

# The Daily Briefing - Sept. 8<sup>th</sup>, 2007

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

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Established in 1947, the Salzburg Global Seminar challenges current and future leaders to solve issues of global concern. Leaders participating in the “Global Nexus of Animal and Public Health” seminar are challenged similarly to address the myriad of diverse issues concealed within these subjects.

Advancements in science and technology enable global interactivity on a local level. The development of computing technologies and microprocessing, the ease of the transportation of humans, animals, goods and services, and the ability to more easily develop trade relations across the planet, are all beneficiaries of this age of technology.

The conveniences that this provides also bring recognized and covert challenges upon which our conversations and perspectives must converge. A focal point of these challenges is the spread of disease.

Amplified by the mixing of species and humans and animals’ ability to cross seemingly “borderless” country lines, our health, economic infrastructures and survival can be threatened by the emergence of new diseases in new places. At present, 75 percent of emerging diseases are ones that transmit from animals to humans. Called zoonoses, they are responsible for 11 of the last 12 epidemics.

At the crux is the requirement of government, corporate and non-profit entities to recognize this interdependence within our dynamic world mixing nation-to-nation, state-to-state, and globality-to-locality.

“In the past, we could operate with an out-of-sight, out-of-mind frame of reference,” says co-organizer Kevin Walker. “We knew the world was changing, but it didn’t affect us personally.”

Now, recognition resulting in the ability to adapt to accelerated change is essential. Key is using this week to look at the big picture and connect in diverse ways to meet the public and animal health challenges we face today.



While many here may have tendency toward a “ready, set, aim,” mind-set, says co-organizer Will Hueston, “this is about aim. This is a time to pull out of a specialist mindset and look at the big picture.”

In the design of this event, participants could have been provided a traditional seminar setting filled with speakers and polite questions. Instead, organizers ask each of you to contribute to the collective wisdom required to address the issues at hand making use of the tools, technology and environment that can help advance the topic.

## The seminar is about...

- Broad participation
- Collective wisdom
- Creativity and insight
- Exploring boundaries
- Broadening your understanding
- Taking ownership

## Your charge...

***To take this journey to the next level***

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*“One of the strengths of using this particular tool is that you can draw people whose formal responsibilities bear upon the issue. These tend to be people who have very high responsibilities. We want to give them the space to free themselves to think clearly. If you are able to do that and mix them with people that are also doing that simultaneously, then you have a chance to create something new.”*

Ricardo Salvador, Program Director, Food Systems and Rural Development, W.K. Kellogg Foundation

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