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of PUBLIC HEALTH

Section D

Integration and Summary

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How to Combine Top-Down and Bottom-Up?

- Giant-sized public agencies
 - ▶ FDA, NIH, Medicare, CDC

- Medium- and small-sized public agencies
 - ▶ Hospitals, health departments

Ecostructure Shifting

- Giant policymakers
 - ▶ Complexity models that illuminate norm-shifting
 - ▶ Engagement strategies for feedback using new media

- Smaller policymakers
 - ▶ Direct engagement with technocrats and civic leaders
 - ▶ Town hall meetings
 - ▶ New media

Systems Thinking

- “... today the machinery for propagation of myth, of special interest, and of special pleading probably exceeds by far the scientific-technologic equipment available for sound program and analysis.” (Wolman, 1965)
- Program analysis is different with systems thinking
- Needs to be more engaging to combine top-down and bottom-up in shifting norms

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