Creating Change in Global Health

Unite For Sight: 15th GH&I Conference
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Why Are We........Failing?
Who Do I Need to Be?

What Do I Need to Study?

Physician
Pilot
Physician Engineer
Epidemiologist
Health Educator
Engineer
Health Policy
Statistician
Nurse
Nurse Practitioner
Physician Assistant
Dietician
“I NEED TO BECOME…..”

a Leader

Culturally Intelligent

an Influencer

Emotionally Intelligent

an Agent of Change
Changes

NEXT EXIT
PEOPLE V. SITUATION
RATIONAL V. EMOTION
The Happiness Hypothesis - Jonathan Haidt
LAZINESS V. EXHAUSTION
RIDERS AND ELEPHANTS
NO CLARITY = RESISTANCE
3 PART FRAMEWORK

• Direct the Rider
  • Resistance = no clarity

• Motivate the Elephant
  • Laziness = exhaustion

• Shape the Path
  • People v Situation problems
100,000 LIVES IN 18 MOS

- 1:10 “defect” rate
- 10% untimely Abx
- Goal presented
- Mother of Deceased Child
- “Some is not a #, Soon is not a time”
- 6 specific interventions
- Easy enrollment, instructions, training, support
- Institutional Peer Pressure
BRIGHT SPOTS: VIETNAM

- Save The Children, 1990
- Pediatric Malnutrition
- TBU: true but useless
- Healthy poor kids
- 4 v. 2 meals, active v passive feeding, content
- Act into a new way of thinking: Social Pressure changing culture
- 65% in 6 months via “Living University”
- Connect the Rider, Elephant & Path
SWEEPING CHANGE

It can happen, with few resources & little structural authority
Create Change - Search for “Bright Spots”
BECOME
Build Your Influence
Rise to Lead
Learn Cultural Intelligence
Practice Emotional Intelligence
Walk with Humility
Resources for You
Contact

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