



# Information and Knowledge Management at the Pan American Health Organization

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IKM Presentation to the Meeting of NCD Focal Points  
October 2007

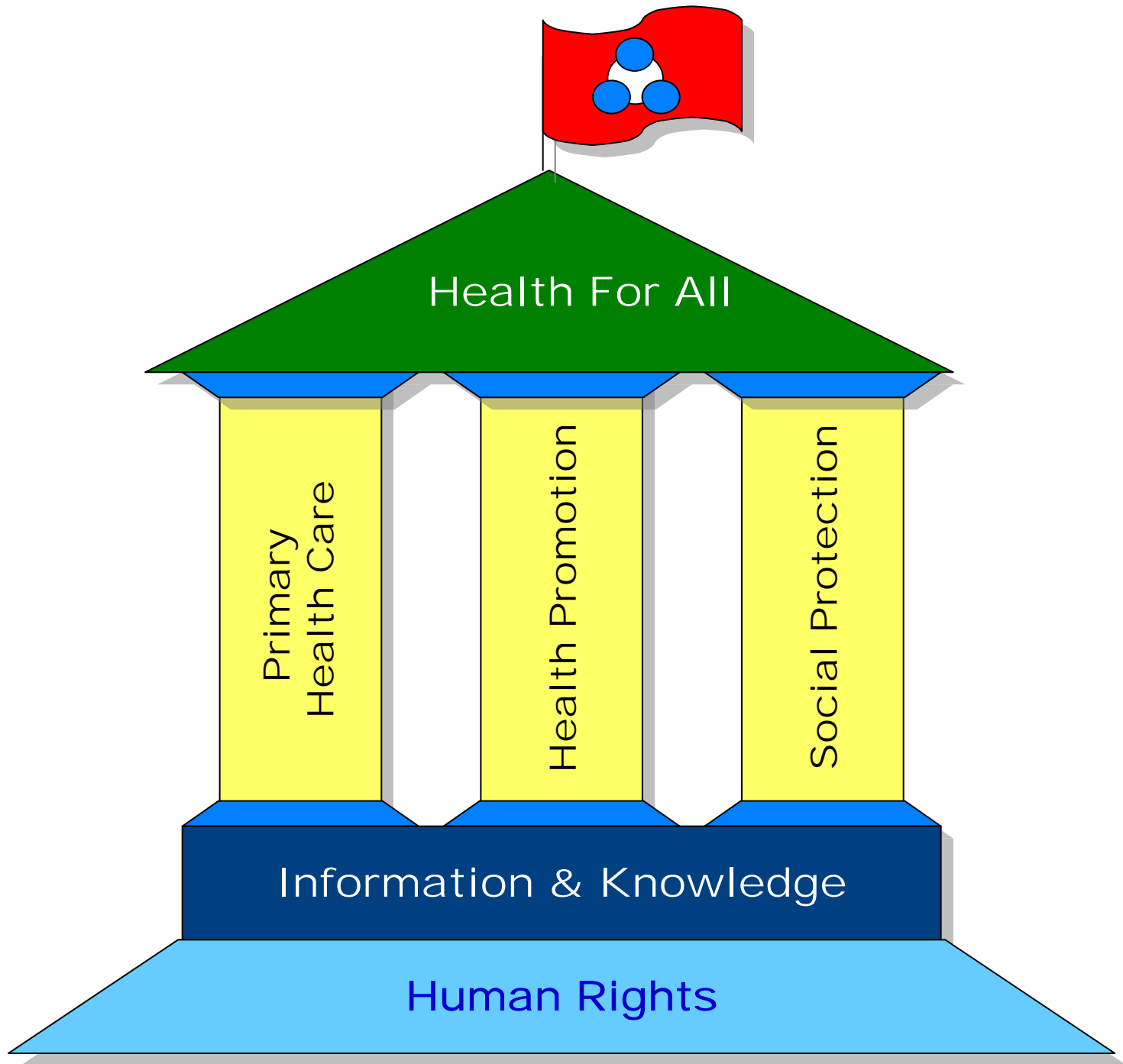
# Context



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Information model for the  
Pan American Health Organization

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Health For All

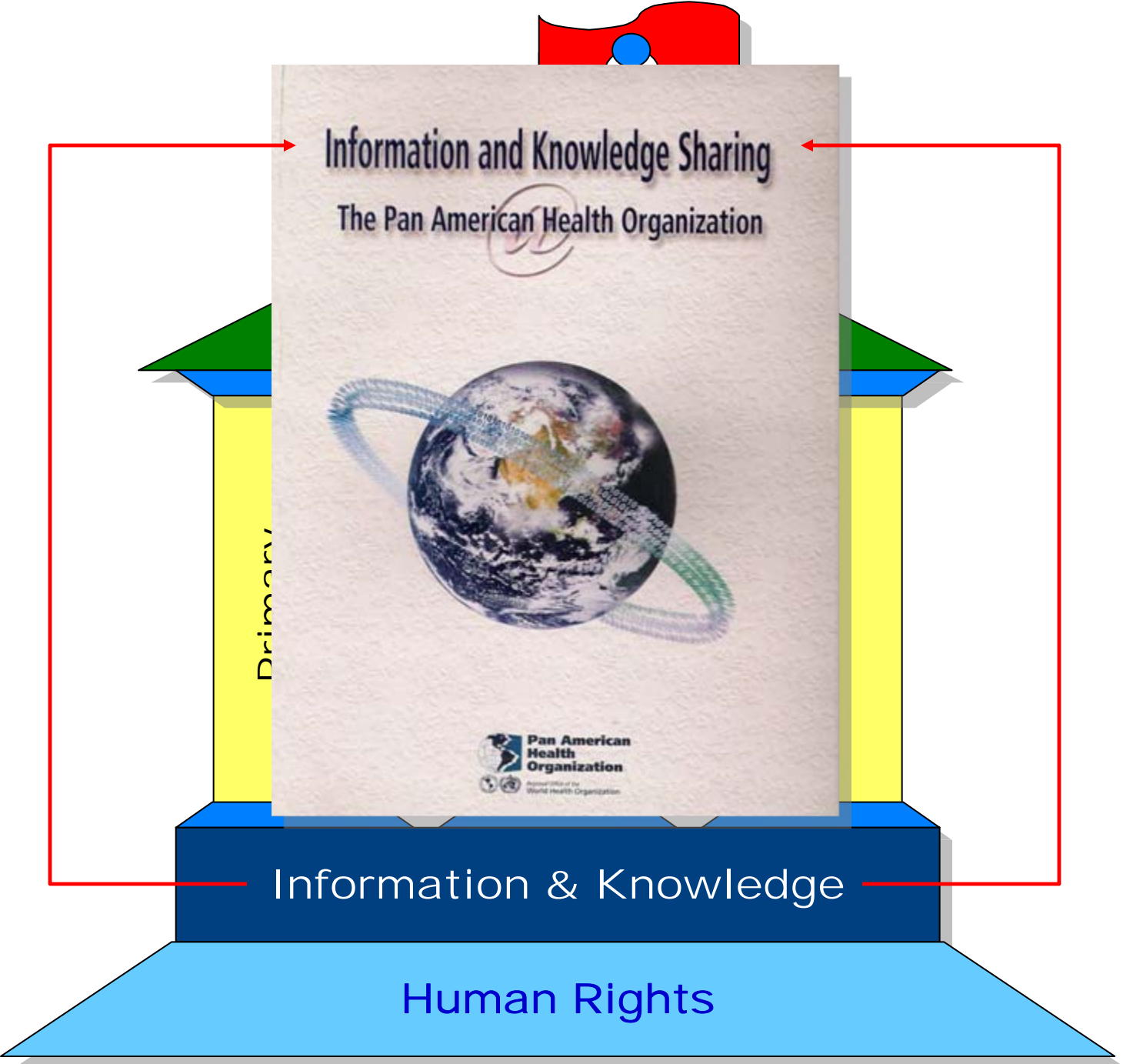
Primary  
Health Care

Health Promotion

Social Protection

Information & Knowledge

Human Rights



Information and Knowledge Sharing  
The Pan American Health Organization



Primary

Information & Knowledge

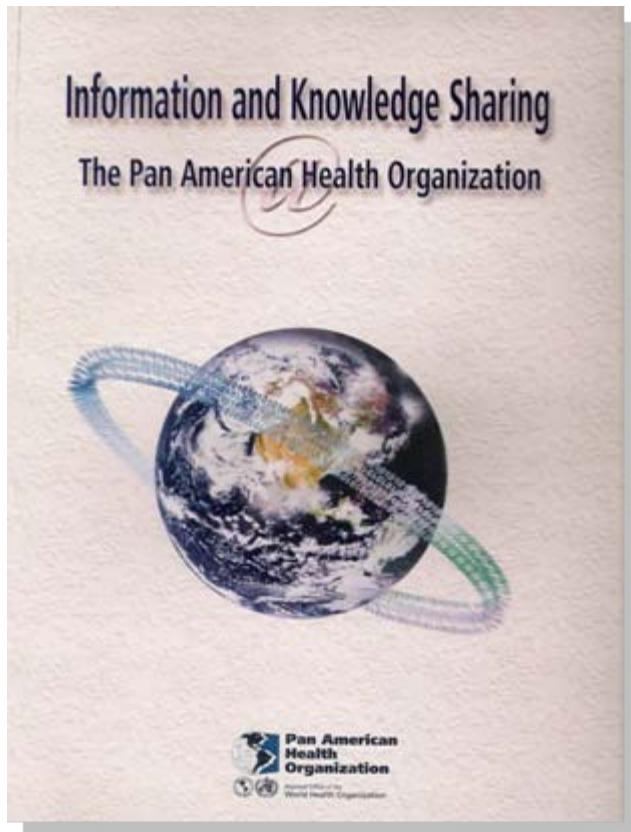
Human Rights

An effective collaboration-based organization

A learning organization

A partnership and network-building organization

An authoritative source on public health information and knowledge

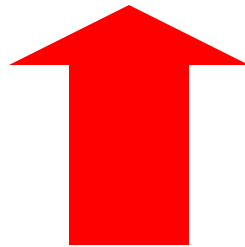


## PAHO four "desired states"

# Strategic Approaches

- Advocacy for policy changes and development of effective public policy
- Build capacity for community-based actions
- Strengthen health services for integrated prevention and management of chronic diseases
- Reinforce the competencies of the health-care workforce for chronic disease prevention management.
- Create multisectoral partnerships and networks for chronic disease
- Build capacity for chronic disease information generation and knowledge management.

# Areas of Application

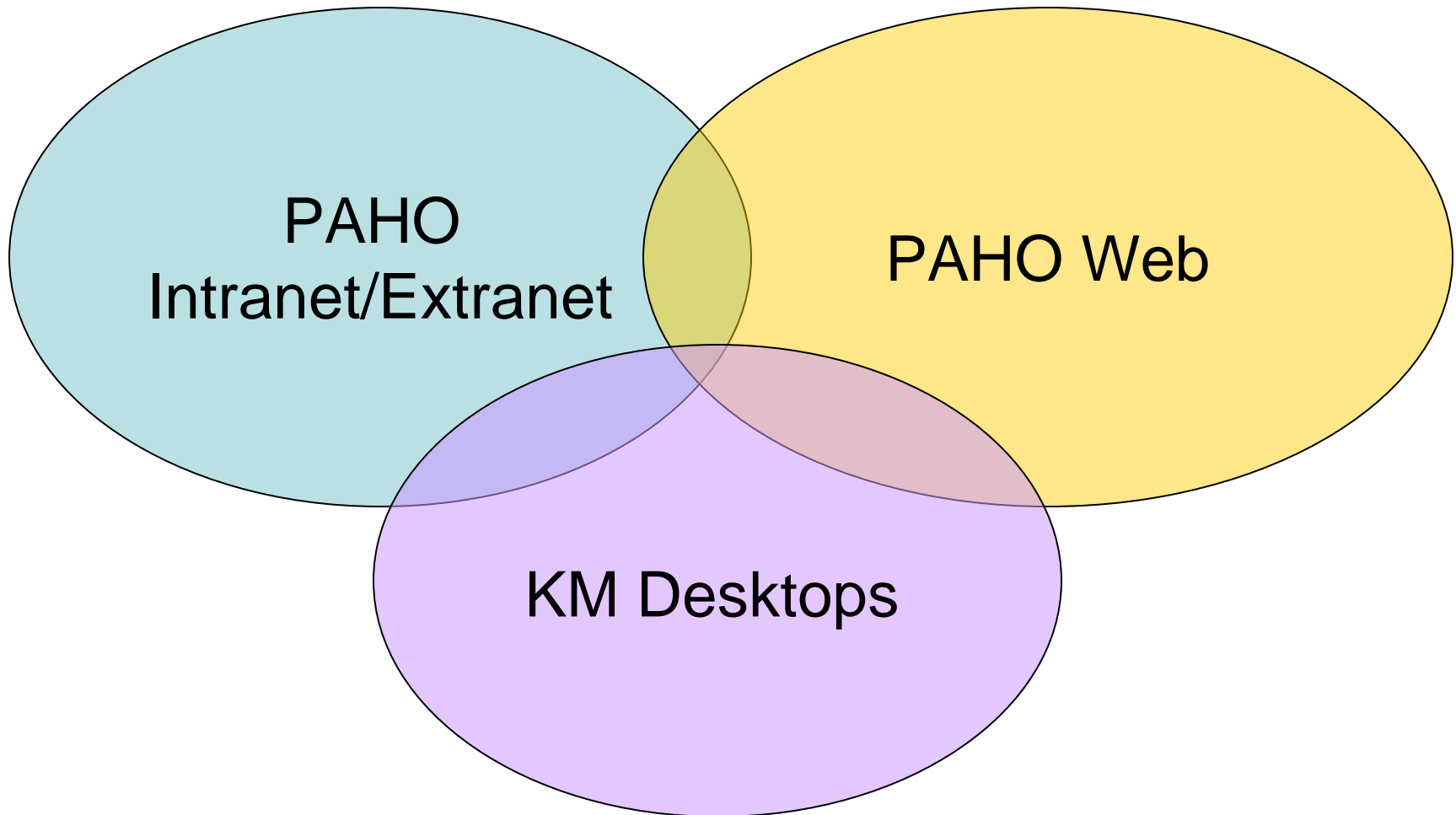


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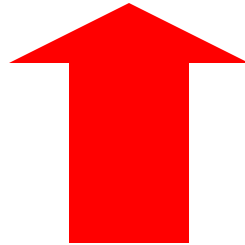
Information Model for the  
Pan American Health Organization

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# Information Model for the Pan American Health Organization



# Components

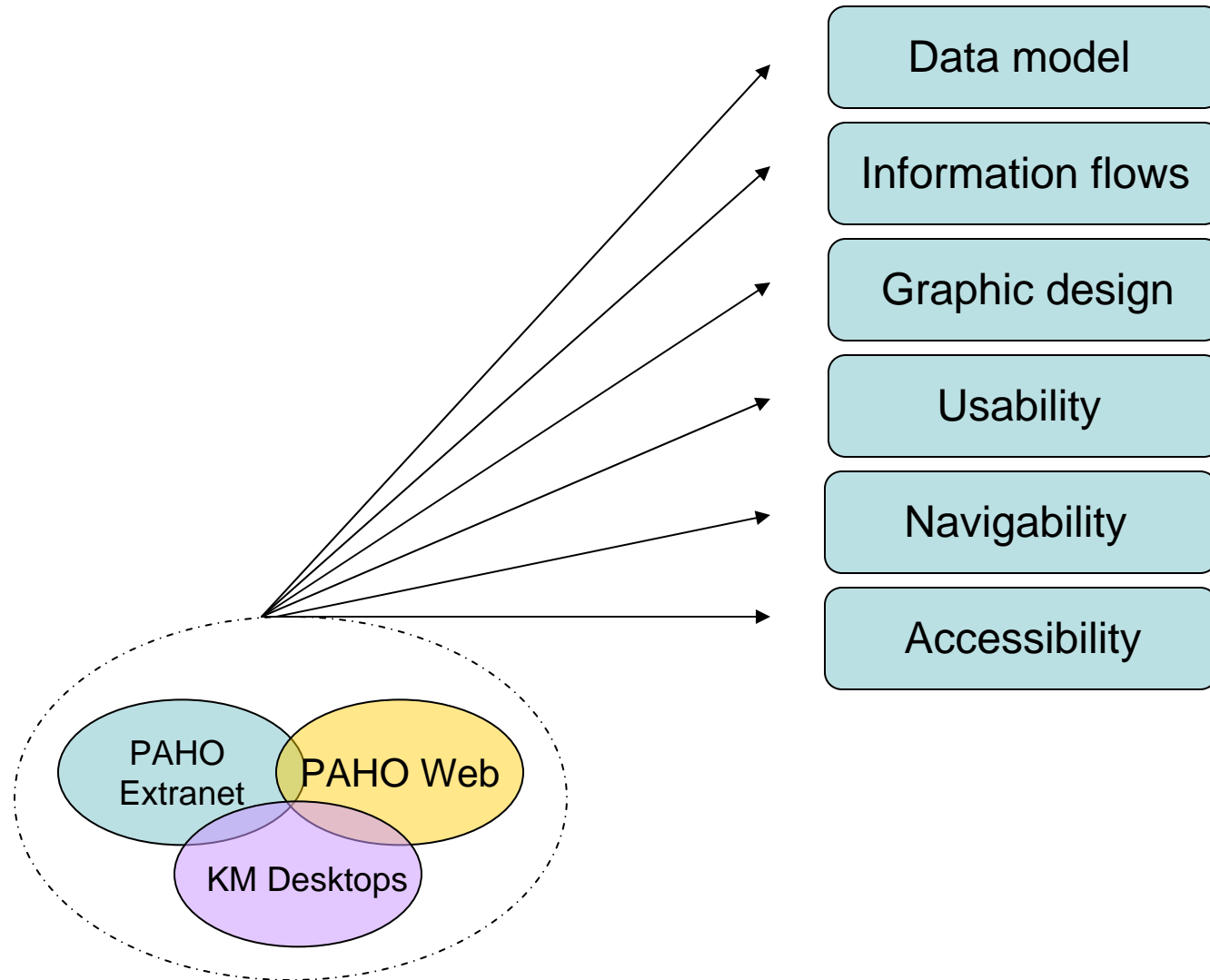


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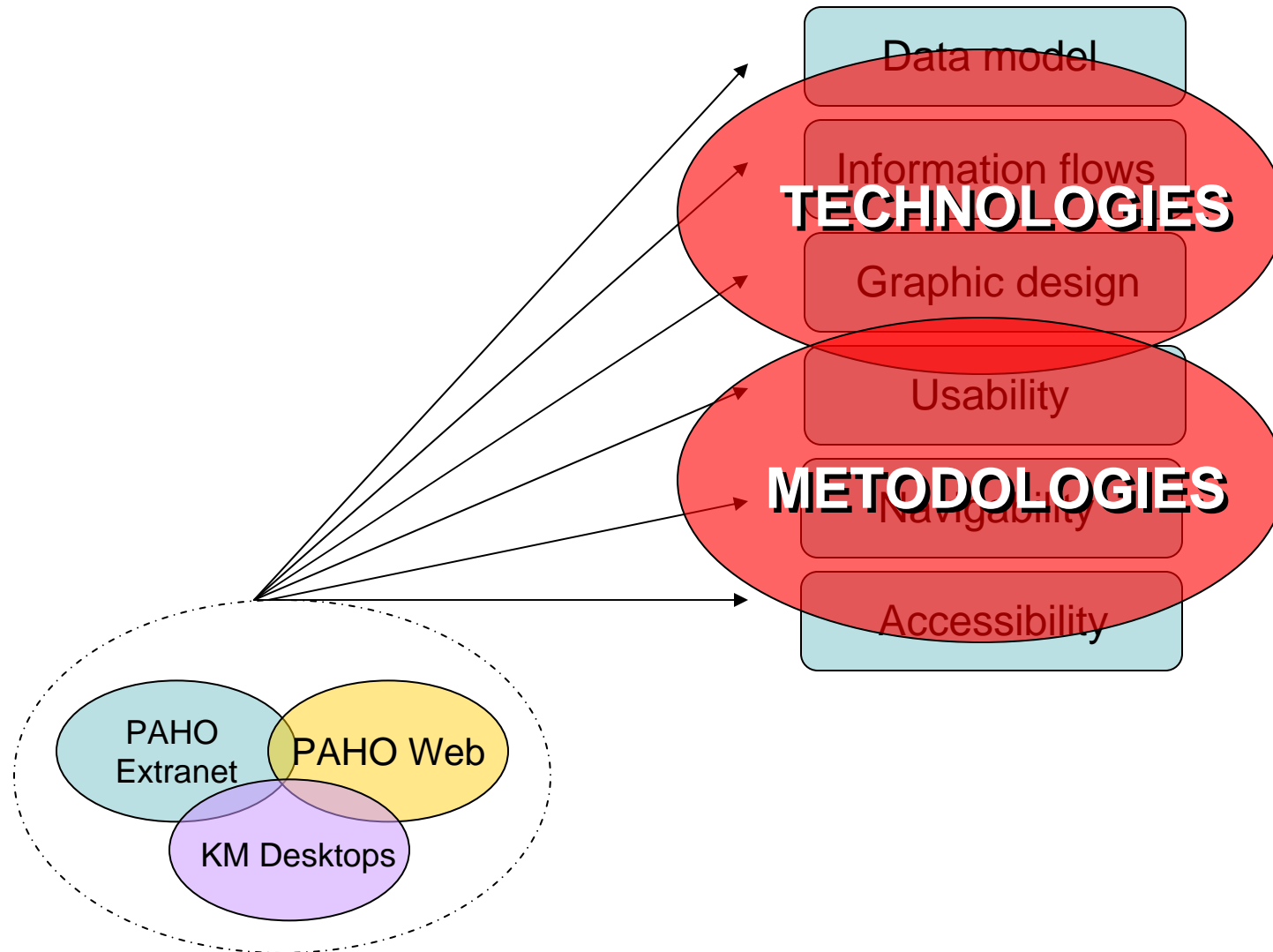
Information Model for the  
Pan American Health Organization

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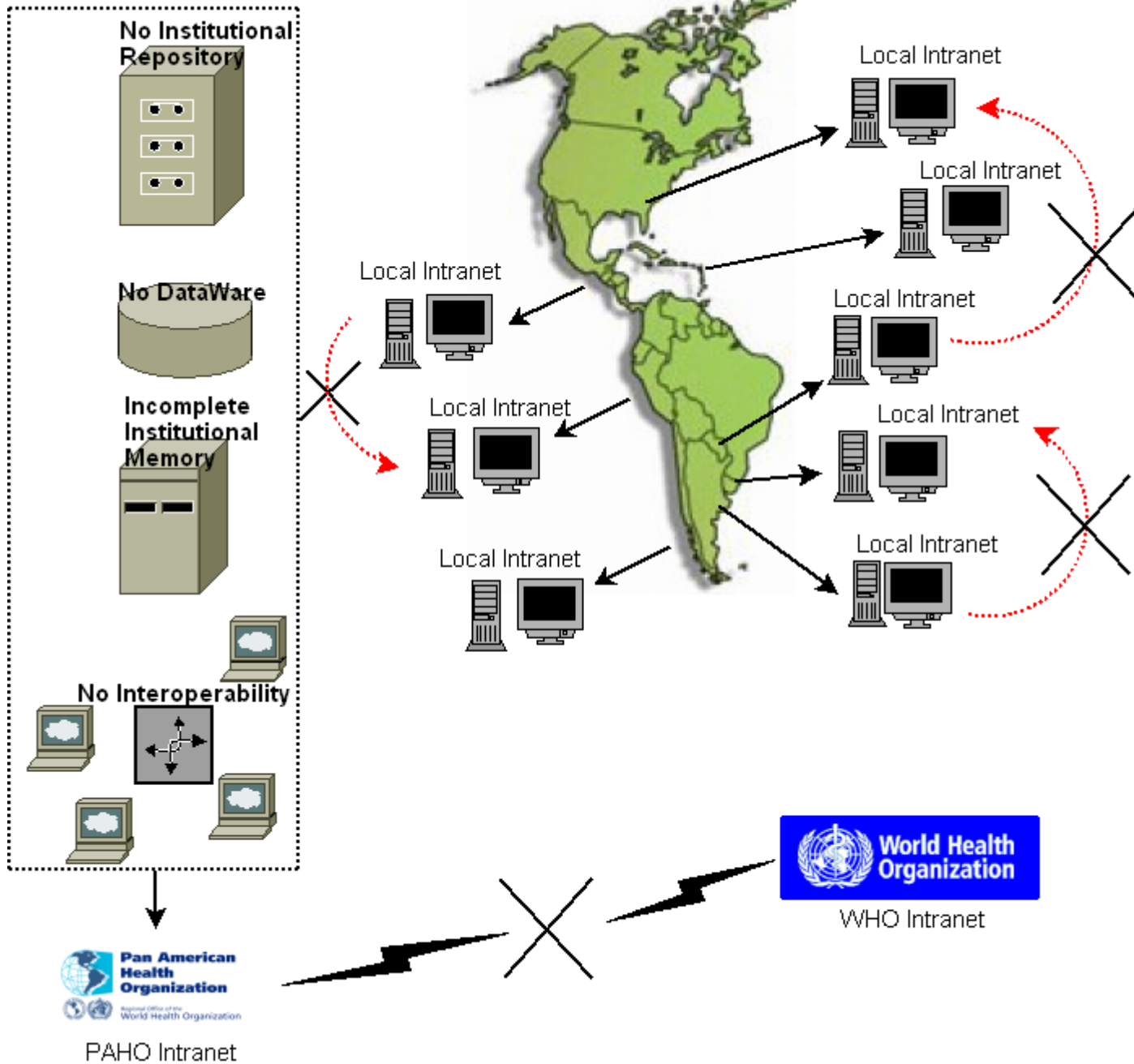
# Information Model for the Pan American Health Organization



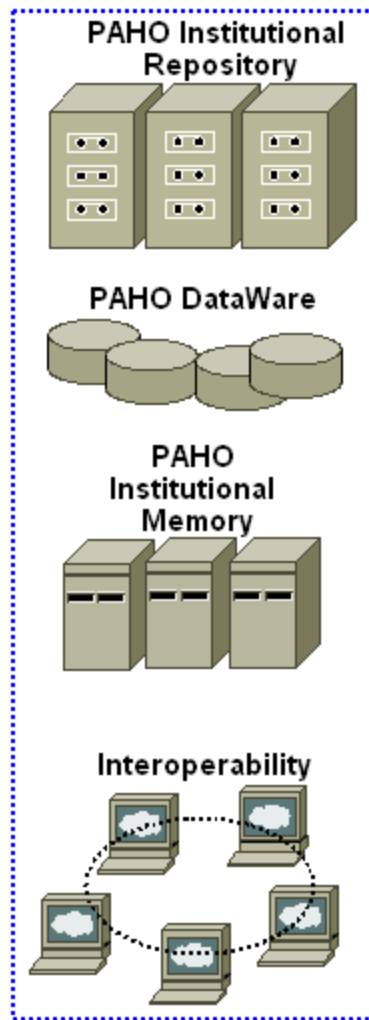
# Information Model for the Pan American Health Organization



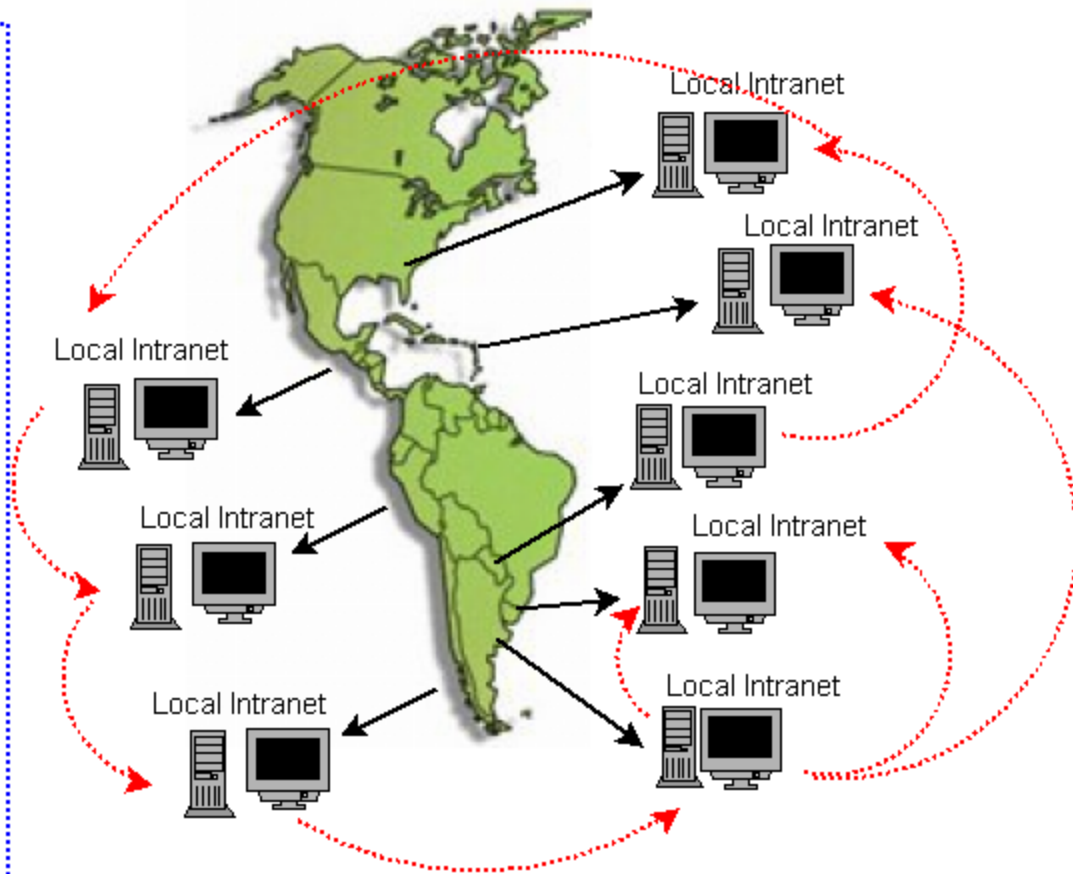
**Now**



**Where  
we  
want  
to be**



PAHO Intranet

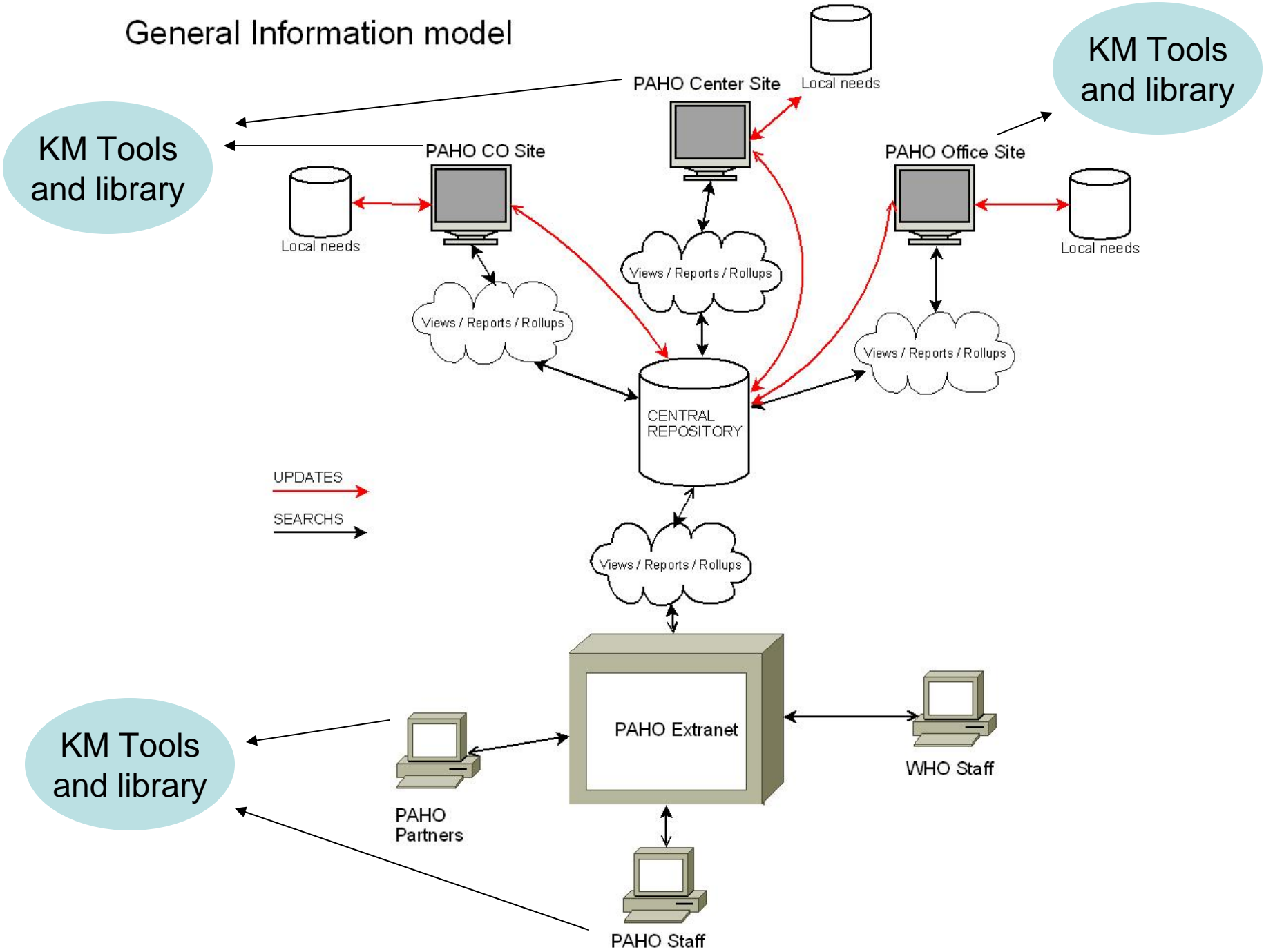


PAHO / WHO  
Knowledge Space

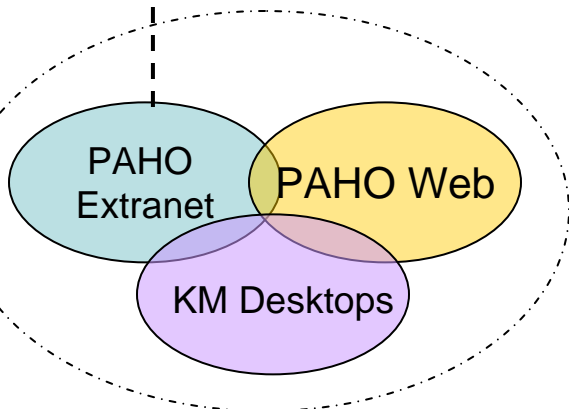


WHO Intranet

# General Information model



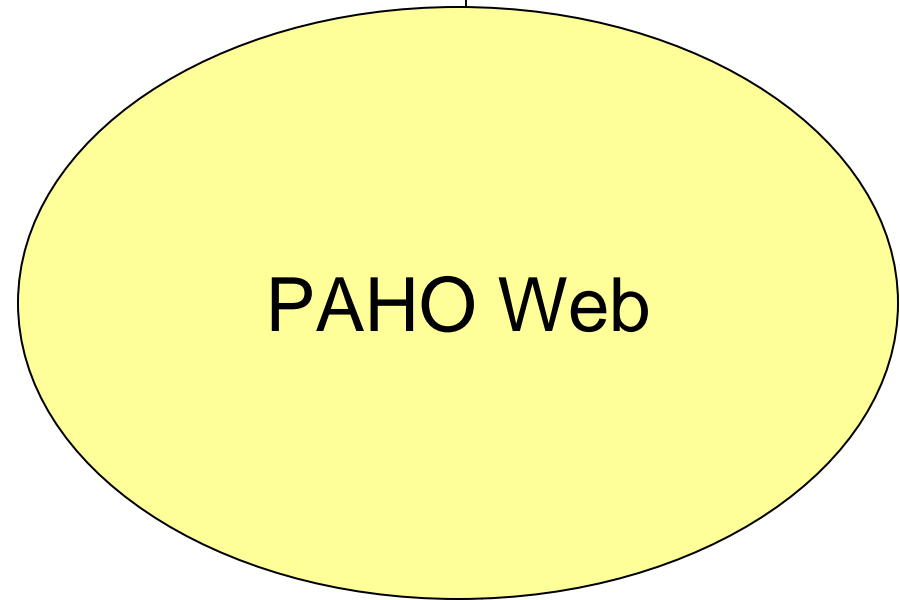
# Information Model for the Pan American Health Organization



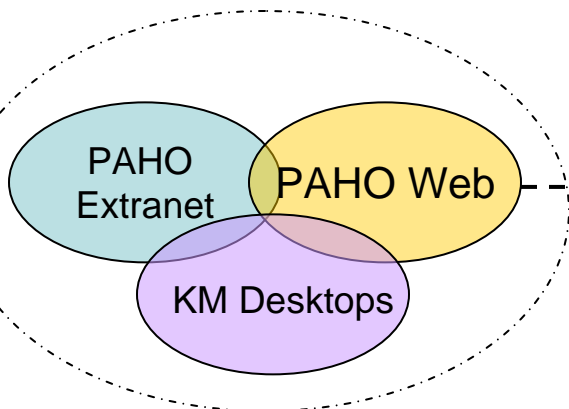
Country Offices Sites  
Centers Sites  
PAHO Offices Sites (CPC, ECC)  
PAHO HQ Site  
Areas & Units Sites  
Interregional cooperation site  
OpenLink 2.0  
Report System  
Expertise Locator  
Lessons learned  
KM Tools and Library  
Other projects and workspaces

# Information Model for the Pan American Health Organization

The main tool of PAHO  
for the dissemination of  
Scientific and Technical  
Information and  
Knowledge on Public  
Health



PAHO Web



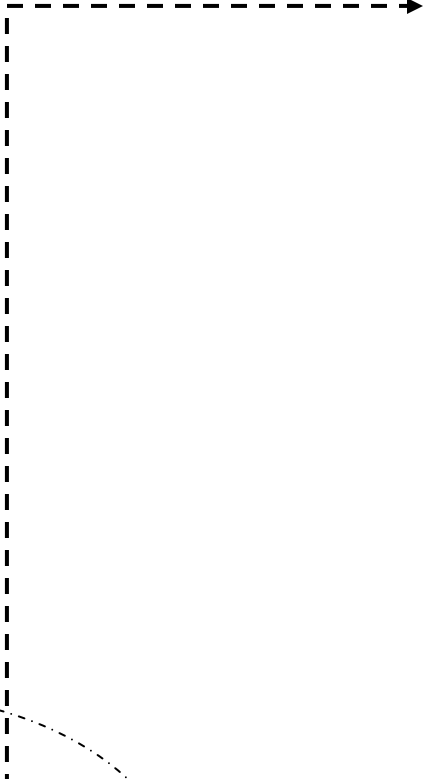
PAHO  
Extranet

PAHO Web

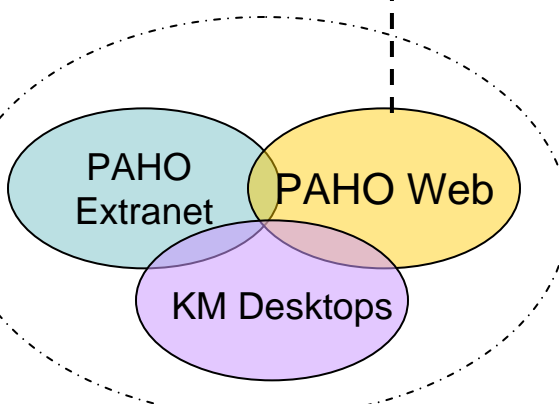
KM Desktops



# Information Model for the Pan American Health Organization



PAHO Web Strategy  
PAHO Web Governance model  
Country Offices Websites  
Centers Websites  
PAHO HQ Website  
*Pro Salute Novi Mundi* Website  
Blogs  
News Agency  
Other web-based systems  
Taxonomies



PAHO  
Extranet

PAHO Web

KM Desktops

Where are we now

# PAHO Web: PAHO's Main Tool for the Dissemination of Scientific & Technical Information and Knowledge on Public Health

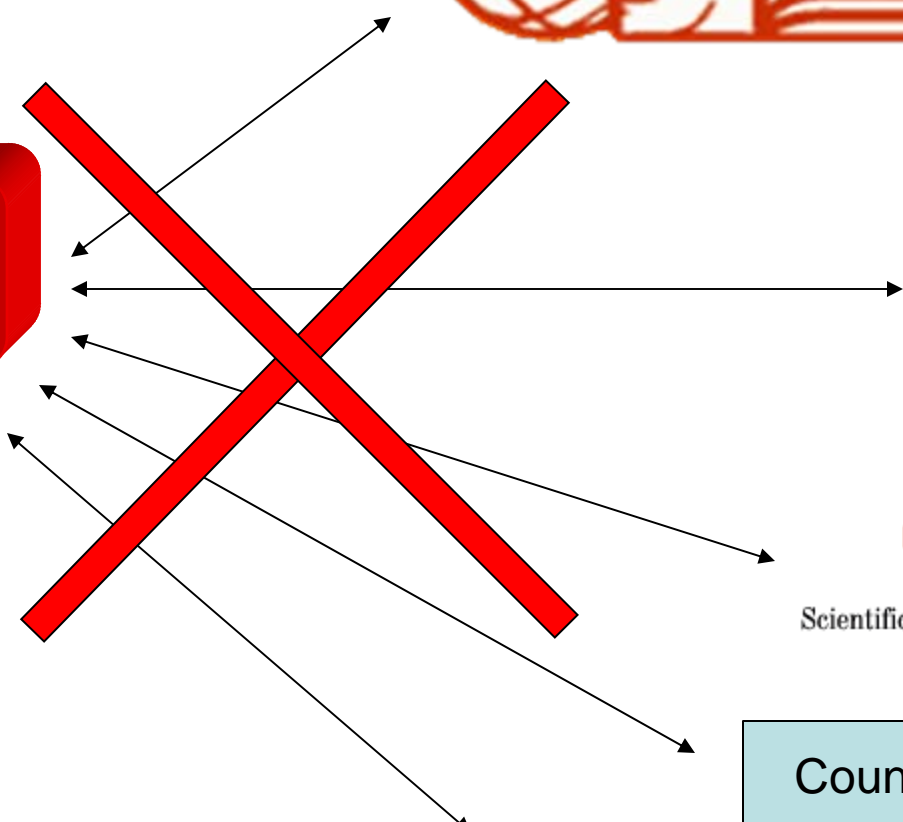


[www.paho.org](http://www.paho.org)



Country Offices

Centers



# PAHO Web: PAHO's Main Tool for the Dissemination of Scientific & Technical Information and Knowledge on Public Health

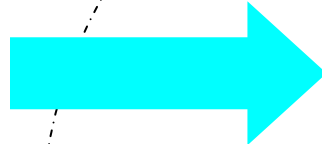
Where we  
want to be

PAHO's Main Tool for the Dissemination of Scientific & Technical Information & Knowledge on Public Health

Where we want to be



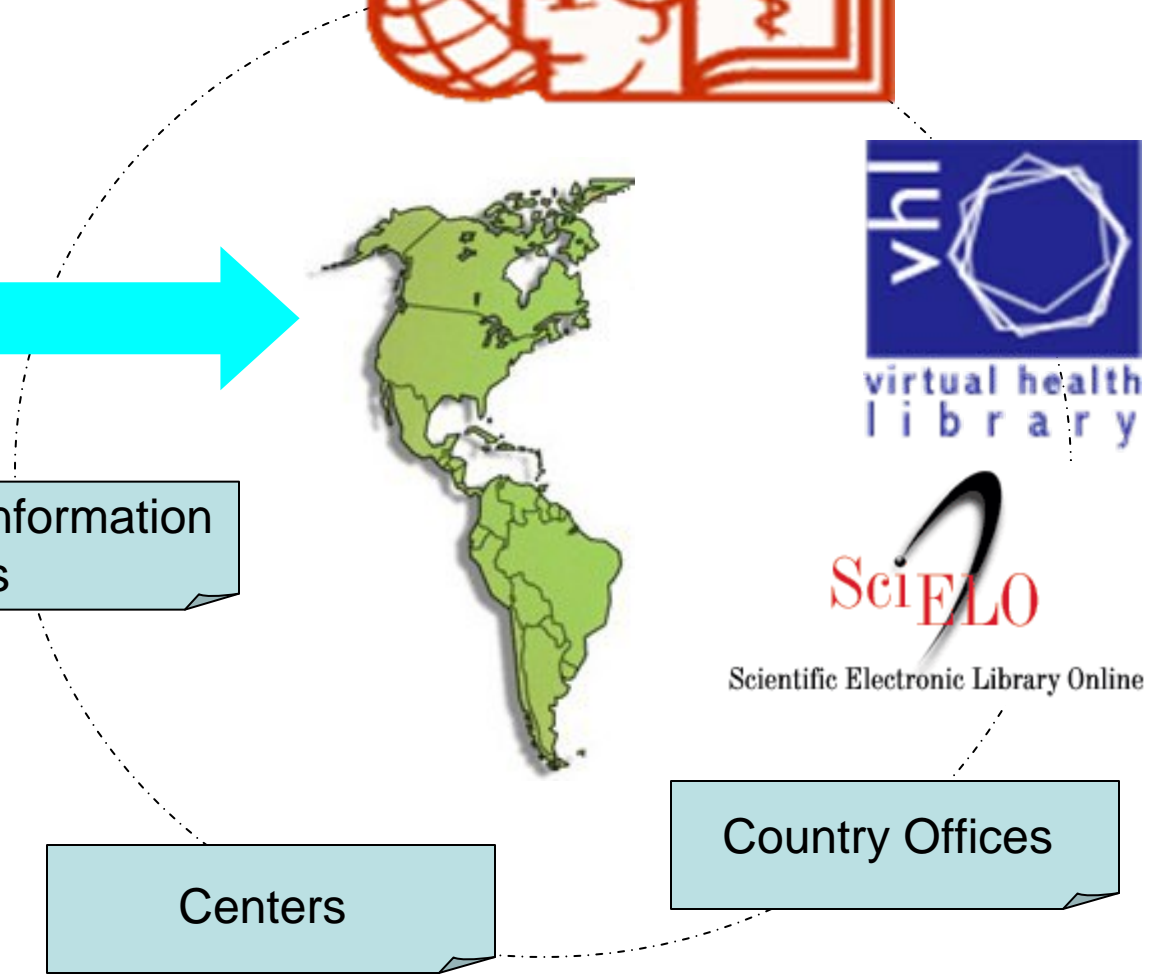
[www.paho.org](http://www.paho.org)



Other information sources

Centers

Country Offices



Where we want to be



Interoperability

Accessibility

www.paho.org

Usability

Standards


Content Management System



Country Offices

Centers

English Español A+ | A-



Regional Office of the World Health Organization

search

- SEE ALSO**
- Home
  - PAHO Web Sites
  - Information Resources
  - PAHO Blogs
  - Public Health Forum
  - Virtual Campus
- HIGHLIGHT**
- Expertise Locator
  - News Agency
  - Health in the Americas
  - UDDI Directory Services

**FEEDS**

2.0 RSS

0.9 ATOM

1.0 RDF

podcast


**Home**

**NEW LIFE FOR PRIMARY HEALTH CARE: THE SOCIAL DETERMINANTS OF HEALTH.**

Written by Administrator  
monday, 18 June 2007

Vancouver, Canada. 7-9 June 2007. - Director presentation at the 8th Commissioners' meeting of the Commission on Social Determinants of Health. Any approach to improve health should be linked within a broader economic, social and political context, and should allow for the inclusion of multiple actors and sectors. PAHO understands Primary Health Care (PHC) as an integral part of the development of Health Systems.

Last Updated ( Friday, 27 July 2007 )  
[Read more...](#)



**INTERNATIONAL HEALTH REGULATIONS ENTER INTO FORCE**

Written by Administrator  
monday, 18 June 2007



The revised International Health Regulations (IHR) enter global health.

Last Updated ( Wednesday, 25 July 2007 )  
[Read more...](#)

**CHILD CANCER SURVIVORS TELL BLOOD DONORS, THANKS FOR SAVING MY LIFE?**

Written by Administrator  
wednesday, 07 July 2004

World Blood Donor Day honors role of voluntary blood donors in ensuring a safe and ample blood supply Washington, D.C., June 14, 2007 (PAHO)? Child cancer survivors from the United States, Latin America, and the Caribbean today thanked voluntary blood donors for helping to save their lives, during the U.S. observance of World Blood Donor Day at the Pan American Health Organization.

**CAMPUS VIRTUAL DE SALUD PÚBLICA**  
acercando el conocimiento a la práctica



- LEARNING RESOURCE**
- Twelve Essentials of Science-based Policy
- RESEARCH**
- Impact of health services and policy research
  - Regional plan of action for national health research system development

**News Agency**

- PAHO AGENCIES RSS NEWS**
- Ministério da Saúde lança projeto de prevenção ao suicídio
  - Restringen visitas en el hospital Razetti
  - Carol Vlassoff retires as PAHO HIV Chief
  - How to Say: PAHO Launches New HIV language guidelines
  - What to Say: PAHO Helps Produce UN Advocacy Publication

**MIRTA ROSES BLOG**



**BLOG**

Bienvenido

**POLLS**

Did you know about PAHO Expertise Locator?

Yes

No

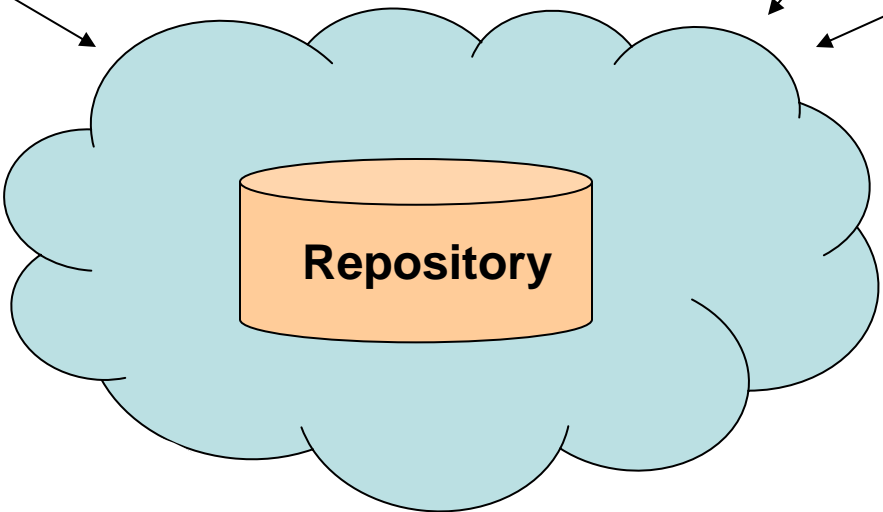
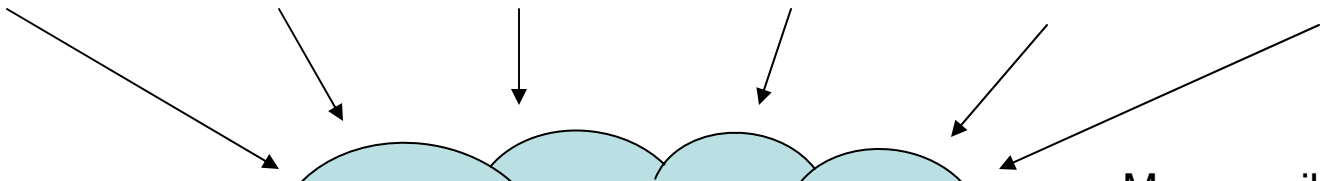
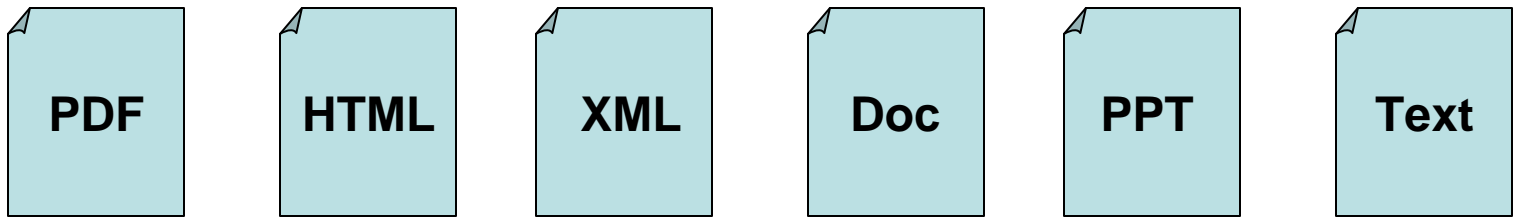
- POPULATION**
- Children
  - Women's Health
  - Elderly people's health

**EVENTS**

Fatal error: Allowed memory size of 8388608 bytes exhausted (tried to allocate 98304 bytes) in C:\wamp\www\PahoCms on line 2125

# PAHO Web: PAHO's Main Tool of PAHO for the Dissemination of Scientific and Technical Information and Knowledge on Public Health

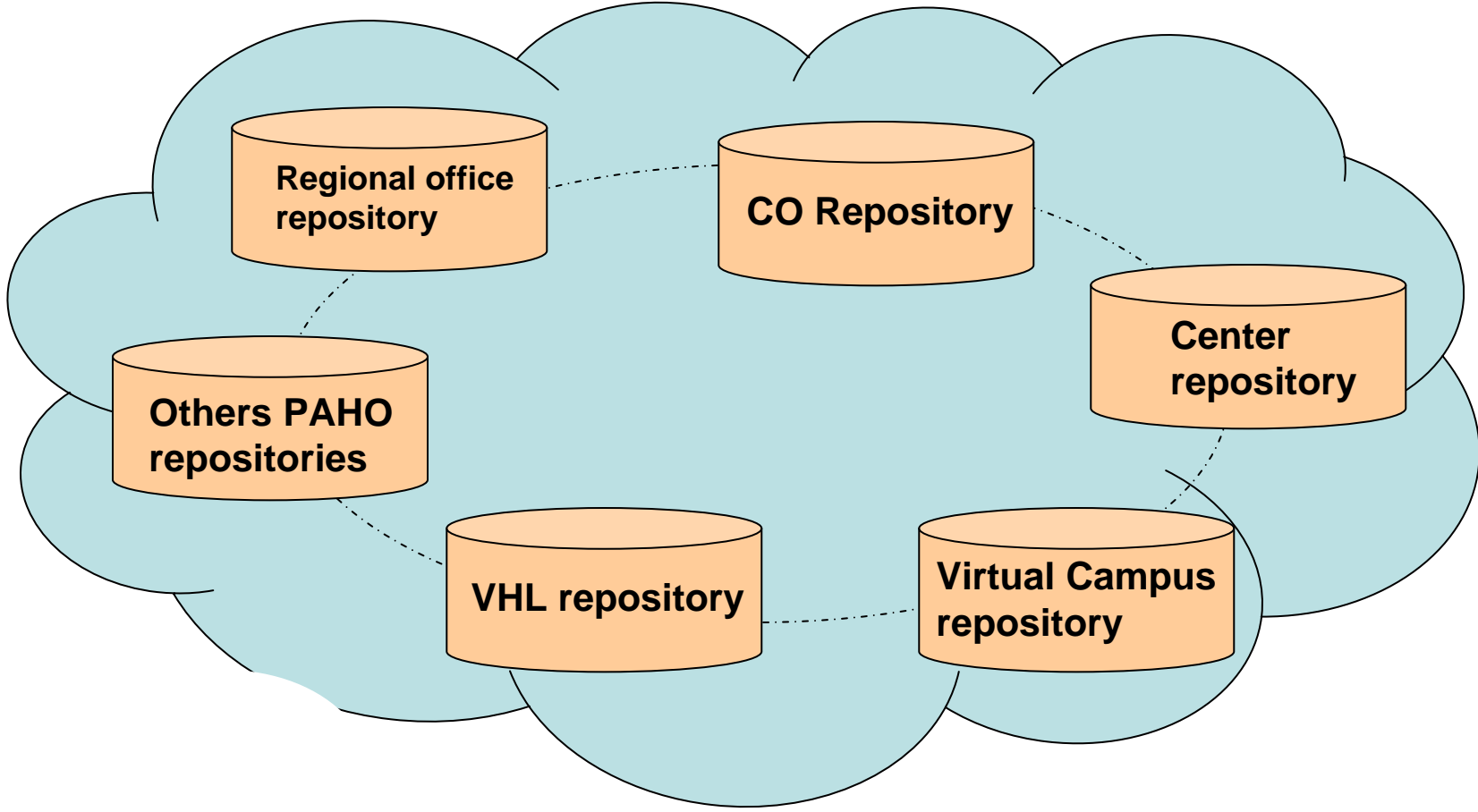
## Content Management System



- More easily accessible to the users
- Available in one virtual location without having users search on multiple sites
- Users can be confident that they have found the latest version of the information

# PAHO Web: PAHO's Main Tool of PAHO for the Dissemination of Scientific and Technical Information and Knowledge on Public Health

## Content Management System



Bienvenido | Welcome



# Pro Salute Novi Mundi Web Site

Search



## PAHO INITIATIVES












Bienvenido | Welcome



**Pan American Health Organization**  
Regional Office of the World Health Organization

Welcome

**Pro Salute Novi Mundi Web Site**



Meta Search

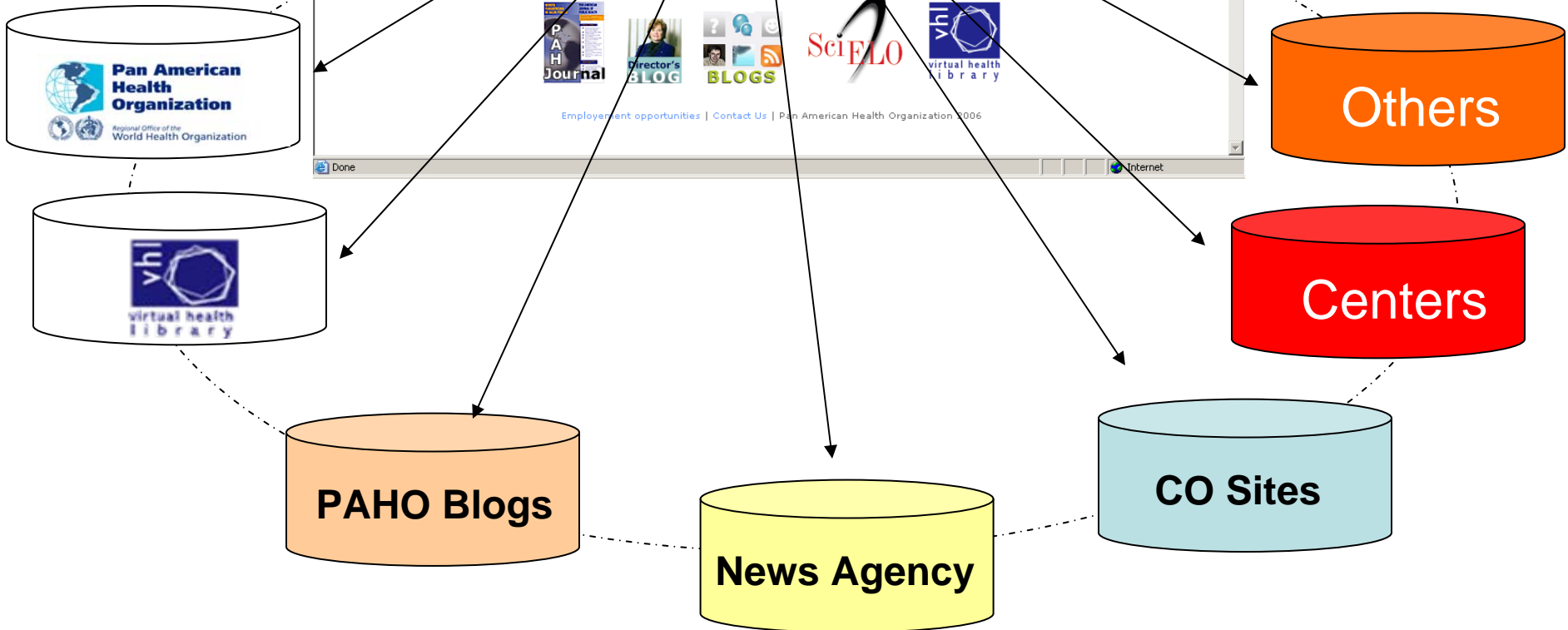
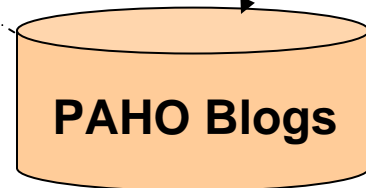
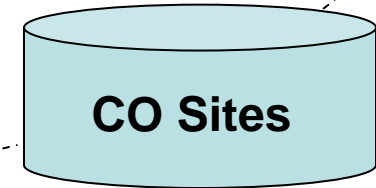
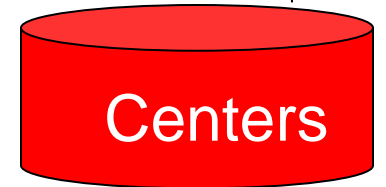
**PAHO INITIATIVES**



Highlights and promotion of PAHO web-based initiatives



Meta Search



# PAHO Web: PAHO's Main Tool for the Dissemination of Scientific & Technical Information & Knowledge on Public Health

How to change

Migration

Tomorrow

Repository

Today

Repository

Copy and paste...

Classification

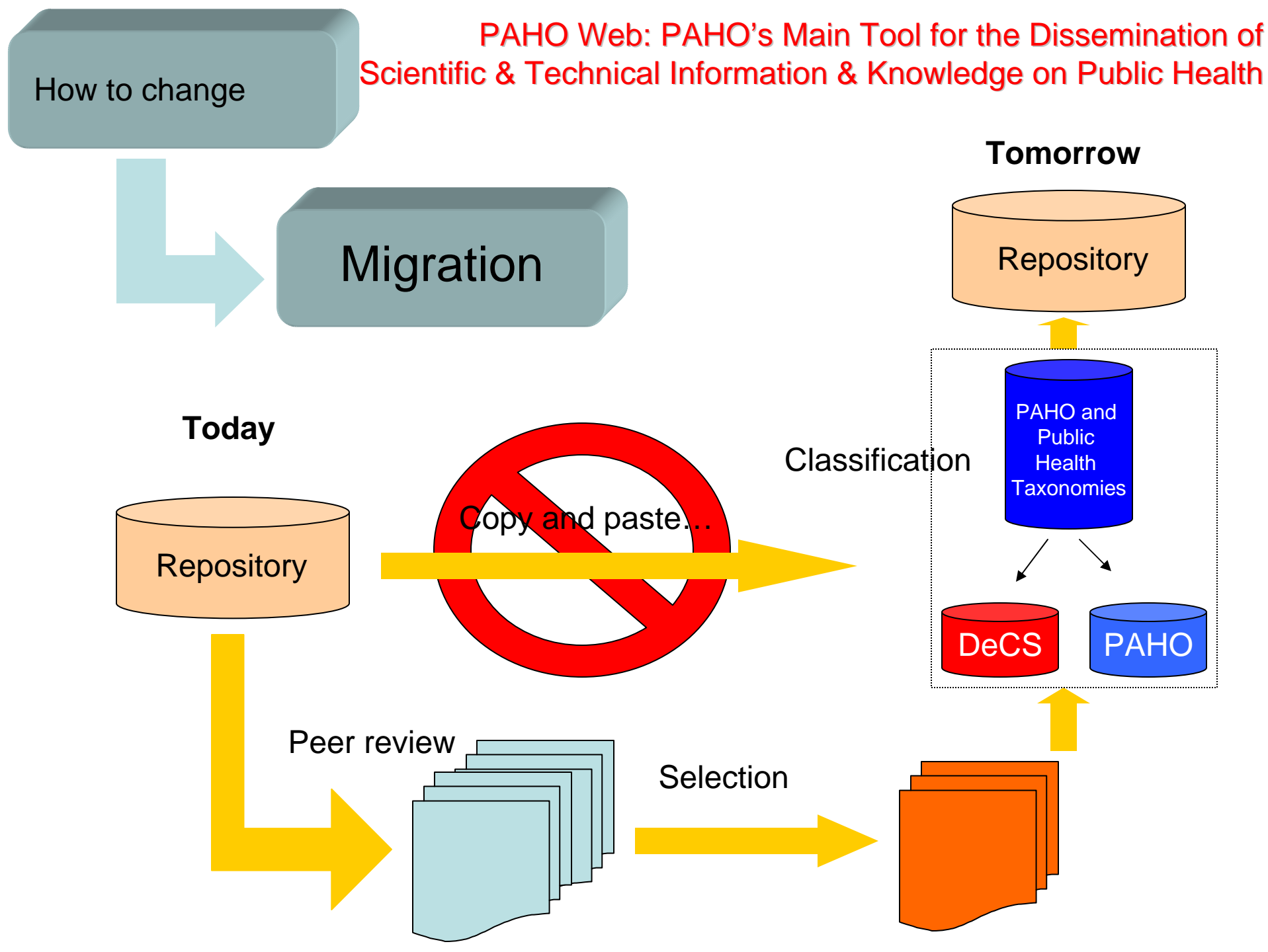
PAHO and  
Public  
Health  
Taxonomies

DeCS

PAHO

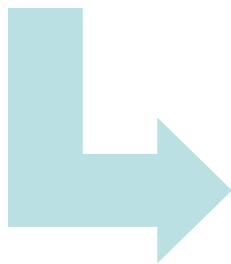
Peer review

Selection



# PAHO Web: PAHO's Main Tool for the Dissemination of Scientific & Technical Information & Knowledge on Public Health

Our responsibilities



Existing sites

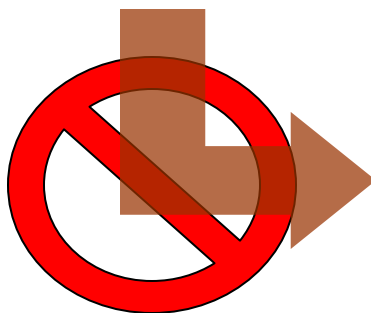
Today

Tomorrow

PAHO Site

New concepts  
New technologies  
New methodologies

PAHO  
Information  
source



# How to get there



- Change management
- Unified content management strategy for the web and intranet.
- Strengthening of communities of practice
- Yellow pages for expertise
- Lessons learned database
- Target audiences (new audiences, age, ethnicity, gender, access) – mixed strategies
- E-learning
- Project documentation and reporting
- Enable networking (Elluminate)
- Finding the information you need
- Connecting outside the organization
- Fighting the multilingual gap
- Developing measures

# What to share/publish

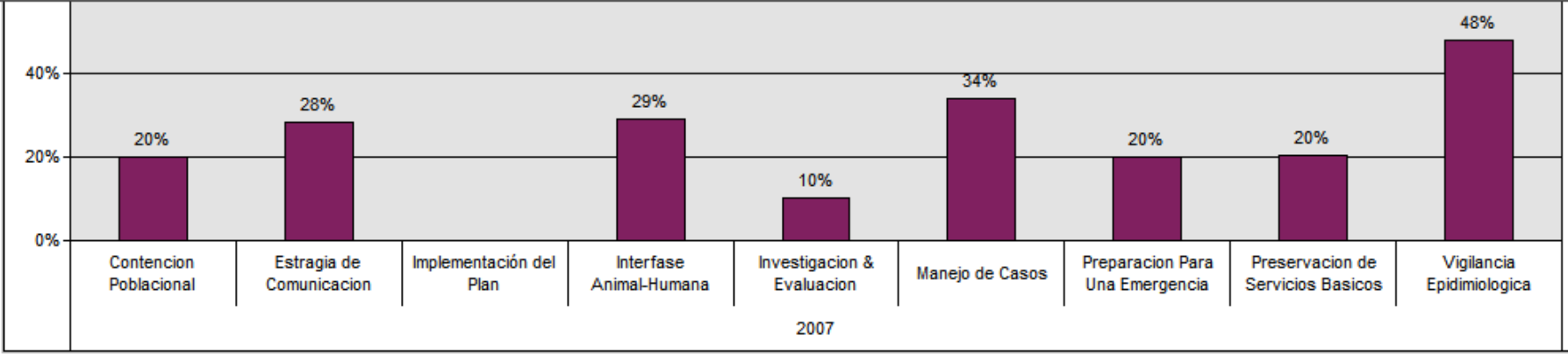


- Calendars
- Training opportunities
- Document libraries: resolutions, mandates related to NCD, presentations, campaign materials, legislation, etc.
- Experts and stakeholders directories – Expertise locator. WHO, CDC, AMNET, CAREC, BM, IADB
- Good practices/lessons learned for the establishment of sound public policies.
- Information on workshops to analyze current situation of NCD.
- Documentation on successful experiences and lessons learned, for example, surveillance, creation of enabling environments, information systems, media relationships, primary health care, resource mobilization, etc.
- Effective chronic disease management approaches, guidelines and tools
- Information on intercountry technical cooperation
- Experiences about information systems on chronic diseases

# Other possibilities to be explored



- Collaboration site for the NCD interprogrammatic working group.
- Virtual collaboration, links with experts.
- Integration among multiple data sources to access a complete range of information on risk factors, chronic disease occurrence, distribution and trends with national, subregional and regional views. Infobase
- Recollection of new and emerging knowledge.
- Look for a better way to connect all the information available
- Connection with different sources of information: campus virtual, essential medicines, eHealth, Virtual Health Library, GIFT, HINARI, IADB, AMNET, CDC, FCTC, DPAS, Transfat, etc.
- Search in all the information available from PAHO and centers and partners.
- Automatic update on information sources (RSS)
- Evidence management and evidence-based policies in chronic diseases, risk factors and determinants.
- Mechanisms of assessment and self-evaluation
- Support continuing education efforts through e-learning and virtual campus
- Communicate working groups, communities of practice
- Share common spaces with organizations of people living with chronic diseases.
- Strengthen presence of different websites related with chronic diseases, i.e. CARMEN and PANA, others.
- OLPC – One Laptop per Child, A hole in the wall

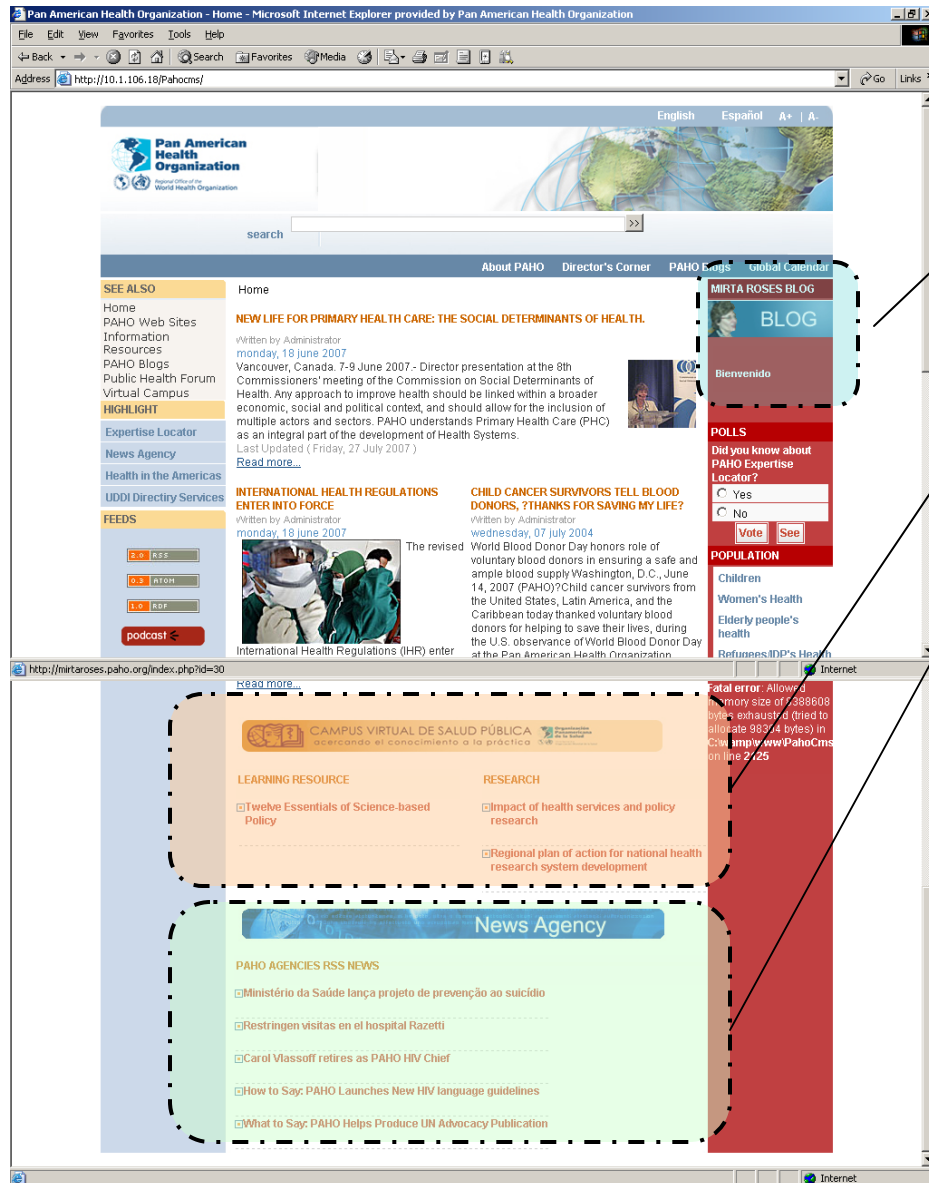


**Lista de verificación**

Elemento del Plan	Sección	Título de sección	Subsección	Incorporado	Año
Conciencia política de la necesidad de prepararse para la pandemia de influenza	Preparación Para Una Emergencia	1.1 Voluntad política		<input checked="" type="checkbox"/>	2006
Financiamiento disponible para el plan de preparación ante la influenza pandémica (Plan Antipandemia)	Preparación Para Una Emergencia	1.1 Voluntad política		<input type="checkbox"/>	2006
Designación de las organizaciones involucradas en el Plan Antipandemia	Preparación Para Una Emergencia	1.1 Voluntad política		<input checked="" type="checkbox"/>	2006
Cronograma realista de actividades para las diferentes etapas del plan antipandemia	Preparación Para Una Emergencia	1.1 Voluntad política		<input checked="" type="checkbox"/>	2006
Identificación de individuos y representantes de todas las organizaciones involucradas	Preparación Para Una Emergencia	1.1 Voluntad política		<input checked="" type="checkbox"/>	2006
Acuerdo sobre funciones & contribuciones de cada individuo y organización involucrada	Preparación Para Una Emergencia	1.1 Voluntad política		<input checked="" type="checkbox"/>	2006

For assistance with Datasheet view, see [Help](#).

# Interoperability



Without user intervention (RSS)

RSS (Rich Site Summary) is a format for delivering regularly changing web content. Many news-related sites, weblogs and other online publishers syndicate their content as an **RSS Feed** to whoever wants it.

Source: Wikipedia

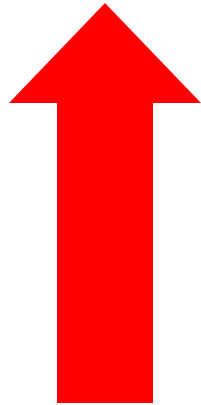


www.bible.ca

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A place for everything  
and everything in its  
place

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PAHO Information Model