Building From Scratch: 
Strategies for Establishing a Global Health Program

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My Background

• Personal interest

• Worked in development (Azerbaijan)
  – Emergency Medicine Development Initiative
  – International Medical Corps (Country Director)

• Academic interest
  – MPP in Development Studies
  – Research

• At Jefferson
  – Director, International EM
  – Co-Director, Global Health Fellowship
  – Global Health Initiatives Committee

• National/International
We're going to talk about...

• Not about a global health program with
  – Superstars
  – Lots of funding
  – Leadership with vision

• About a program
  – At an academic institution
  – Service projects
  – From scratch
  – With the right trajectory
Academic Institutions

• Challenges
  – Glacial pace
  – Competing priorities
  – Vision?
  – $$$?
Academic Institutions

• Education
  – Students want it
  – Faculty want to teach it

• Service
  – Intimidates administration
  – Terrifies legal

• Research
  – Grant money
  – Proven track record
Step 0: Partners

- Shared vision
- Collaborate!
Step 1: Talk about it

• Get people talking about it
  – Multi-disciplinary
  – Formal meetings
  – Topic-based discussion groups
  – Brown bag lunches
Step 2: Education

- **Curricular support**
  - Do not be over-ambitious
  - Do not recreate the wheel
  - Compile existing material
  - Incorporate into existing courses
  - **Empower existing faculty**
  - “Preach to the choir”

- **Multi-media**
  - Differentiate from traditional teaching tools
  - Website/database
  - Online tools
  - iPads, etc.
Step 3: Service

• Institutional projects
  – Scare administration
  – Legal
• Existing projects
  – Focus on a few
  – Broaden
  – Long term goals
• Local projects
  – Less exotic
  – Tangible

• Partnerships
  – NGOs
  – Local institutions
  – International institutions
    • Expose
    • Exchange
    • Educate
Step 4: Research

- Does not have to be grant-funded
- Gather data – critique data
- Publish, publish, publish!
- Share, share, share!
- Build a track record
Step 5: Sustainability

• Identify your niche
• Grant funding
  – Small/local donors
  – Multi-disciplinary
  – Multi-institutional
• Partnerships
Step 6: Resilience