Event Summary: USAID Frontiers for Development Conference
*Beyond the Usual Suspects*
June 13, 2012
Georgetown University, Washington, D.C.

Moderator:
- **Liz Schrayer**, founding executive director, U.S. Global Leadership Coalition

Panelists:
- **Barbara Bush**, CEO and co-founder, Global Health Corps; member of UNICEF Next Generation steering committee
- **Mandy Moore**, actress; philanthropist; PSI ambassador for Child Survival
- **Kay Warren**, co-founder, Saddleback Church; bestselling author; Bible teacher; advocate for people living with HIV/AIDS
- **Jim Kolbe**, former Arizona congressman; fellow, German Marshall Fund; Obama advisor on trade and foreign assistance

**Liz Schrayer**
- This panel will discuss a “new cavalry” coming in to solve development problems.
- Ten years ago, this panel would probably have been made of development experts and USAID alums, not innovators and creators.
- These four people have been changing the world for the better.
- Start with what drives your constituents – Kay wrote an article for this conference, “The Untapped Resource for Development,” about faith communities. What makes the faith community an untapped resource?

**Kay Warren**
- The faith community has been underrepresented, but the church is waking up – 2.3 billion people in the world identify themselves as Christian. If half of those could be mobilized to care for people in need, that’s huge.
- Churches are everywhere on Earth. Programs and NGOs may come and go, but churches are ubiquitous. Churches also have longevity. It’s the church’s role to take care of people, not a government’s role.

**Schrayer**
- Barbara, how have you captured the attention of youth?

**Barbara Bush**
- The Global Health Corps (GHC) was founded three years ago because a strong youth interest in global health already existed. They were already activists, energized by campaigns like the ONE Campaign. Young people were wondering what else they could do.
- GHC partners with existing NGOs and governments, and they tell us what they need – which is often a diverse array of skills, not just doctors and nurses.

**Schrayer**
- Mandy, you’re in Washington all the time, testifying on Capitol Hill. How have you utilized celebrity?
Mandy Moore
- Been working as an ambassador for PSI since 2009.
- Role is to identify new thought leaders and collect stories – biggest asset is my storytelling skills, giving a name and face to people who need help.
- PSI and USAID have been a part of demystifying foreign aid and getting young people excited to continue the dialogue on global health, beyond just contributing donations.

Schrayer
- Jim, is there bipartisan support for global health right now?

Jim Kolbe
- First, note that this panel is mostly women – they’re the ones getting stuff done.
- Been out of Congress for five years, but since then the polarization in Washington has gotten worse.
  - On foreign aid, divisiveness isn’t as bad as in other issue areas.
  - How much we should be spending is still contentious; foreign aid is not popular, it’s easy to attack.
  - It’s hopeful that policy-makers know that foreign aid is good for national security.

Schrayer
- The sustainability of engagement – the “crisis du jour” can capture attention, but when headlines go away, how do you keep people engaged and interested in helping?

Moore
- People are willing to do whatever it takes, but they need simple messages – people want to respond to solutions, not problems.
- Make it matter to people – how will it benefit them? Have to make people understand the broader issues.

Bush
- GHC fellows commit to a one-year program abroad or domestically. They could choose to do anything they want (all fellows are under 30, at the beginning of their careers), but they’re intrigued by problem solving and feel effective in their impact.
- There has been so much process on some global health fronts – HIV, for example – which inspires and motivates people.

Warren
- Mobilized 14,000 members of our church to go to every country in the world, paying their own way, short-term.
- People will respond to need if they see it.
- Transitioning from relief activities to development is difficult. Relief is easier to get from people, especially in the wake of giant disasters.
- Trying to lead with people resources, not money. People power is more sustainable than money.
- When they come back from abroad, some volunteers are traumatized – trying to “gloriously ruin” the volunteers so that they can’t live the same way they used to; they’re now outside of their old comfort zone and more willing to help with global problems.
Kolbe

- In the business community, commercial interests help mobilize businesses to get involved – there are emerging markets in Africa, which corporations are realizing.
  - But businesses need to sustain development in those markets, too, which means they need partnerships, which is what the German Marshall Fund looks at.

Schrayer

- Several of you have mentioned media. It’s not so easy to get messages out – how do you do it, and what are the messages?

Moore

- Keeping it simple is important. There are so many messages out there.
- Use motivating messages. Connect emotionally.

Bush

- Had more applicants this year than ever before for Fellows. They come from all over – this year, 11 countries – so their work is a global dialogue.
- Push fellows to tell their stories. Beyond technical skills, they are expected to engage their own peer groups.

Warren

- Personal stories are the most powerful way to convey anything.
- Statistics are staggering, but should not be the main focus.
- Living a life of caring and personal service resonates with people, because everyone asks, “What am I here for?”

Schrayer

- In “Kony 2012,” a complex situation was boiled down to a simple appeal, but the filmmakers were heavily criticized for that. Which one do we use – simplification of a message to get it easily to an audience, or getting people the whole story?

Kolbe

- This happens in politics all the time, especially in election cycles.
- Messages have to be straightforward, realistic, but not too detailed.
- It has to touch an audience’s heart. Find a button to push – these are different for different people.

Schrayer

- Mandy, you have 2.5 million Twitter followers. What is your message to them?

Moore

- It’s a delicate balance certainly. Messages shouldn’t be merely promotional. Social media platform is just the beginning of a conversation.

Schrayer

- Who is missing from this panel of “unusual suspects”?

Warren

- The American public – they just don’t understand.
Ten years ago, I didn’t know what was going on in the world, or at least didn’t connect with it.

Ninety percent of the American could not tell you what PEPFAR stands for, which is a shame, because Americans should be proud of initiatives like that.

Have to be very intentional in engaging the American public.

Kolbe
- Policy practitioners shouldn’t expect the average American to wake up and wonder what he can do for people in Tanzania — people are motivated by what’s happening in their lives daily.
- You CAN motivate people, but you have to work at keeping people’s attention beyond a short-term crisis.

Schrayer
- What do you know today that you wish you knew when you got started in global health and development?

Bush
- Started with an engaged constituency.
- There are 70 new global health programs in U.S. colleges in the past five years, which shows the interest level.
- Trying to use messages that register with everyone — personal narrative is very useful.

Schrayer
- You all have high profiles. None of you has chosen to sit on the sidelines. If you could give a call to action to other celebrities, what would you say to them?

Moore
- If you’re afforded the platform, you have a responsibility to use it.
- I felt a lack of balance in my life and wanted a different legacy, wanted to educate myself.

Kolbe
- My call to Capitol Hill: this is an underlying method of soft power, foreign policy.
- Suppressing flare ups in conflicts now save the U.S. money in the long run.
- Representatives should take a leadership role with their constituents back at home.

Bush
- I feel blessed to be able to do my dream job. If you have an idea, give it a shot.

Warren
- Everybody has a platform — it may not be sitting on a panel at USAID, but everyone has a social group, and influence within that group. Embrace your own small platform and use it.