

# Connecting and Sustaining

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## Proposing an Alliance on NCD Action in the Western Pacific Region

Gauden Galea  
RA/NCD WHO/WPRO  
November 17, 2004

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Internet Evangelist  
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# Governance

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- Autonomy
- Subsidiarity
- Standards
- Redundancy



# Governance 1:

## Autonomy

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- Definition:
  - the possession or right of self-government.
  - freedom of action.
- Application:
  - Each member of the network has its own mission, objectives, methods. The wider network must enhance, not compromise the core mission of the member network.

Definition from the Concise Oxford English Dictionary (OUP 2000, 10th Edition )



# Governance 2: Subsidiarity

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## □ Definition:

- In Politics: the principle that a central authority should have a subsidiary function, performing only those tasks which cannot be performed at a more local level.

## □ Application:

- Each member can be the centre of its own network; the NCD network is a “network of networks”

Definition from the Concise Oxford English Dictionary (OUP 2000, 10th Edition )



# Governance 3: Standards

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## □ Definition:

- a level of quality or attainment.
- something used as a measure, norm, or model in comparative evaluations.

## □ Application:

- Standards bind the network together
- Standards must not govern the content but the goals, the modes and channels of communication.

Definition from the Concise Oxford English Dictionary (OUP 2000, 10th Edition)

[www.prolead.org](http://www.prolead.org)

G. Galea



# Governance 4:

## Redundancy

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### □ Definition:

- In Engineering (of a component) not strictly necessary but included in case another component fails.
- ORIGIN C16 (in the sense 'abundant'): from L. redundant-, redundare

### □ Application:

- Overlapping activities are not regarded as negative or waste, but as a failsafe mechanism, ensuring completion of a task (e.g. we have two kidneys).
- Redundancy can lead to emergent functions (e.g. we have two eyes, hence binocular vision)

Definition from the Concise Oxford English Dictionary (OUP 2000, 10th Edition )



# Spread

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Applying the principles of social contagion to the expansion of the network.



# The Network as Contagion

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- Epidemic Model: “The Tipping Point
- Host: “The Law of the Few”
- Agent: “The Stickiness Factor”
- Environment: “The Power of Context”

Source: Malcolm Gladwell “The Tipping Point” (Abacus 2000)



# Network as Contagion 1: “The Law of the Few”

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## □ Quote:

- “There are exceptional people out there who are capable of starting epidemics”

## □ Application:

- The key persons in the Regional Network are not defined by the hierarchy but by their ability to connect to others, and to sustain those connections.



# Network as Contagion 2: “The Stickiness Factor”

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- Quote:
  - “There is a simple way to package information that, under the right circumstances, can make it irresistible”
- Application:
  - The basic currencies of a network are credit, access, and support



# Network as Contagion 3: “The Power of Context”

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## □ Quote:

- “That is the paradox of the epidemic: that in order to create one contagious movement you often have to create many small movements first”

## □ Application:

- “Network of networks” approach should be repeated until it reaches the level of the individual person. The Regional Network is not complete until it links to every single person in Pateros, Nuku’Alofa, or...



# Harnessing the Group

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Characteristics of group decision-making that improve its “smartness”



# Groups Can Be Smart

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- Characteristics of Problems soluble by groups:
  - Diverse origins
  - Decentralised inputs
  - Individual information
  - Aggregated objectively
- Problems soluble by groups:
  - Cognition
  - Coordination
  - Cooperation

Source: James Surowiecki "The Wisdom of Crowds" (Doubleday 2004)



# Reality Check

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A plan of action must be grounded  
in the basic resources: time and  
money



# Stepwise Planning

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**Level:** Effective Actions that can be done...

**Core:** ...now, within available resources.

**Expanded:** ...in the short term, with marginal extra resources

**Comprehensive:** ...in the medium term, given significant new resources



# Stepwise Resourcing

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Level: Origins of Resources

Core: Individual member

Expanded: The Network

Comprehensive: Beyond the Network



# Example

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## Open Epidemiology



# Territorial Epidemiology

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- Data is “owned” by the researcher
  - researcher grants access
  - researcher controls usage
  - instruments are unique and inflexible
- Credit arises
  - from personal publication
  - from others adopting “my” standard



# Open Epidemiology

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- Data is “loaned” by respondents/subjects
  - researcher is the trusted custodian of data
  - researcher encourages wide, responsible usage
  - instruments are multiple, offering alternative views and validation
- Credit arises
  - from wide levels of usage
  - from comprehensive usage and large collaborations



# Mission

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To foster and sustain a network of networks sharing the goal of freedom from avoidable chronic disease



# A Network, Not a Programme

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The mission of the network is to spread the enthusiasm, the commitment, the sharing... the reason a network exists is to grow within a common goal.

The mission of the programme is an organisation-specific goal to achieve some aspect of chronic disease prevention and control with efficiency.



# Proposed Name: "MOANA"

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## □ Acronym:

- Mobilisation Of Allies in  
Noncommunicable Disease Action

## □ Origins:

- Pacific word: "Ocean"

## □ Connotations:

- Connection: waterways that link islands
- Sustenance: source of food



# Proposed Image

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# Proposed Agenda

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- Membership: criteria and categories:  
national, community, academic, service,  
NGO, professional associations...
- Areas of Work: tools, data sharing,  
learning, review, peer support...
- Processes: remote meetings,  
conferences, coordination...
- Plan of Action: core, expanded,  
comprehensive set of actions

