Connecting Social Science Research to One Health Challenges

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One Health:

• Interdependency of animal, environmental, and human health

• Complex, interdisciplinary integrated challenges

• Beyond zoonotic disease

http://www.cdc.gov/onehealth/about.html
New & Emerging Communication Technology in Human Decision-Making & Behavior
Recommendations for the role of social science research in One Health

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Issue 1

Understanding how humans contextualize their own health within systems of human, animal and ecosystem health
Where are the decisions that have the most impact across One Health?

What One Health issues are most critical for communities?

Where are points of “intervention”? 
Diagram Adapted from "A causal diagram approach to examining Hendra virus emergence in Australia"
Influence diagram: expertise needed for systematic assessment of the uncertainty in responses to drinking water contamination
(reproduced with permission of Casman et al 2000)

Issue 2

Understanding the nature of information and communication people need about One Health challenges, and how it influences decisions and behaviors
What are the characteristics of OH innovations that enhance diffusion?

What role does information from our social system play in our behavioral decisions?

How do cultural dynamics and social evolution play a role in OH decisions?
Relationships among Monetary Incentives, Decisions/actions and Social Norms in the Payment for Ecosystem Services (PES) Context

Typically, PES aims to influence decisions and activities, and thus to affect the ecosystem.

Ecosystem, Human, Animal Health Change

Decisions/Actions

Social Norms

Feedback from changes to health outcomes affect subsequent decisions & actions.

Paying people for desired behavior influences social norms separately from its effect on people’s decisions & actions.

There are feedback loops between decisions & actions and social norms.

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Issue 3

Identifying key characteristics of new and emerging communication technologies, and how and when are they useful for information seeking and sharing about One Health issues
How do people use com tech to make decisions?

How do online networks influence our decisions?

How is data harvesting, mining, and taming useful for outbreak identification?

What are the best ways to communicate complex data?
Health Map: healthmap.org
Understanding Veterinarians’ Information Practices and Decision-Making about Antibiotic Use in Food Animals

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How?
Models for interdisciplinary collaboration
Time investment
Institutional support
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