

# Proposed Design For Citizen-At-Large Engagement On the National Vaccine Plan

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**DEPARTMENT OF HEALTH AND HUMAN SERVICES**  
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# **Excerpts from the President's Executive Memo On Open and Transparent Government—Jan 21, 2009**

- **“Government should be participatory.”**
- **“Executive departments and agencies should offer Americans increased opportunities to participate in policymaking and to provide their Government with the benefits of their collective expertise and information.”**

# Famous Quote

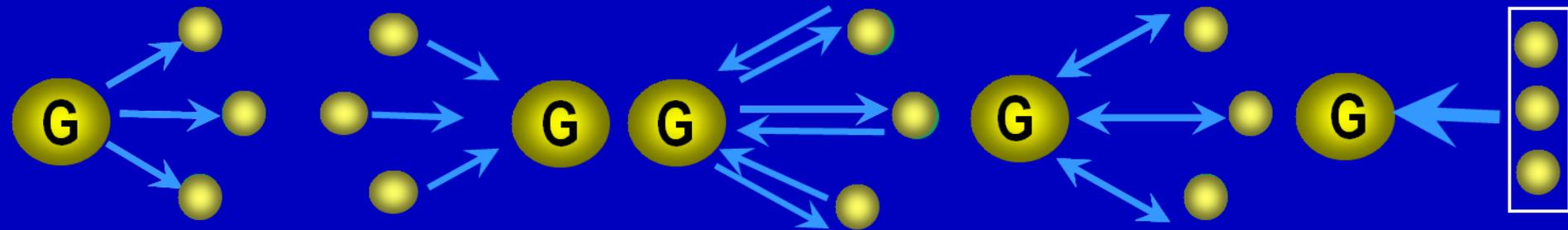
- Asked why he robbed banks, Willie Sutton simply replied ‘Because that’s where the money is.’”
- Asked why we consult with citizens about goals, we reply simply “Because that’s where the values are.”

# Project Team

- NVPO/HHS—Ray Strikas, Project Lead
- Project Management & Logistics
  - Dick Tardif, ORISE
  - Michele Schaur, ORISE
- Process Design
  - Jacquie Dale, One World, Inc, Ottawa
  - Roger Bernier, CDC

# Levels of Public Participation In Decision-Making

G=govt



Inform  
One-way out

Consult  
Input

Engage  
Very  
Interactive

Collaborate  
Partnering

Delegate  
One-way in

Increasing Degrees of Empowerment

# Definition of Enhanced Public Engagement

- The practice by which the agency or sponsor very actively involves members of the public-at-large and/or representatives of stakeholder organizations, including relevant partners, in group dialogue and deliberation sessions to better inform and possibly shape the values-oriented, policy decisions of the sponsor or agency.

# Why Engage the Public?

- Smarter decisions—more correct, feasible, relevant
- By products if done well:
  - Greater sense of ownership in and possible support for decisions made
  - Greater sense of empowerment for participants
  - More trust and social capital is created

# Decision Being Placed On The Table For Joint Consideration

- Which ends/goals are the most important to pursue or deserve the highest priority in the National Vaccine Plan?

# Elements of the Draft National Vaccine Plan

- Strategic Plan (Draft in circulation)
- 5 Goals
- 36 Objectives
- 100+ Strategies
- Implementation Plan (To be developed)
- Action Steps
- Milestones

# Elements for Prioritization

36 Objectives Classified Into

12 SubGoals

- Improve tools for making vaccines
- Increase vaccination of adults
- Increase vaccination of adolescents
- Make vaccine affordable or available to everyone
- Maintain high rate of vaccination of children

# Elements for Prioritization

- Develop new vaccines
- Assure there is enough vaccine
- Improve vaccine safety
- Assure compensation for those injured by vaccines
- Help other countries reduce diseases through vaccination
- Improve systems to monitor diseases and vaccination
- Improve the communication of information about vaccines

## 4 Work Products Anticipated From Public Engagement

- List of what citizens value around vaccines.
- Set of decision criteria for prioritization--the most important of the public's values
- Weights for these criteria
- Recommendations on the highest priority sub-goals within the National Vaccine Plan based on the criteria

# Model We Will Use To Engage Citizens

- 3-4 Deliberation Days in major sections of the country
- 100+ citizens per session
- Representative by age, race, and sex
- Neutral facilitation
- Unbiased presentation of information about components of the draft plan
- Stakeholder input collected separately

# Proven Model

- Engagement model proven useful for decisions about:
- the allocation of limited supplies of vaccine and
- the adoption of community control measures for pandemic influenza

# Dates and Locations for Public Engagement (Citizens-at-Large)

- St. Louis, MO—Sat March 14, 2009
- Columbus, OH—Sat March 28, 2009
- Syracuse, NY—Sat April 4, 2009
- West Coast---Sat April 18, 2009

# **2x10 Principles of Enhanced Public Engagement**

- **1. The desire for advice + the decision on the table are real.**
- **2. Adequate time to deliberate + clarity of purpose are provided.**
- **3. Both facts + values underlie the choices to be made.**
- **4. Active agency staff + sufficient resources are committed to the process.**
- **5. Both non-partisan citizens-at-large + partisan stakeholders participate.**

# **2x10 Principles of Enhanced Public Engagement**

- **6. A critical mass + diverse group of persons participate.**
- **7. Unbiased information + neutral facilitation are provided.**
- **8. Mutual learning through dialogue + thoughtful deliberation occur.**
- **9. Difficult choices are made + agreed upon recommendations are produced.**
- **10. The recommendations receive “serious consideration” + participants obtain candid feedback about the final decision made.**