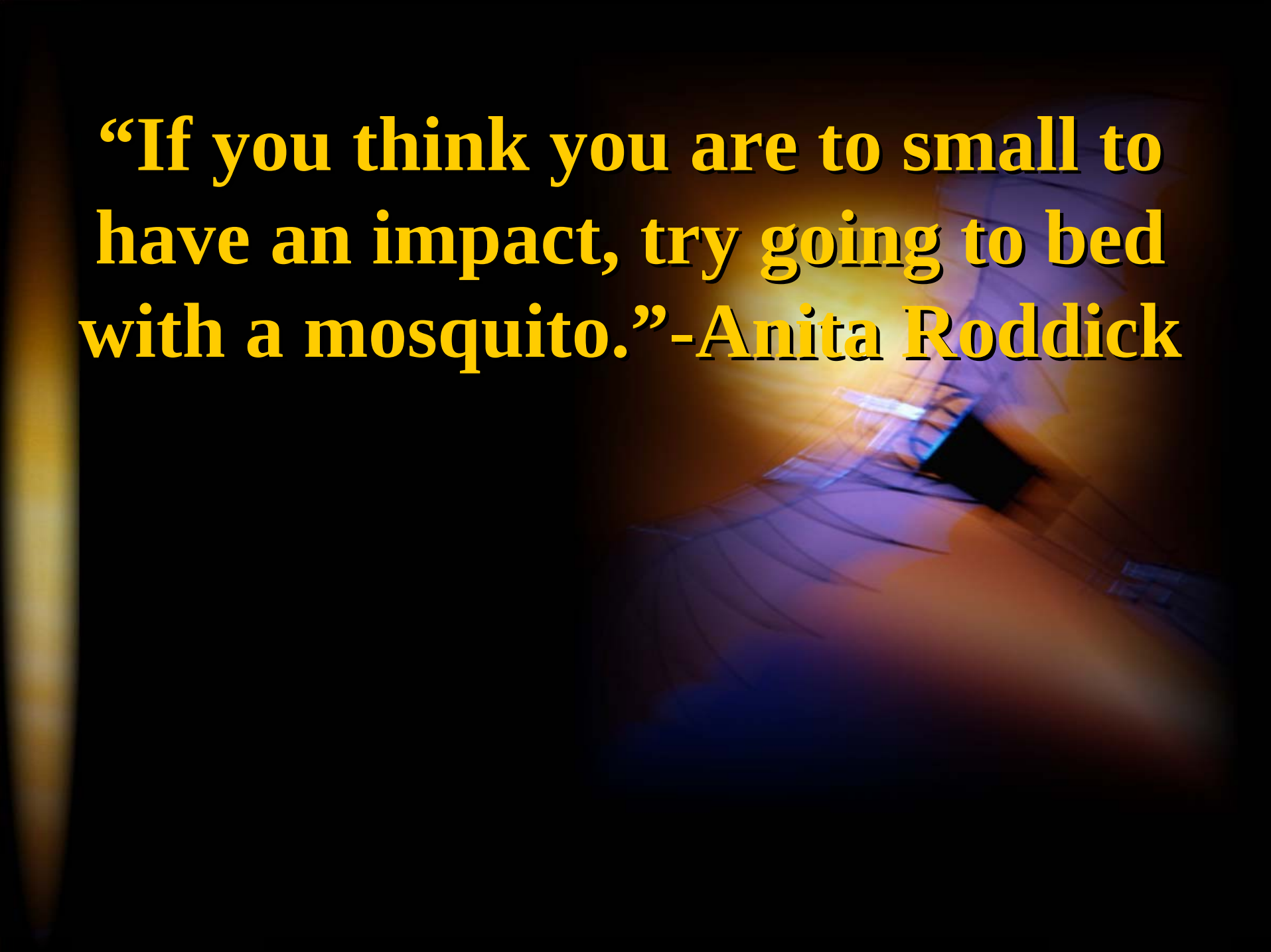

“If you think you are to small to have an impact, try going to bed with a mosquito.”-Anita Roddick

Represent the Vision Of Distance Learning

- Champion Its Benefits
- Demonstrate Its uses
- Prove Its Effectiveness
- You Tell Me…..
- What are the sales points related to Governing by Network..?

Effectively Lead the Ongoing Process of Change..

- Lead & motivate people to achieve the DL vision
- Continually integrate new goals & priorities
- ID & consider changes in environment
- Be open to change & new information
- Be tolerant of ambiguity
- Displays initiative, effort & commitment
- Remember that distance learning supports the mission of Public Health

Provide Leadership in Developing, Maintaining & Improving Partnerships

- Evaluate the potential for new partnerships In terms of goals,risks & benefits
- Lead the formation of new partnerships
- Insure open lines of communication
- Proactively identify & prevent or resolve difficulties with partners
- Teach peers how to apply tested frameworks

Lead Efforts to Cultivate & Maintain a Climate of Creativity & Innovation

- Master proven techniques of being deliberately creative
- Apply these techniques to key issues & problems in critical areas
- Foster equal participation by all in generating “out of the box ideas”
- Systematically evaluate each new idea
- Select solutions & develop action plans
- Reward innovation

Lead Applying the Principles & Practices of Excellent Customer Service

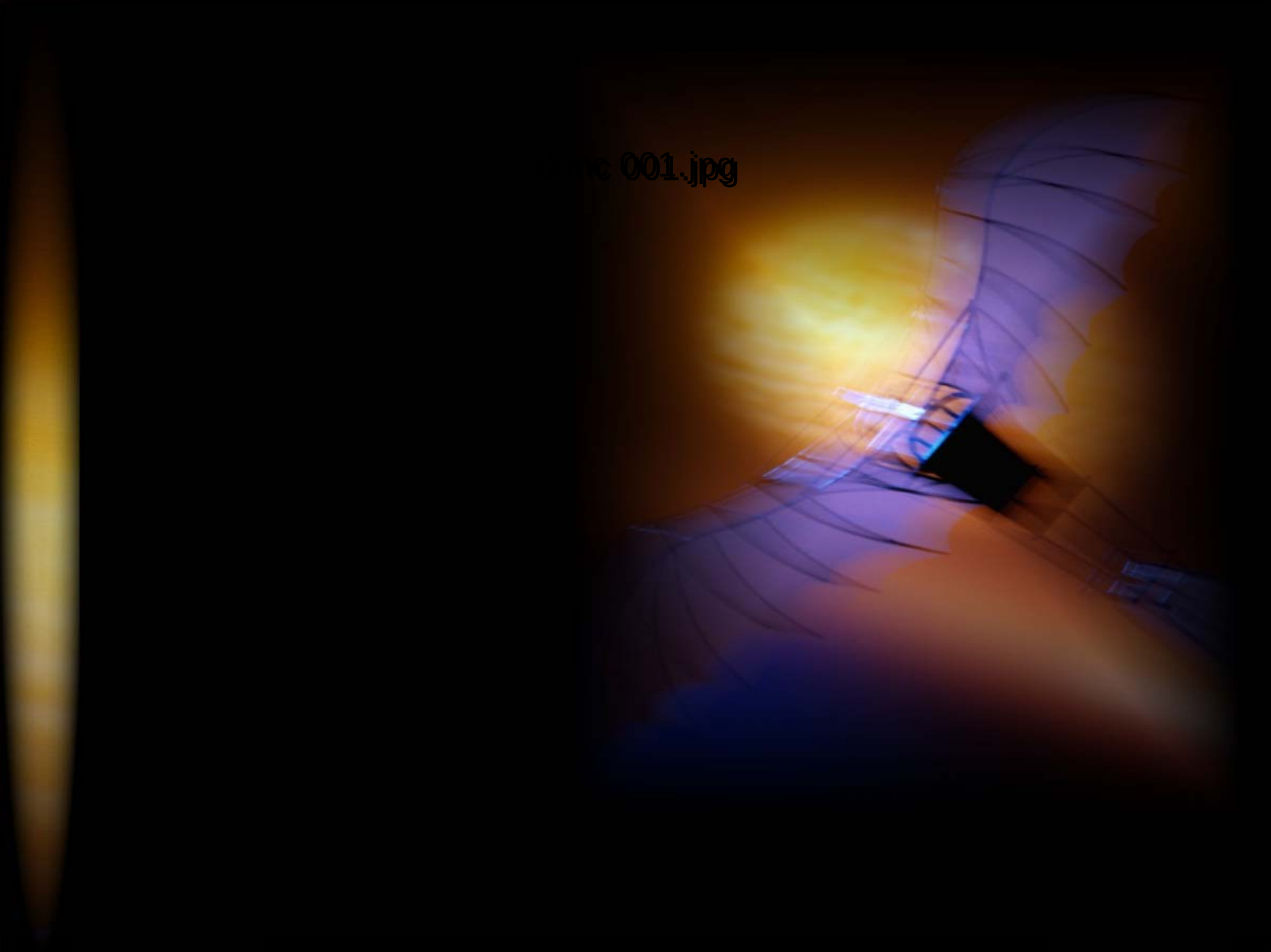
- Maintain a cooperative, diplomatic, polite, professional & helpful manner/Customers
- Aid in specifying & managing customers needs and expectations
- Willingly offer customers assistance
- Deliver the required product or service in a manner as to assure satisfaction
- Keep customers informed throughout

What does the Future of Distance Learning Look like?

- Will we be increasing “Governed by Network?
- Will we be more integrated technically or operationally?
- Will we be seen as important to the Public Health Mission?
- Who controls the Future of Distance learning?

“How can I reconcile this world of fact with the bright world of my imagining? My darkness has been filled with the light of intelligence, and behold, the outer day-light world is stumbling and groping in social blindness” –Helen Keller

“It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself” – Ralph Waldo Emerson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