
 **Acting Surgeon General
Moritsugu's Charge**

- Mobilize 1000 Communities
- Establish and Drive Toward Bold Goals
- Measure Progress and Document Outcomes
- Reach Out and Engage Others

 **Informed by our own experiences and
what we've seen these last two days...**

- **What is my own intent?**
- **What do I want to see more of in the world of better asthma care?**
- **What will motivate and guide me and my colleagues into the future?**



Intentions Change the World

“That these United Colonies are, and of Right ought to be Free and Independent States”

“The United States will put a man on the moon and return him safely to earth before this decade is out.”

Eradicate Smallpox



Intent of Organ Donation Breakthrough Collaborative

“Spread known best practices to the nation’s largest hospitals, to achieve organ donation rates of 75% or higher in these hospitals.”

-- Former HHS Secretary Tommy Thompson, HRSA Administrator Duke & Key National Leaders



Former HHS Secretary Thompson Declaring Intent



**HRSA Administrator Duke
Celebrating Results with Hospitals**







**Large Hospitals Winning
Medals of Honor for 75% Rates**

May, 2005	185
October, 2006	371



A Way to Get Clear on Our Intent

What is the newspaper headline you want to read in the New York Times about your results one or two years from now?



The New York Times

Sunday, September 24, 2006



"A quiet revolution in the world of lung transplants is saving the lives of people who, just two years ago, would have died on the waiting list. In the past 16 months, waits have shortened, lists have shrunk, and the number of lung transplants has gone up. Further improvements are expected this year."

Lung Patients See a New Era of Transplants



What is the newspaper headline you want to read in the New York Times about your quality health outcome results one or two years from now?



Connecting This Work With Our Unique Situations

- *What is the “sweet spot” for me and my organization in this work?*
- *What do I want to do in this arena that I am genuinely excited and passionate about?*
- *Who do I know I need to team with and/or who do I want to team with on this work?*



Work Is:

- **Making Commitments**
- **Delivering on Commitments**
- **Securing Commitments from Others**

From Robert Kohler, TRW Corp.



Work Is Not:

Talking About Commitments...



Script for Action and Results

I am committed to generating dramatic health outcomes which will help bring asthma under control in 1000 communities. The result I am excited about contributing to is: _____.

This work is important to me personally because: _____.

The key near-term actions I am planning to take to generate results in my community and in my networks are:

- 1) _____,
- 2) _____, and
- 3) _____.

EPA, the asthma community network, and people with asthma can count on me in the following important way: _____.



Completing Our Work

- **Write Your Script**
- **Say It Out Loud: Share It at Your Tables**
- **Shower Them with Encouragement!**
- **Discuss/Select Those to Share Their Script With the Full Group (need 10-15 volunteers)**
