

To: "Admiral William Fallon - Co-chair, CSIS Commission on Smart Global Health Policy" wjf@wjfallon.com

From: Lloyd Etheredge <lloyd.etheredge@yale.edu>

Subject: **Fresh Thinking - 1: CSIS Commission on Smart Global Health Policy**

Dear Admiral Fallon:

Thank you for your leadership and the visionary work of the CSIS Commission on Smart Global Health Policy, I don't know of any area of foreign policy where so many people's lives can benefit, so quickly, as through the work of your Commission.

Here are three ideas that you might be able to use:

1.) **Professional work stations.** A key investment for complex, decentralized systems is to assure that everyone shares an accurate cognitive map. The <http://www.reliefweb.int> professional workstation (now, with map-based displays and options for individual customization) is a good example. The last assessment that I had about the system, from an Assistant Secretary of State responsible for complex humanitarian emergencies, was that everyone used it and that he checked it every evening at home and every morning, before his senior staff meeting and (for current information) before his CIA briefing. The idea could be beneficial in other areas of global health.

2.) **Global colloquia series.** An earlier CSIS project on Public Diplomacy, in which I was involved, contributed to the launching of <http://uc.princeton.edu> [there is no www in the URL]. It was created by the world's leading graduate schools of public and international affairs to share resources and, also, rewire, accelerate, and upgrade the international policy process by helping NGO and government professionals to linkup & new ideas to reach potential supporters. There is an open letter of invitation from the President of Princeton, Shirley Tilghman, on the Website.

This could be an extraordinary service to accelerate global health - e.g., especially if there is a tagging system to help global health professionals find

relevant material and create virtual colloquia series. Alternatively, the Kaiser Foundation has been a domestic pioneer in these new technologies and has really laid a new foundation, with journalists and policy professionals, for an agreement about the options for US domestic reform. Given their new work in global health, they might be willing, in partnership, to consider an expanded international Internet role, like the Princeton service, to accelerate policy analysis and policy development in a global framework.

I think that it's important, in the Internet age, not to overload busy people. A weekly (Internet) signature program for global health, like Washington Week in Review (especially if supported by partners like the Kaiser & Gates Foundations), could provide an overview of key stories and developments that nobody would miss. One segment of this high-visibility show could include interviews that allow leaders to connect directly and efficiently with worldwide professional audiences re new initiatives & organizing.

3.) "**Click to Make a Difference**" visual display systems for NGO fundraising & public (e.g., youth) participation. Bill Gates outlined this kind of system, for strategic planning, at Davos several years ago. The attached letter discusses new opportunities via the new malaria mapping project reported in Science.

Being able to see a map of the world change color, through organized effort, can be exciting. If we have this kind of system, linked to accountability and trustworthiness about money, the results could be spectacular. I know that you have left MIT and Cambridge, but there is a group of Harvard MDs who recently contacted me. [They have prototyped new Google Earth map-based health systems for public health strategic planning (supported by the Google Foundation).] I will send you a reference.

Thanks again for your leadership - and my best wishes for your work,

Lloyd Etheredge-----