



**PMAC** | PRINCE MAHIDOL  
AWARD CONFERENCE **2018**



## **PLENARY SESSION 0**

**VISION 2100: RE-IMAGINING THE END GAME FOR THE END OF THE PANDEMIC  
ERA**



## | BACKGROUND

**Plenary Scope:** Examine how even in the face of increasing threats posed EIDs and AMR innovative approaches that harness transformative thinking allow us for the first time to imagine the end of the “pandemic era”.

**Plenary Background:** We live in an era when the emergence of novel infectious disease agents is posing an increasing threat to global health and security. The threat from novel infectious diseases is accelerating at a pace and with an intensity unprecedented in human history, driven by increasing human populations, climate change and surging global travel. The possibility that a single lethal microbe could suddenly emerge and sweep through every household, through every community without regard to national borders or social and economic standing is a shared fear across the globe. Just the fear can cost billions, as illustrated by recent Ebola and Zika virus panics in little-affected countries. But the reality of the threat is all too clear, proven by the decades of response to the HIV-AIDS pandemic.

Zoonotic and AMR related diseases account for more than 95% of all emerging infectious diseases reported during the second half of the 20<sup>th</sup> century.

In this century the emergence of SARS, pandemic influenza, MERS, and the spread of Ebola and Zika reflect the world’s increasing vulnerability to novel zoonotic threats. The simultaneous emergence of pathogens resistant to antibiotic therapies raises the prospect of a “post antibiotic” world. While the drivers underlying the emergence of zoonotic and antibiotic resistant diseases are complex, human behaviours and their impact on animal populations and the environment are understood to be central to the emergence of both disease threats. The role of increasing animal-human contact in the emergence of zoonotic diseases has been well documented and been increasingly the focus of One Health initiatives across the globe. The contribution made by the inappropriate use of antibiotics in animal husbandry to AMR is less well documented but in recent years has been increasingly understood to be a core driver behind the emergence and global spread of antibiotic resistant organisms, along with inappropriate “prescriber-user” practices associated with antibiotic use in clinical care. Changing environmental and climatic conditions have also been closely linked to the emergence of novel infectious diseases. That infectious disease emergence is closely associated with practices and behaviours at the animal-human-environment interface speak to the importance of an expanded multi-sectoral alliance across the animal, human and environmental sectors to address the threats posed by both zoonosis and AMR.

As we look forward towards the end of this century, the predictable escalation in the interactions between humans and animals speaks to a world of increasing global risk. The consequences of these trends, however, are avoidable. Success in “making the world safe from the threats of emerging infectious diseases” requires we think and act differently; to not continue with the half-measures that have made the world ill prepared to address these threats.

Rapid advances in science and a corresponding revolution in technologies allow us, for the first time, to imagine a world where these “threats” can be minimized. What is required is bold action; that embraces an aggressive time horizon; and, that is global in scope. Such action can build systems and capacities able to mitigate the emergence of future threats and to control them when they do. With this knowledge comes the power to end panic and move to prevention.

This Plenary will present and discuss examples of new, innovative and bold global ventures which are now laying the groundwork for the “beginning of the end of the Pandemic Era”.

<sup>1</sup> K. E. Jones *et al.*, Global trends in emerging infectious diseases. *Nature* **451**, 990-993 (2008).

## | OBJECTIVES

- Explore novel and transformative approaches that address the underlying drivers of zoonotic disease and AMR
- Harness methodologies, technologies, and thinking across a range of disciplines to promote a vision for a proactive approach to emerging zoonoses and AMR
- Enable a conversation that transcends current impediments and envisions possible pathways and enabling factors to realize the end of the “pandemic era”



## Keynote Speaker

# Harvey Fineberg

*President*

The Gordon and Betty Moore Foundation  
United States of America

Harvey V. Fineberg is president of the Gordon and Betty Moore Foundation. He previously served as president of the U.S. Institute of Medicine (now National Academy of Medicine), as provost of Harvard University, and as dean of the Harvard Chan School of Public Health. He has devoted most of his academic career to the fields of health policy and medical decision-making. His past research has focused on global health, assessment of medical technology, evaluation and use of vaccines, and dissemination of medical innovations. Dr. Fineberg chaired the WHO Committee on the Functioning of the International Health Regulations (2005) and on Pandemic Influenza A (H1N1) 2009. He chairs the board of the Carnegie Endowment for International Peace and serves on the China Medical Board. He previously served on the boards of the William and Flora Hewlett Foundation, the Josiah Macy, Jr. Foundation, and the Association FXB (USA). He helped found and served as president of the Society for Medical Decision Making. Dr. Fineberg serves in a number of other advisory capacities, including the foresight committee of the Veolia Environment Institute and the advisory board of the Peterson Center on Healthcare. Dr. Fineberg is co-author of the books *Clinical Decision Analysis*, *Innovators in Physician Education*, and *The Epidemic That Never Was*, an analysis of the controversial U.S. immunization program against swine flu in 1976. He has co-edited books on such diverse topics as AIDS prevention, vaccine safety, understanding risk in society, and global health and has authored numerous articles published in professional journals. Dr. Fineberg is the recipient of several honorary degrees, the Frank A. Calderone Prize in Public Health, the Henry G. Friesen International Prize in Health Research, and the Harvard Medal, awarded by the alumni association of the university from which he earned his bachelor's and doctoral degrees.