

GlobalHealth Lab
**class 11 How to maximize
impact on the ground**

Spring 2013

Anjali Sastry
and colleagues

Plan for today

- How to succeed: some ideas
- Learn about Grassroot Soccer from cofounder and Executive Director Kirk Friedrich
- Conversation with Bill Rodriguez, cofounder and CEO of Daktari Diagnostics, along with Daktari's Betsy Wonderly and Kirk
- Coming up:
 - Upload final interim research-based study
 - Check in regarding entire team's arrival within 24 hours on site by email

**How will you
be effective?**

**ADVICE TO US FROM PIH RWANDA
COUNTRY HEAD DR. PETER DROBAC**

How to Fail

- Skip the homework
- Rely on preconceived notions of what the problem is
- Assume that your intervention will be successful as is, because it succeeded elsewhere
- Believe you are the expert
- Act like you are the expert
- Talk more, listen less
- Expect American-style efficiency
- Dismiss or disregard existing institutions
- Call a big meeting, stand up front by yourself and present your recommendations

How to Succeed

- Do your homework
- Learn 100 words of the local language
- Three levels of analysis
 - Global
 - National
 - Local
- Beware the trap of cultural relativism
 - “Ignorance” and “traditional beliefs” are rarely the right answer
- Meet with actors at all levels
- Spend time in communities
- Take care of yourself
- Be humble, be appreciative
- Be professional
- Expect surprises
- Remember who the real experts are
 - The knowledge gradient is bidirectional
- Make *every* step collaborative, including the last ones
- Take a long view

Some thoughts on cultural intelligence

Cultural Intelligence: Livermore et al

Drive What's my interest in this cross-cultural assignment? Am I confident?

Knowledge What cultural information is needed to fulfill this task? To what degree do I understand similarities, differences

Strategy What's my plan? Am I aware of what is occurring in a cross-cultural situation and am I able to plan accordingly?

Action What behaviors do I need to adapt to do this effectively (both what and when)?

Your cultural metacognition can affect trust, creativity with partners

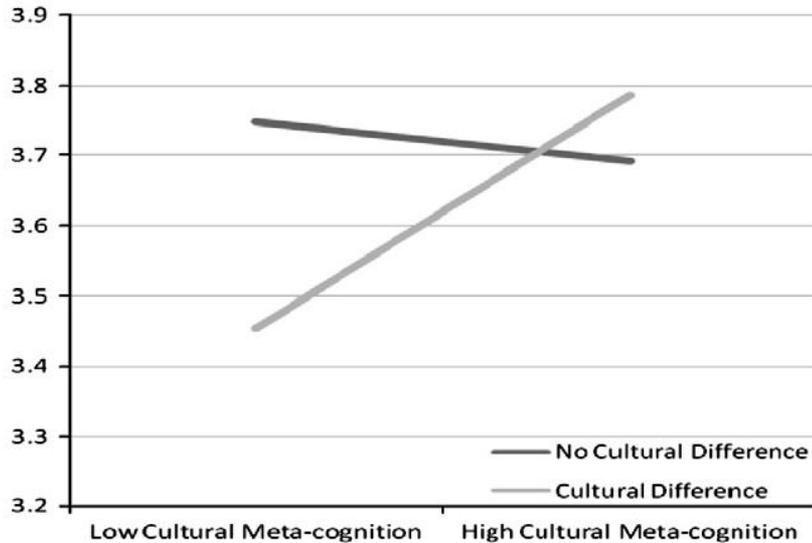


Fig. 1a. Creative collaboration (participant's likelihood to share new ideas with alter) as a function of the interaction between cultural metacognition and participant-alter cultural difference (Study 2).

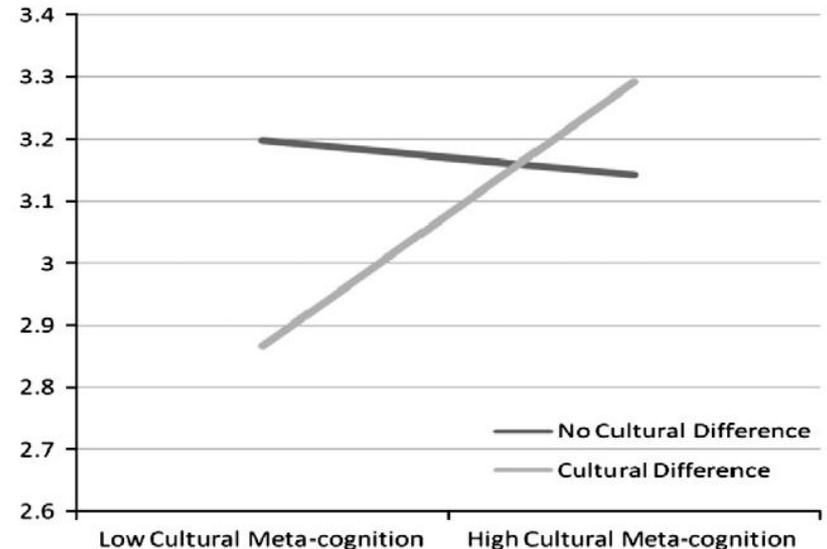


Fig. 1b. Participant's affect-based trust in alter as a function of the interaction between cultural metacognition and participant-alter cultural difference (Study 2).

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Kirk Friedrich

Kirk Friedrich is the co-founder and Executive Director of Grassroot Soccer, an international non-profit organization that uses the power of soccer to fight the spread of HIV and AIDS in Africa. Kirk was a top scholar athlete in the United States, who after graduating from The University of New Mexico, began a professional soccer career that brought him to several countries, including two seasons in the Zimbabwean Premier League. After experiencing Africa's passion for soccer, as well as the devastation of HIV/AIDS, Kirk and several of his former teammates founded Grassroot Soccer in 2002.

Under Kirk's leadership, Grassroot Soccer has grown to provide HIV prevention education to more than 500,000 young people in 21 different countries, and has become a leading global health institution. Kirk has been instrumental in the formation of innovative partnerships with corporations, foundations, and governments in order to increase the scale and impact of Grassroot Soccer's programs. Grassroot Soccer partners include Barclays Bank, Football for Hope (FIFA), The Bill and Melinda Gates Foundation, The Elton John AIDS Foundation, and The ExxonMobil Foundation. Kirk also sits on the Board of Directors at streetfootballworld – a global network made up of more than 80 different organizations that use soccer as a tool for social development.

Dr. William Richard Rodriguez

Bill is Co-Founder of Daktari Diagnostics, Inc. and serves as its Chief Executive Officer. Dr. Rodriguez serves as Chief Medical Editor and Medical Director of Veritas Medicine, Inc. He oversees the medical information on Veritas Medicine's web site. He has been affiliated with Veritas Medicine since its earliest days and continues to edit the portion of the web site dedicated to HIV. He is a practicing physician as well as an instructor at Harvard Medical School. He has been a leader in global health for more than two decades. His expertise has made him a valued advisor to the World Health Organization, the Bill & Melinda Gates Foundation, and several African and Asian governments. Dr. Rodriguez is also associated with Partners AIDS Research Center and Massachusetts General Hospital. From 2003 to 2007, he served as Chief Medical Officer of the Clinton Foundation, responsible for strategy and market development for global health products and clinical policies and programs. He serves as a Director of Daktari Diagnostics, Inc. He serves as a Member of Advisory Board of Commons Global Health Fund, L.P. Dr. Rodriguez holds an M.D. from the Yale University School of Medicine and a Sc.B. in Neural Sciences from Brown University, where he graduated magna cum laude.

Bon voyage!

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