

**Creating the Future of CDC for the 21st Century  
(CDC's Future Initiative)**

**Robert Martin, DrPH**

**Clinical Laboratory Improvement Advisory Committee  
September 17, 2003**

**Division of Laboratory Systems  
Public Health Practice Program Office**



**SAFER • HEALTHIER • PEOPLE™**



## **Importance of CDC's Future Initiative**

**“... the world is changing and we need to change with it.  
... either follow the change or lead it. I vote to lead it. ...”**

**... we've begun a process to take a fresh look at  
CDC/ATSDR's future. Because I truly believe the future is  
ours to shape ...”**

**–A Message to Employees from the CDC Director, July 2003**



**SAFER • HEALTHIER • PEOPLE™**



# What Is CDC's Future Initiative?

- **A mechanisms to ensure that CDC remains an effective, proactive public health agency**
- **An opportunity to examine priorities, systems and practices to ensure success in the future**
- **A look collectively across the agency to determine where CDC should focus during the next 5–10 years**



**SAFER • HEALTHIER • PEOPLE™**



# Questions to Ask to Begin Defining CDC's Strategic Direction

- **What business is CDC in?**
- **What are CDC's priorities?**
- **How does CDC get a sense of its customer's needs?**
- **How does CDC translate these needs into ideas, implement them and have an impact?**



**SAFER • HEALTHIER • PEOPLE™**



# Initial Phases

- **Phase I (July–December 2003):** define strategic direction by beginning to set priorities and determine cultural transformation for CDC
- **Phase II (January–June 2004):** address structure and processes– what structure do we need to support the strategy, what changes in key processes should change?
- **Phase III (July 2004–June 2005/2006):** Implement. Focus on measuring program results and impact, and on solidifying the cultural transformation process.



**SAFER • HEALTHIER • PEOPLE™**



# Steering Committee

- **Julie Gerberding, CDC Director and Chair**
- **Bill Gimson, Chief Operating Officer, CDC**
- **Dixie Snider, Acting Director for Public Health Science, CDC**
- **Donald Shriber, Director, CDC Washington Office**
- **Ed Thompson, Deputy Director for Public Health Service, CDC**
- **Kathy Cahill,\* Senior Advisor for Strategy and Innovation, CDC**
- **Oz Nelson, Board Member, CDC Foundation**
- **Richard Jackson, Senior Advisor to CDC Director**
- **Steve Blount, Director, Office of Global Health, CDC**
- **Suzanne Binder, Director, National Center for Injury Prevention and Control, CDC**
- **Verla Neslund, Acting Chief of Staff, CDC**

**\*KC is co-leader of the “Futures Initiative” staff along with Michael Parvin and working with Jim Down, consultant in strategic planning**



**SAFER • HEALTHIER • PEOPLE™**



# **Workgroups**

## **(As of September 2, 2003)**

- **Customers, Channels and Partners Workgroup**  
**(Janet Collins, CDC ,and Kathleen Rest, CDC)**
- **Public Health Research Workgroup**  
**(Larry Green, CDC, and Tanja Popovic, CDC)**
- **Health Systems Workgroup**  
**(Richard Jackson, CDC ,and Ron Valdiserri, CDC)**
- **Global Health Workgroup**  
**(Steve Thacker, CDC, and Susan Binder, CDC)**



**SAFER • HEALTHIER • PEOPLE™**



# Input Channels

**CDC/ATSDR staff will have the opportunity to provide input through multiple channels including**

- **discussion groups**
- **interactive pages on the CDC/ATSDR intranet**
- **employee surveys**
- **other channels to be announced**



**SAFER • HEALTHIER • PEOPLE™**



# Input Channels (Continued)

CDC will also collect information from many members of the

- CDC/ATSDR community
- the external health community\*
- the general public\*

\*An Internet site will become available soon for input by CDC's external customers, partners and stake-holders

–Julie Gerberding; CDC all-hands meeting; Sept 5, 2003



**SAFER • HEALTHIER • PEOPLE™**

