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News & Events

Clem Bezold Receives WFS Futurist of the Year Award

IAF is proud to announce that on July 10, 2011, the World Future Society (WFS) honored founder and chairman Clem Bezold with a Lifetime Achievement Award during the Society's annual meeting, held this year in Vancouver, BC, Canada. Accepting the award, Bezold acknowledged author Alvin Toffler and scholar Jim Dator as among the "advocates and diplomats for our field". He also commented on his own efforts to explicitly include aspirational pictures of the future in his work. Since 1975, WFS has honored individuals for a lifetime of distinguished service. Recipients have included media critic Marshall McLuhan (1980), Futuribles International founder Bertrand de Jouvenel (1980), inventor Buckminster Fuller (1982), author Isaac Asimov (1986), and more than a dozen others.

Since Clem established IAF in 1977, he has been a major developer of foresight techniques, applying futures research and strategic planning methods in both the public and private sectors. He has worked with many Fortune 500 companies and major organizations including the World Health Organization, the National Institutes of Health, the Rockefeller Foundation, AARP, the American Cancer Society, and the American Medical Association. This award is a welcome acknowledgement of Clem's many contributions to the field of futures studies.

Photo credit: AARON M. COHEN.



Barbara Krimgold Elected to IAF Board of Directors

IAF is proud to welcome Barbara Krimgold to our Board of Directors. Ms. Krimgold currently serves as director of the W.K. Kellogg Foundation's postdoctoral Kellogg Health Scholars Program and of the Multidisciplinary-Disparities track for that program at the Center for Advancing Health (CFAH), a Washington, DC-based non-profit organization dedicated to translating health research to policy and practice. With over \$20 million in support from the W.K. Kellogg Foundation, she has directed doctoral and postdoctoral Kellogg Scholars and Fellows programs which have trained over one hundred health researchers for careers and leadership positions in U.S. universities, foundations, executive and legislative branches of government, think tanks and health advocacy organizations. These scholar alumni are racially and ethnically diverse, and focus their efforts on health equity and reducing health disparities. Ms. Krimgold also directs the Kaiser Permanente Burch Leadership Development Awards program, which supports junior minority scholars to sustain connections with policy experts to inform policy development.

Barbara Krimgold also served as co-director of the Diversity Data project and, in partnership with the Harvard School of Public Health, launched the new website DiversityData.org and coauthored its first report, "Children Left Behind: How U.S. Metropolitan Areas are Failing America's Children." She has also helped develop a new website on immigrant health issues, www.placemigrationandhealth.org.

Prior to 2000, she worked with other non-profit organizations and also as a health policy professional within the U.S. Government, serving in senior positions within the Office of Management and Budget — under Presidents Ford, Carter, and Reagan — and as the lead health policy staffer for the U.S. Senate Special Committee on Aging.

She graduated from Harvard College and won a National Defense Education Act postgraduate fellowship at Harvard's Graduate Center for Middle Eastern Studies.

Seeking a New Futurist to Join the IAF Team

We are looking for an entry-level or mid-level futurist to work at IAF. Please help us spread the word so that we can find the right candidate for this role. Please contact Eric Meade at emeade@altfutures.org with applications, referrals, or questions. A full job description can be found at <http://jobview.monster.com/FUTURIST-at-the-Institute-for-Alternative-Futures-Job-Alexandria-VA-102161030.aspx>.

Session and Webinar on CHCs Leveraging the Social Determinants of Health Draw Much Attention

On August 30, Clem Bezold led a session on community health centers (CHCs) leveraging the social determinants of health at the National Association of Community Health Centers (NACHC) Community Health Institute Meeting in San Diego, CA. Panel members included Paloma Hernandez, President and CEO of Urban Health Plan; Thomas Trompeter, CEO of HealthPoint; LaFrance Ferguson, Chief Medical Officer of Beaufort-Jasper-Hampton Comprehensive Health Services; and David Stevens, Associate Chief Medical Officer at NACHC.

Previously, more than 600 people registered for the "Community Health Centers Leveraging the Social Determinants of Health" webinar held on July 26, 2011. Moderated by Clem Bezold, a panel of CHC leaders discussed health center activities in addressing the physical, social, and economic conditions that underlie the health of their patients and communities.

- David Stevens of NACHC started off the session on the importance of and the Association's support for CHCs and leveraging the social determinants of health, including a brief overview of the history and theory that provide a foundation for these activities.
- Jonathan Tobin, President and CEO of the Clinical Directors Network and Co-Director for Community-Engaged Research at The Rockefeller University Center for Translational Science, laid out the epidemiological foundations for leveraging the social determinants of health and community-oriented primary care.

For the remainder of the webinar, CHC leaders presented on their respective health center's efforts in leveraging the social determinants of health to improve the health of their patients and communities.

- Roland Gardner, CEO of Beaufort-Jasper-Hampton Comprehensive Health Services in Ridgeland, South Carolina, presented on Pathways in STEP (Sheldon Township Empowerment Program), a collaboration between the health center, local school district, and the South Carolina Department of Health and Environmental Control to empower the

residents of the Sheldon Township, transform how the community envisions their role in their health and wellbeing, and help residents address the social determinants of health that impact their health and wellbeing.

- Peter Nelson, CEO of Joseph P. Addabbo Family Health Center in Queens, New York, shared with the audience one of the health center's most recent efforts, Ready Rockaway, to galvanize and help the Rockaway community prepare for emergencies.
- David Derauf, Executive Director of Kokua Kalihi Valley Comprehensive Family Services in Honolulu, Hawaii, spoke about the health center's rationale for leveraging the social determinants of health and a number of its programs, including providing opportunities for the elderly to socialize and build relationships, and partnering with the community to accept stewardship for one hundred acres of land.

You can listen to the July 26 webinar, Community Health Centers Leveraging Social Determinants of Health, [for free on the CDN website](#).

IAF to Hold National Workshops on the Future of Primary Care, and Community Health Centers Leveraging the Social Determinants of Health

In September 2011, IAF will host workshops for its two projects supported by the Kresge Foundation.

The National Workshop on The Future of Primary Care will be held in Alexandria, VA on September 19-20. 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. IAF has developed a set of scenarios to describe primary care in the year 2025, and about 30 leaders from across the nation will come together in this workshop to use these scenarios, consider implications, and develop recommendations. Project results will be published in a final report in late 2011.

The National Workshop on Community Health Centers Leveraging the Social Determinants of Health will be held in Alexandria, VA on September 26-27. Only about 10 to 15% of our health comes from medical care. Much of the rest is determined by social, economic, and environmental factors. Many community health centers are going beyond the provision of health care services to deal with these factors. About 30 leading experts from the National Association of Community Health Centers, HRSA, and a number of community health centers (CHCs) from around the country will work together to review what is known about CHCs addressing these social determinants of health and explore specific cases of CHCs leveraging these factors to improve the health of their patients and communities. The group will analyze findings on trends and forces affecting these types of CHC activities and develop recommendations for CHCs across the country to expand and sustain their efforts in this area. The cases, results, and insights that emerge from the workshop and project will be published in a final report in late 2011.



Eric Meade Asks, What If We Loved the Poor?

IAF vice president Eric Meade recently published an article, "What If We Loved the Poor?", in the Spring 2011 issue of *World Future Review*. The article builds on Eric's work on the future of poverty and development, exploring what the future might look like if strategies to reduce poverty were centered on love for the poor. First, it provides a conceptual description of parenthood, drawing on complexity theory and developmental psychology. Then it shows that the same concepts apply to poverty reduction. These concepts serve as the basis for the description of a visionary scenario for the year 2030 in which poverty has been significantly reduced. Eric then addresses a potential critique, arguing that while rejecting this approach as "paternalistic" protects against the intentional denigration of the poor, it also constrains our thinking and delays the day when global poverty will ultimately be eliminated. The article has already received positive feedback from readers, with one writing in an email, "It is less common than I would like that I experience potential paradigm shifts. This was one for me."



Ben Sheppard on Terrorism and Avoidance Behaviors, and Winning the Narrative

In July 2011, the *Journal of Homeland Security and Emergency Management* published the initial findings from a study by IAF Senior Associate Dr. Ben Sheppard on managing avoidance and adaptive behaviors following terrorist events. The research was supported in part by the Department of Homeland Security through START at the University of Maryland and CREATE at the University of Southern California.

Air Force Strategic Studies Quarterly published in its Fall 2011 Issue an article titled "Preparing to lead with a compelling narrative: If you don't frame the narrative, someone else will" written by Ben and Mary Crannell of Idea Sciences. The article examines how organizations can develop and sustain a compelling narrative to achieve their vision, and the challenges and opportunities a successful narrative provides. The authors make reference to the Arab Spring, and provide examples of individual, organizational and country level narratives.

On July 25 Ben and Mary led a workshop at the executive seminar, "Governing in Turbulent Times", sponsored by George Washington University's Graduate School of Political Management. Participants from Latin America learned how to map confrontations in a systematic way that supports their governing narrative. Since all governance refers to the interaction among different actors, the seminar included a simulated negotiation based on confrontation mapping tools and war gaming.

IAF Review of the AARP Livable Communities Strategy is Published

The September 2011, 43 (7) issue of *Futures* includes "[Evaluating a Long-Term Livable Communities Strategy in the U.S.](#)", an article authored by Devin Fidler, Robert Olson, and Clem Bezold. IAF was commissioned to offer a forward-looking review of the AARP Livable Communities strategy in 2007 and this article summarizes the process and results of that project.

Bezold Speaks on the Future of Health and Health Care to Osteopathic Professionals

On June 5 in Chicago, Clem presented on the future of health and health care in the U.S. at the meeting of the "Blue Ribbon Commission on the Osteopathic Profession's Role and Responsibility in Meeting America's Health Care Needs Through Medical Education Reform," sponsored by the American Osteopathic Association (AOA) and the American Association of Colleges of Osteopathic Medicine (AACOM).

Meade Assists Milwaukee Education Non-Profit with New Vision

On May 12, IAF vice president Eric Meade facilitated a full-day board retreat for PAVE, a non-profit organization working to improve education in Milwaukee, WI. The retreat produced a new vision for the organization to pursue in the years ahead.

Thank You for Attending IAF's 2011 Wiser Futures Workshop

Thank you to all who attended our July 8 Wiser Futures Workshop at the World Future 2011 conference in Vancouver, BC, Canada! IAF holds the workshop every year in conjunction with the World Future Society Annual Conference to help participants better understand specific futures tools such as forecasts, scenarios, and visions; get practical advice on using futures tools to enhance learning and effective choice within organizations and communities; and explore how aspirational futures can transform organizations. IAF also offers the workshop to clients across a range of organizations. The workshop is an approved offering through GSA Advantage for government agencies. If you would like to learn more about the Wiser Futures workshop, please contact us at futurist@allfutures.org. Again, thanks for signing up and we hope you found it helpful.

Upcoming Events

"Forward Perspective of Global Drug Development and the Pharma Enterprise," presentation for the American Course on Drug Development and Regulatory Sciences. Jonathan Peck. September 12, 2011, in Washington, D.C.

The Global Future: Prospects and Strategies, panel member at the [Washington Launch of the 2011 State of the Future: The 15th Anniversary Edition](#). Jonathan Peck. September 13, 2011 on the 5th Floor of the Woodrow Wilson International Center for Scholars in Washington, D.C.

Vulnerability 2030: Rethinking the Future of Youth Violence, workshop for members of St. Louis area partnerships to reduce youth violence. Eric Meade. September 14, 2011, in St. Louis, MO.

Vulnerability 2030 Scenarios, workshop for Missouri Foundation for Health. Eric Meade. September 15, 2011, in Lake of the Ozarks, MO.

"Future of Primary Care", workshop with national leaders in primary care. Clem Bezold. September 19-20, 2011, in Alexandria, VA.

Vulnerability 2030 Scenarios, workshop with local grantees of the Robert Wood Johnson Foundation. Eric Meade. September 22, 2011, in St. Paul, MN.

"Community Health Centers Leveraging the Social Determinants of Health", workshop with leading experts from the National Association of Community Health Centers, HRSA, and a number of community health centers. Clem Bezold, September 26-27, 2011, in Alexandria, VA.

"Vision and Leadership," facilitating a workshop for South Central Public Health Leadership Institute. Jonathan Peck. October 12, 2011, in New Orleans, LA.

Psychological Approaches to Police Futures, workshop for California's Police Officer Standards & Training (POST) Command College. Eric Meade. October 18, 2011, in Sacramento, CA.

Vulnerability 2030 scenario workshop for Paso del Norte Health Foundation. Eric Meade. November 15, 2011, in El Paso, TX.

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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