

MARCH 2014



For insight on this wordle, please see page 3.

## 2014 ANNUAL AAVMC MEETING

### ONE HEALTH INITIATIVE BUILDS MOMENTUM AT AAVMC

Imagine a future where veterinarians, physicians and others from many professions work together to address the world's most perplexing problems, using integrated approaches and systems-thinking that seamlessly blend the knowledge and strengths of each scientific discipline.

Then imagine the effect of that approach on veterinary medical education.

That vision, called "One Health," inspired the AAVMC's recent 2014 Annual Conference on "One Health in Veterinary Medical Education," which attracted a record number of more than 300 attendees.

During more than 60 conference presentations from more than 90 presenters, registrants learned about compelling opportunities associated with the One Health approach:

- Interdisciplinary, often international, educational outreach and partnerships

- Innovative, interactive, cross-disciplinary teaching methodologies
- Integrated clinical experiences, research and medical technologies
- Innovations like an integrated human/animal advanced care clinical facility
- Strategies for curricular and professional change
- Urgent need for action and change

Recurrent conference themes focused on the importance of developing One Health competencies related to communication, problem-solving, strategic "systems" thinking, leadership, and collaboration.

See the program on-line at:  
<http://www.aavmc.org/annualconference.aspx>

# A CALL TO ACTION



King



Hueston



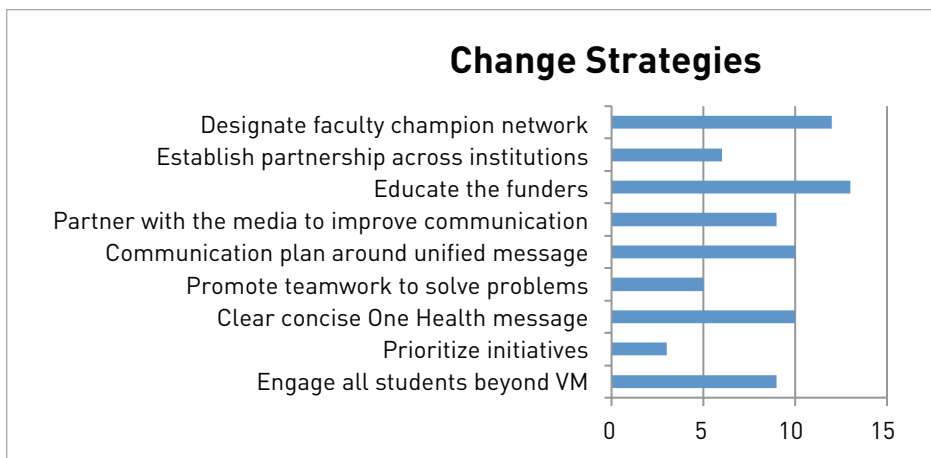
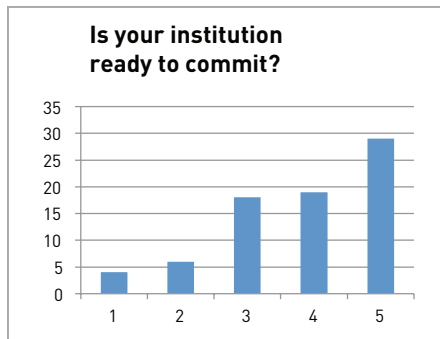
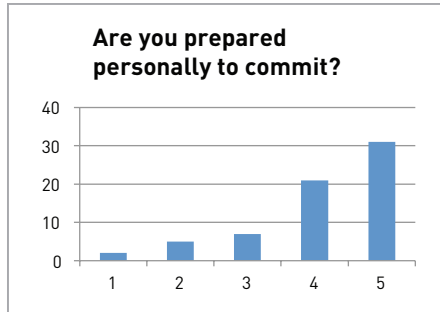
The conference was more than an academic exercise. To build and sustain momentum, Drs. Lonnie King and Will Hueston led a closing workshop designed to identify key workshop insights and set the stage for next steps.

“Welcome to the world of paradigm shift,” said King, acknowledging the progress of the past ten years and urging the audience to actively work for change and growth during the decade ahead.

“At this conference, we’ve heard some great presentations by people doing amazing things,” said Hueston, framing the workshop as an opportunity “to brainstorm how we can bring our vision for an interdisciplinary, interconnected medical future to fruition.”

Breaking into small groups, registrants used interactive devices to share perceptions regarding personal and institutional inclination for change. Participants also identified and weighted specific change strategies (see chart below).

The workshop concluded with an affirmation of a high level of commitment to One Health in veterinary education.



## THEY SAID IT. LET'S THINK ABOUT IT.

“It’s thrilling to see veterinary and human medical students working together on One Health.”

USDA Under Secretary for Research, Education and Economics Dr. Catherine Woteki

“One Health is not only about zoonosis.”

United Nations FAO Chief Veterinary Officer Dr. Juan Lubroth

“Clearly, it’s {One Health} a topic that resonates with our community.”

AAVMC Executive Director Dr. Andrew Maccabe

“Health is more complicated than disease.”

Association of Schools and Programs in Public Health Chairman John Finnegan

“We’ve made a lot of progress, but where should we be in another ten years and how do we ensure progress?”

Global Initiative for Food Systems Leadership Director Dr. Will Hueston

“Most students do not like One Health. They want to inject hocks, do clinical skills.”

Tufts University Cummings School of Veterinary Medicine Associate Professor Dr. Melissa Mazan

“Case studies are real world. Students are not engaged by lectures.”

Texas A&M University Center for Educational Technologies Director Dr. Jodi Korich

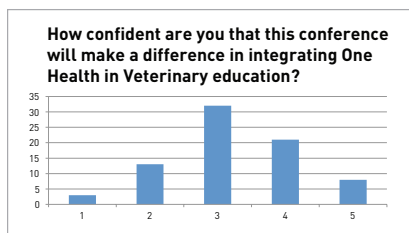
“Welcome to the world of paradigm shift.”

The Ohio State University College of Veterinary Medicine Dean Dr. Lonnie King

## OVERCOMING BARRIERS

Barriers for incorporating One Health in veterinary education were identified and opportunities for overcoming them were prioritized.

1. Designating faculty champions and educating funding agencies
2. Engaging students beyond veterinary medicine and strategically communicating One Health messages to key stakeholders
3. Establishing partnerships across institutions and promoting teamwork to solve problems



## A COMPELLING CASE FOR CHANGE



Lubroth

Worldwide, there are more than 20 “megacities” with populations of more than 10 million people, mostly in the developing world. Such cities continue to grow, creating tremendous sustainability challenges related to food security, public health protection, and the environment. Urban growth in the developing world, where livestock is viewed in very different ways culturally and economically, creates special challenges that require a multi-cultural, One Health perspective, according to UNFAO Chief Veterinary Officer Dr. Juan Lubroth.

## THEY SAID IT. LET'S THINK ABOUT IT.

**“Significant leadership skills are necessary to keep faculty informed, involved and working together.”**

Tufts University Cummings School of Veterinary Medicine Assistant Professor Dr. Alison Robbins

**“There is a knowledge/implementation gap.”**

Consortium of Universities for Global Health Executive Director Dr. Keith Martin

**“We’re talking to ourselves. Congress and the media are not hearing from you.”**

Food & Drug Administration Center for Veterinary Medicine Director Dr. Bernadette Dunham

**“Veterinarians just need to pull their socks up.”**

One Health Resident, nurse and MPH student Jacinta Waila, Makerere University, Uganda

## THESE VIDEOS WILL ENLIGHTEN AND INSPIRE YOU:

**The power of you:**  
[https://www.youtube.com/watch?v=\\_Qzjq0l2N9c](https://www.youtube.com/watch?v=_Qzjq0l2N9c)

**A student’s description of One Health on YouTube shown at the conference:**  
<https://www.youtube.com/watch?v=gJ9ybOumlTg&app=desktop>

**A student’s depiction of what the future of medical education might look like:**  
<https://www.youtube.com/watch?v=ChgT3K0z3sU>

## THE BUSINESS OF ONE HEALTH

The One Health movement has gained momentum slowly for over a decade, and yet it has been slow to reach the ‘tipping point.’ One way to achieve that, according to closing workshop facilitators, is to view the adoption of One Health approaches in the same way business introduces a new product or service.

### One Health, Inc.

- What problem does the company’s product solve?
- What niche will it fill?
- What is the company’s solution to the problem?
- Who are the customers, size of the market?
- What is our competitive advantage?
- What are our capital and resource requirements?
- What are our growth opportunities?
- What is our value proposition, valuation?

## ABOUT THAT WORDLE ON THE FRONT...

Early in the meeting, registrants were asked to share single words to describe their perspective on One Health. The wordle on the front cover conveys the variety and the frequency of descriptors used.