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A Monthly e-Newsletter From:

Institute for Alternative Futures

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How can we provide health care for all? How can we ensure that everyone has a fair chance to live a long and healthy life? These were among the important questions addressed at *MEXICO ENCOUNTER 2010: Building the Future* (ENCUENTRO EN MÉXICO 2010: Construyendo Futuros), a conference on contemporary global trends and the future of Mexico held in Mexico City on October 19-22, 2010. The conference brought together approximately 80 experts from around the world, including IAF chairman Clem Bezold.

Participants addressed key issues in a variety of fields, including governance, multilateralism, education, innovation and knowledge, cultural policy, health, economy, technology, and migration. Clem joined a panel entitled "Preserving the Planet: A Human Challenge," in which he presented trends in how we view and achieve health at the individual and collective levels. Among other points, Clem noted the broadening of what "goodness" means. For example, international standards are shifting from a focus on individual responsibility to social responsibility (see ISO 9000, 14000, and 26000).

The event was sponsored by the Mexican National Association of Universities and Institutes for Higher Education (ANUIES), the National Autonomous University of Mexico (UNAM), the Organization for Economic Cooperation and Development (OECD), the NGO Espacio de Vinculacion (EVAC), and the Mexico Chapter of the World Future Society (WFS-CM).

News & Events

[IAF Receives Kresge Foundation Grant to Explore Community Health Centers Working Beyond the Clinic](#)

The Kresge Foundation has awarded the Institute for Alternative Futures (IAF) a grant to study the current and future role of community health centers (CHCs) in improving the health of their patients and of their communities through their work beyond the clinic.

Federally qualified CHCs currently serve 20 million Americans and they are growing quickly to meet the needs of uninsured, low income, and minority communities. Historically, CHCs have focused not only on clinical care but also on leveraging non-medical factors in families, neighborhoods, education, and employment. These factors are often referred to as the social determinants of health. CHCs have

worked to provide or support health education, housing, neighborhood safety, job training, and environmental protection.

Because CHCs emerged from the Community Oriented Primary Care movement and remain closely tied to the communities they serve, their growth and activities beyond the clinic might be expected. However, little is known about the patterns of this work, how it relates to the CHCs' organization, how it is funded, and how it becomes sustainable. The Kresge Foundation's grant to IAF will support research to identify current patterns of activity, to harvest insights and lessons from initiatives implemented thus far, and to develop scenarios for the future directions of this work. The project will review the current literature, survey state primary care associations (PCAs), consider the trends shaping health care, develop case studies, provide a sense of the overall pattern of CHCs' work beyond the clinic, hold a national leadership workshop, and develop recommendations to enhance efforts in this area.

The Kresge Foundation is committed to addressing physical health and well-being of low-income and vulnerable populations by improving the environmental and social conditions affecting them and their communities. The Foundation has created the Safety-Net Enhancement Initiative to enable CHCs to partner with those providing public health services to underserved populations in high-need rural and urban settings. This IAF project will complement Kresge's commitment and fill a void in our understanding by looking for the larger patterns of CHCs' work in this area and by developing principles and recommendations for how CHCs can leverage the social determinants of health. The project is expected to be completed in the fall of 2011. IAF will produce and distribute a project report that captures the key learning and recommendations.

IAF Receives Kresge Foundation Grant to Explore the Future of Primary Care

The Kresge Foundation has awarded the Institute for Alternative Futures (IAF) a grant to explore the likely and preferable futures of primary care.

Forecasts by numerous health care experts strongly suggest that primary care is likely to be very different from what we experience today. While the recent healthcare reform legislation is driving change from a policy level, developments in technology, disease knowledge, healthcare financing, care protocols and modalities, and other areas are transforming the field of primary care.

As these changes unfold, it will be essential for policy-makers, public health officials, health care providers, and others to understand the alternative paths that the evolution of 21st century primary care could take. This project will forecast a wide range of developments that could significantly change primary care and will develop a set of scenarios to describe primary care in the year 2025. These scenarios will support the Kresge Foundation's mission to increase both access and quality of health-care services by exploring key uncertainties and identifying opportunities to improve the delivery and financing of primary care in the U.S.

The Kresge Foundation will use the scenarios to explore the implications of changes in primary care for its own funding strategies. Policy-makers can use the scenarios to help them anticipate changes that affect policy and legislation. Healthcare providers can use the scenarios as a basis for strategic thinking to ensure that they are working toward a preferred future of primary care. A meeting of national leaders will use the scenarios to consider implications and develop recommendations. The scenarios, as well as insights and recommendations that emerge from the project, will be published in a final report in the fall of 2011.

Hiring: Health Researcher and Office Manager

IAF is looking for a Health Researcher and Executive Assistant to join the team. The responsibilities and qualifications for each are as follows:

The Health Researcher will conduct research on healthcare-related topics, interview experts, write reports, and create and deliver presentations based on the above research. The candidate should have expertise in healthcare delivery, particularly community health centers and primary care. The ideal candidate for this position has a Master's in a healthcare-related field or a bachelor's degree and relevant work experience in a healthcare research or delivery setting.

For the Executive Assistant and Office Manager, we are looking for someone to provide administrative

and organizational support for our consulting and research activities. The successful candidate will be someone with excellent attention to detail and logistical abilities. A high level of professionalism is essential.

We strongly encourage applicants of color and bilingual candidates to apply.

Please send a resume and cover letter to futurist@altfutures.org with the subject line: "Health Researcher application" or "Exec Asst / Office Mgr application" by December 14, 2010.

Upcoming Events

[Internal Scenario Workshop](#), Robert Wood Johnson Foundation. Facilitators, Clem Bezold and Eric Meade. December 2, 2010 in Princeton, NJ.

["Unlocking the Door to the Future: Embracing a Shared Vision for Nursing."](#) Partners Investing in Nursing's Future (PIN) Annual Meeting. Facilitator and Speaker, Jonathan Peck. December 1-3, 2010 in Washington, D.C.

The Institute for Alternative Futures is a 501(c)3 non-profit research and education organization based in Alexandria, VA. IAF was founded in 1977 by Clem Bezold, Alvin Toffler, and James Dator. IAF has a long track record of using forecasts, scenarios, visioning, and other futures tools to help leading organizations understand the likely, challenging, and visionary developments that may take place in their environments, and to develop robust and visionary strategies that account for the inherent uncertainty of the future. IAF's past clients include the World Health Organization, AARP, American Cancer Society, and Rockefeller Foundation, as well as a wide range of multinational corporations through its for-profit subsidiary, Alternative Futures Associates. To learn more about what we can do for your organization, call us at (703) 684-5880 or write to futurist@altfutures.org.

We'd like to know what you think! Please send us your comments, questions, and things you would like to see included in future issues to futurist@altfutures.org.

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