AND THE MORAL OF THE STORY IS...
Remember where you’re going

...or at least when you’re moving backwards (or in circles)
...and what your goals are.

(Dolgren and Whitehead)
### Table 2. Actual Causes of Death in the United States in 1990 and 2000

<table>
<thead>
<tr>
<th>Actual Cause</th>
<th>No. (%) in 1990*</th>
<th>No. (%) in 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>400 000 (19)</td>
<td>435 000 (18.1)</td>
</tr>
<tr>
<td>Poor diet and physical inactivity</td>
<td>300 000 (14)</td>
<td>400 000 (16.6)</td>
</tr>
<tr>
<td>Alcohol consumption</td>
<td>100 000 (5)</td>
<td>85 000 (3.5)</td>
</tr>
<tr>
<td>Microbial agents</td>
<td>90 000 (4)</td>
<td>75 000 (3.1)</td>
</tr>
<tr>
<td>Toxic agents</td>
<td>60 000 (3)</td>
<td>55 000 (2.3)</td>
</tr>
<tr>
<td>Motor vehicle</td>
<td>25 000 (1)</td>
<td>43 000 (1.8)</td>
</tr>
<tr>
<td>Firearms</td>
<td>35 000 (2)</td>
<td>29 000 (1.2)</td>
</tr>
<tr>
<td>Sexual behavior</td>
<td>30 000 (1)</td>
<td>20 000 (0.8)</td>
</tr>
<tr>
<td>Illicit drug use</td>
<td>20 000 (&lt;1)</td>
<td>17 000 (0.7)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1 060 000 (50)</strong></td>
<td><strong>1 159 000 (48.2)</strong></td>
</tr>
</tbody>
</table>

*Data are from McGinnis and Foege. The percentages are for all deaths.

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**Actual causes of Death in the U.S.**

McGinnis and Foege (1993), and Mokdad, Marks, Stroup, Geberding (2004)
THE MORAL IS ALSO...
Know why you’ve left in the first place....
Know who you are and who’s on your team.

... whether you want them or not
Perspective (and politics) matter.
Be strategic. Be resourceful.
Summary

• Where are you going and how do you get there?
  – Why?

• Who’s on your team
  – Perspective
  – Politics
  – Resources

• Vision: What’s the policy?
  – Goals
  – Metrics

• Stakeholder analysis
  – Perspective/ Interests
  – Politics/ Power
  – Resources
  – Benefits and costs/ Gains and losses
...and in the end...
They all lived happily ever after...

...except the vegetarians.
Photo credits

• Slide 4
• Slide 6
• Slide 7
• Slide 8: http://images.nationalgeographic.com/wpf/media-live/photos/000/625/cache/tadpoles-swamp-canada_62585_600x450.jpg
• Slide 11