

# The Daily Briefing - Sept. 13<sup>th</sup>, 2007

New Century, New Challenges, New Dilemmas: The Global Nexus of Animal and Public Health

## Crafting a vision for the future: Diverse needs of human, animal & environmental interdependence affirmed



The “Global Nexus of Animal and Public Health” seminar concluded on Sept. 13th with the pronouncement of a working vision:

**“Optimal global health embracing the interdependence of humans, animals and the environment”**

While the vision provides a framework for future strategic action, the full assembly placed emphasis on urgency and the need to define more specific approaches for the range of audiences affected by the issue.

“We want others to see themselves as part of the movement,” said one participant.

The vision accompanies transformational strategies (listed below) intended to enable the establishment of future goals, unite those who encompass the vision, embrace efforts that are proactive, and support the principles behind the concept of human, animal, and environmental convergence.

The Salzburg Global Seminar brought together more than 50 participants from 15 countries. The six-day effort, sponsored by the W.K. Kellogg Foundation, combined perspectives from grass-roots organizations, local and international governmental bodies, academia, and public service organizations.

The Seminar brought forth the following vision and strategic principles:

**“Optimal global health embracing the interdependence of humans, animals & the environment”**

**Communication:** Increase awareness and a sense of urgency through the communication of all determinants of one world, one health (social, economic, political, systems). The goal is to address strategies to key audiences so that they hear, understand, incorporate, and act on these issues.

**Collaboration and convergence:** Actualizing these concepts means cultivating seeds; diffusion; finding the willing; exploring issues and opportunities; agreeing on scope, level and content; and, agreeing on benefits and measures of success.

**Effective leadership:** The goal is to create space for committed leadership around a one world ~ one health agenda, by using models, developing leaders, and eliciting contextual responses.

**Education and training:** There is a need for education and training on the convergence of animal, public and ecosystem health. The goal is to provide education and training on the subject of one health to a broad base of stakeholders. It should be based on relevancy, and should assess and measure success. It should also be based on regional morals and ethics, and seek collaboration with awareness and communication experts.

**Infrastructure and capacity:** Open a convergence platform that utilizes technology, incentives, flexibility and sustainability. It should include diverse people, sousveillance and best practices

**Social engagement:** Identify communities of people, including missing stakeholders, directly impacted by an issue, problem or policy, and ensure that they can have a self-determined role in an authentic engagement process. Ensuring ownership rather than “buy-in” requires listening and engagement in the entire process. Engagement strategies must be culturally-determined.

*“There is true value in engaging other stakeholders. (Many) are not looking for a hand-me-down. They want to be involved...that will give sustainability to the whole project.”*

- Delilah Cabb, Belize Agriculture Health Authority

# Leading by action: Thoughts on leadership



*Chris Brown and Stephan Singleton*

Focus, passion, action and endurance were some of the buzzwords participants used to describe leadership during the closing session on Thursday.

“(It is) about bringing out the best in people,” said one. “We need to recognize the many leaders within this area of convergence to actualize the vision.”

The mobility to operate from the bottom-up, lead across silos, and embrace others were additional themes that were discussed in depth. The fulfillment of these aspects of leadership excellence are contingent upon the ability to acknowledge others’ needs and values, and to encourage people to cross boundaries to join your effort.

Bringing others to one’s cause and creating followers were also addressed in depth. Participants denoted an interchangeability between the concepts of creating additional leadership and inspiring followers.

Leaders need to have devoted followers, yet simultaneously, a leader need to lift those followers up on to one’s shoulders to aid the mission. Doing so, said one attendee, can exponentially advance the abilities of smaller leadership teams.

One participant noted that asking the right questions was a strategy that seems to get to the heart of leading a cause and influencing others. “You need a core of people who are passionate about this issue and are going to influence people at all levels. You have to be able to ask the right questions to know that the response will be what you are seeking.”

A final conclusion was that to manage teams, bring partners to a cause, and influence action, leaders have to have subject matter knowledge while possessing the personal ambition to “get things done”.

“Some make things happen, others watch things happen, and still others wonder what the hell happened,” urged one participant. “Leaders need to anticipate change...It’s a different world than there has been.”

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## What needs to be done next

What might have started the week as a global collaborative effort at a 40,000 foot level quickly evolved into a science-based social movement by week’s end.

“Creating space” was a message repeated several times by Thursday, calling for the creation of social opportunities for potential partners from diverse backgrounds and locations to be involved in meaningful ways.



“We need to approach other perspectives,” said Delilah Cabb of the Belize Agriculture Health Authority, indicating that the inclusion of others in the dialogue will permit the issue to take on global importance.

Echoing this aim, Anne Keys of Pfizer Inc.

commented, “How do we galvanize even more - (We need to) create space with citizenry to move this forward.”

Lessons learned included recognition of the importance of technology in advancing global health, the need to talk across silos, and leadership principles that can be actualized to gain acceptance and credibility, individually and for this issue.

### Sustaining the movement:

- Must be science-based
- Need to include environment
- Engage other stakeholders from the bottom-up
- Collect those with strengths & leadership abilities
- Talk across silos
- Open space for communication
- Show quick progress vs, performance measures
- Celebrate successes along the way
- Move forward empathetically & humbly