The Futures Initiative: Achieving Health Impact
Why Change Now?

- Aging population
- Emerging global infectious diseases
- Obesity
- Development of public health workforce and infrastructure
- Health disparities
Strategic Imperatives

- Health impact
- CDC will be a customer-centric organization
- Public health research
- Leadership for the nation’s health system
- Global health
- Effectiveness and accountability
Health Protection Goals

> **Preparedness:**
> - People in all communities will be protected from infectious, environmental, and terrorist threats.

> **Health Promotion & Prevention of Disease, Injury, and Disability:**
> - All people will achieve their optimal lifespan with the best possible quality of health in every stage of life.
Organizational Design Principles

- Strategy and goals derive from population health assessments ("customers’ health") to achieve health impact
- Strategy and goals drive agency’s priorities and allocations
- Emphasis on research and innovation
- Health protection “marketing”
- Consolidation of business & other cross-cutting services
By 2015
  At least 90% of adults have a healthy weight (NHANES baseline)

By 2015
  Average lifespan of older Americans is increased by 2 years

By 2015
  The United States is one of five countries with the highest rates of infant survival (Baseline 28th, 1999)
Report of the CDC/ATSDR Working Group on a Shared Vision for Environmental Public Health at CDC/ATSDR

Shared Vision
Consolidation of NCEH/ATSDR

- Build on major concepts in December 2000 Report - “Shared Vision for Environmental Public Health at CDC/ATSDR”

- Administrative/management consolidation of NCEH and ATSDR to achieve a coordinated structure and joint leadership
Customers
People whose health we want to improve

Coordinating Center for Health Information and Services

National Center for Health Marketing
National Center for Public Health Informatics
National Center for Health Statistics

Coordinating Center for Infectious Diseases
NCID, NCHSTP, NIP

Coordinating Center for Health Promotion
NCCDPHP, NCBDDD, Genomics

Coordinating Center for Environmental and Occupational Health and Injury Prevention
NCEH/ATSDR
NCIPC, NIOSH

Office of Global Health

Office for Terrorism Preparedness & Emergency Response

Management Council
Executive Leadership Team
Executive Board

Strategy and Innovation
Chief of Science
Chief of Public Health Improvement
Workforce and Career Development

Office of the Chief of Staff
Director
Office of the Chief Operating Officer

CDC Washington
Coordinating Center Roles

- Minimize silos
- Identify and capitalize on opportunities for coordination of research
- Decrease duplication and redundant activities
- Provide leadership, management, and accountability for cross-center goals
Center Roles

- Foundation of CDC’s scientific knowledge
- Accountable for quality of programs
- Meet statutory requirements
- Maintain centers’ identities and disease prevention loci
## CDC’s Futures

**From**
- Focus on process
- Primary focus on Infectious Disease and Preparedness
- Disease specific, fragmented approach to global
- Inefficient work process
- Silos/organization

**To**
- Focus on health impact
- Primary focus on Infectious Disease, Preparedness and Prevention
- Comprehensive integrated global approach
- Efficient work processes
- Integrated coordinating centers (maintaining specialization)
**CDC’s Futures**

**From**
- No overall measure of success
- Lack of customer segmentation
- Limited partner capacity (state and local health depts)

**To**
- Clearly articulated goals and performance measurement
- Segmented customer approach
- Strong partner network
- Revitalized state & local health departments
- Media, business, health care delivery, schools, communities
### CDC’s Futures

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
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</thead>
<tbody>
<tr>
<td>Minimal applied research</td>
<td>Increase external/internal agenda</td>
</tr>
<tr>
<td>Fragmented approach to customers/partners</td>
<td>Integrated approach to customers/partners</td>
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<tr>
<td>Difficult to do business with</td>
<td>Easy to do business with (standard of good government)</td>
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</tbody>
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CDC’s Futures Initiative

**Vision: envision a time when**

- Every infant is born healthy
- All children go to school safe, healthy, and ready to learn
- All people have the knowledge, ability and support to make healthy choices
- All people live in communities that are protected from infectious, environmental and terrorism health threats
- All people live their full life expectancy and achieve lifelong independence
- All people are satisfied with their health status.
Communicate

Check Futures Updates at the Futures Initiative Internet Web site: http://www.cdc.gov/futures

Send your questions and comments to futuresgroup@cdc.gov.