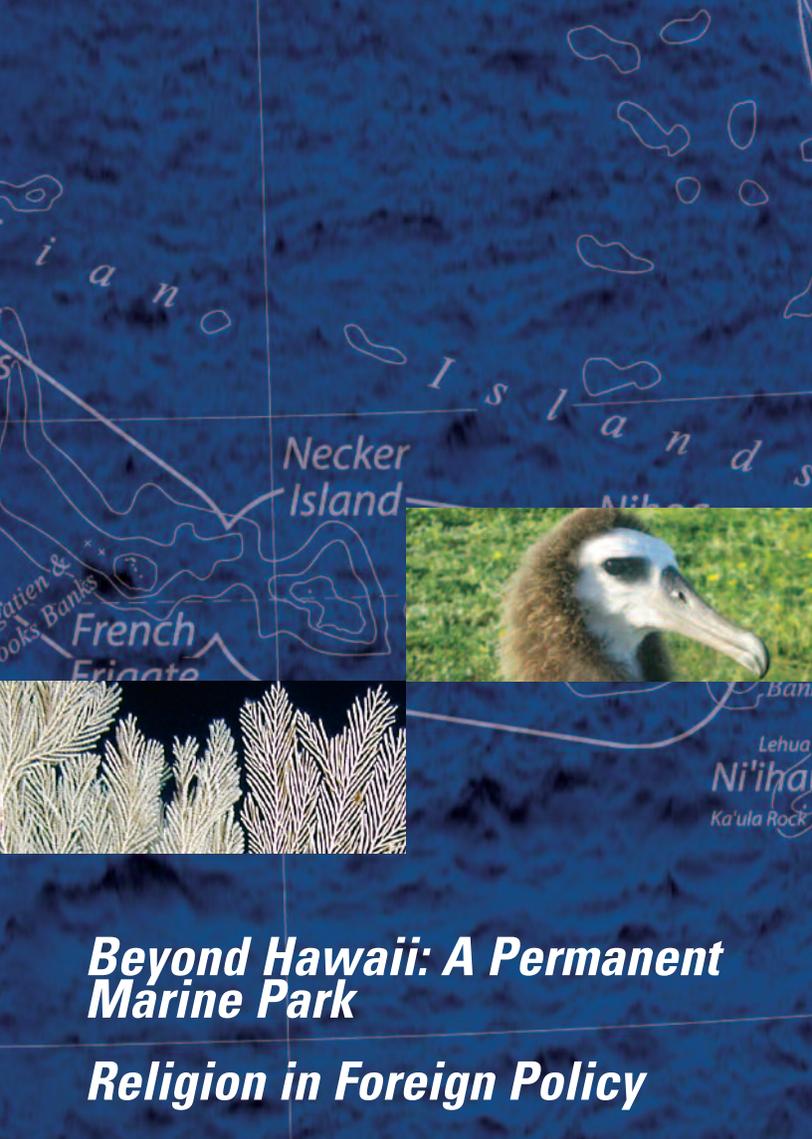
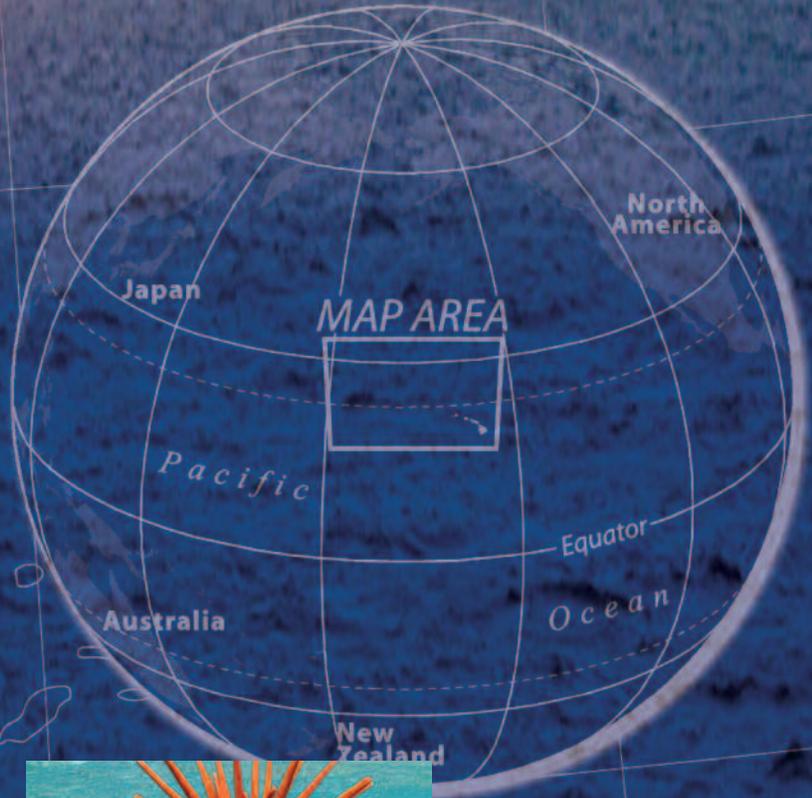


Trust

The Pew Charitable Trusts

VOLUME 9 / NUMBER 3 / FALL 2006



Beyond Hawaii: A Permanent Marine Park

Religion in Foreign Policy

Ready for the Next Pandemic?



Navigation

“**K**nowledge may have its purposes,” wrote the poet W. H. Auden, “but guessing is always more fun than knowing.”

He has a point: People with an abundance of knowledge are not always the greatest visionaries. Thomas Edison’s contemporary Henry Morton, a distinguished physicist, chemist and educator, called the inventor’s claims for the incandescent lamp “a fraud upon the public.” (Edison’s retort: He’d build a statue of Morton and illuminate it with light bulbs.)

In an editorial in 1920, *The New York Times* rejected the science on which rocket scientist Robert Goddard based his claim that travel to the moon could be possible, saying, “He only seems to lack the knowledge ladled out daily in high school.” (On July 17, 1969, as Apollo 11 was in flight, the newspaper printed a correction, noting, “The *Times* regrets the error.”)

In 1946, movie mogul Daryl F. Zanuck derided television’s potential: “People will soon get tired of staring at a plywood box every night.” And in 1977 Ken Olsen, founder of the computer-making Digital Equipment Company, said, “There is no reason anyone would want a computer in their home.”

We definitely do not want to be so mired in detail, analysis or accepted thinking that we censor our imagination. But knowledge can help us doubt wisely, making it easier to avoid pitfalls and expand the possibilities.

Relying on a solid base of facts, President George W. Bush in June established the Northwestern Hawaiian Islands National Marine Monument.

That this fragile environment needed extraordinary conservation action was not guesswork but the result of studies in biology, oceanography, history, cultural heritage and policy.

“Successful ocean stewardship,” the president said when he made his declaration, “depends on informed policy makers and an informed public.” The Trusts could not agree more, and we are proud to support good science as well as the wise stewardship of this spectacular resource for future generations.

Hawaiians have an incisive name for this territory—the Kupuna, or Ancestor, Islands, because, like wisdom-bearing elders, this natural marine environment is a laboratory of ocean life and diversity that expands our knowledge and teaches respect for marine ecosystems, which are nothing less than the foundation of our planet’s life-support system.

Knowing also beats guessing in understanding the role of religion in American foreign policy. Religious feeling and expression have always strongly influenced the nation’s political processes, and polls by the Pew Research Center and others show that Americans want their elected officials to hold religious beliefs. Yet polls also show that many Americans prefer religious commitments to be kept personal rather than overtly directed to influence policy.

Up to recently, that view constituted a majority and reflected how the people’s business was conducted—including foreign relations. As Luis Lugo, the director of the Pew Forum on Religion & Public Life, puts it, “Much of the American diplomatic establishment for quite some time has believed that religion is best left to the private realm and should not intrude on the practice of statecraft.”

The Pew Research Center has documented Americans’ increasing acceptance of religion in politics. But the politics of many other nations have

always merged the two, and Americans must recognize that fact, particularly in foreign affairs and in an era of many faith-based conflicts.

To shed light on religion’s effect on U.S. foreign relations, the forum, a project of the Pew Research Center, is raising the pertinent question: What role, if any, should religion play in the making of U.S. foreign policy? Through convenings and publications, the forum offers reasoned ways to reduce the guessing and provide diplomats a navigational tool for their important negotiations.

Knowledge, and not guesswork, is also the basis for the Trusts’ initiative in pandemic preparedness. There are fundamental unknowns about the next public health crisis. No one can predict with certainty even what it might be—avian flu, a toxic spill, a bioterrorist chemical release or a natural disaster like a hurricane—or when or where it will occur. But we all know that planning trumps chaos.

And it must be based on good information, including reliable disease-tracking and early detection, effective vaccines and medicines, clearly articulated duties and well-coordinated, functioning communication.

Trust for America’s Health is ensuring that key decision-makers at the federal, state and local levels are developing plans to manage the effects of a major public health crisis such as pandemic flu. The project is also engaging in preparedness exercises to help participants navigate a very uncertain future.

We must be ready to confront any potential hazard with good data that inform smart strategy. To turn Auden’s idea on its head: Guessing may be fun, but we are more likely to address difficult problems effectively when we bring the power of knowledge to bear for the public good.

*Rebecca W. Rimel
President and CEO*

Trust

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Policy

Faraway, Natural and Beautiful— And It'll Stay That Way 2

A marine sanctuary in Hawaii became a national monument in June, saving this environmental treasure permanently.



Information

Eyes Wide Shut 12

Religion has a vital role in foreign policy. Many people try to ignore it, but, like the proverbial elephant in the room, it's there, regardless.



Policy

If and When the Time Comes 19

Is the U.S. ready to confront a flu pandemic successfully? Trust for America's Health is working on pandemic preparedness.



Departments

NOTES FROM THE PRESIDENT **Inside front cover**
Knowledge helps us steer.

LESSONS LEARNED **26**
Report cards.

RECENT GRANTS AND ALLOCATIONS **29**

BRIEFINGS **33**
Gen Next and Judy Woodruff, PEJ, SoundAboutPhilly, Creative Philanthropy (the book), Pew Internet Project examines blogs, Pew Biomedical Scholars win prizes. Kimberlee Acquaro's Rwanda, Portfolio's data on the local arts scene.

LETTERS **34**

The Pew Charitable Trusts serves the public interest by providing information, advancing policy solutions and supporting civic life. Based in Philadelphia, with an office in Washington, D.C., the Trusts will invest \$248 million in fiscal year 2007 to provide organizations and citizens with fact-based research and practical solutions for challenging issues.

The Trusts, an independent nonprofit, is the sole beneficiary of seven individual charitable funds established between 1948 and 1979 by two sons and two daughters of Sun Oil Company founder Joseph N. Pew and his wife, Mary Anderson Pew.

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FARAWAY, *NATURAL* AND *BEAUT*

National Oceanic and Atmospheric Administration



FOR MORE THAN A THOUSAND MILES NORTHWEST OF HAWAII, ALL YOU CAN



AND IT'LL *THAT*
IFUL- *STAY* *WAY*

By Colin Woodard



A thousand miles northwest of the freeways and high-rises of Honolulu, there is another Hawaii, a sprawling chain of uninhabited islands, atolls and submerged reefs sheltering one of the most spectacular marine ecosystems in the world. Now, in a move supported by the Trusts, it has become the world's largest marine protected area.

The Northwestern Hawaiian Islands, which stretch for 1,200 miles across the north-central Pacific, are literally in the middle of nowhere, so

IN DO IS LOOK. AND THERE'S MORE THAN ENOUGH TO FILL THE EYE.

“When you add it all up, it’s a world-class ecological jewel. From both a national and global perspective, this really is a landmark conservation event.”

Joshua S. Reichert, Managing Director, Policy Initiatives and the Environment Program, The Pew Charitable Trusts, quoted by the Associated Press

“We’re doing justice to the ocean.”

Jean-Michel Cousteau, Ocean Futures

“This federal action complements our Administration’s recent designation of all state waters in the Northwestern Hawaiian Islands as a fully protected state marine refuge. This seamless partnership between state and federal governments, environmental conservationists and Native Hawaiian organizations will preserve the 1,200-mile chain of atolls and reefs as a natural and cultural legacy.”

Hawaii Governor Linda Lingle



James Watt

Hawaiian squirrelfish at French Frigate Shoals.



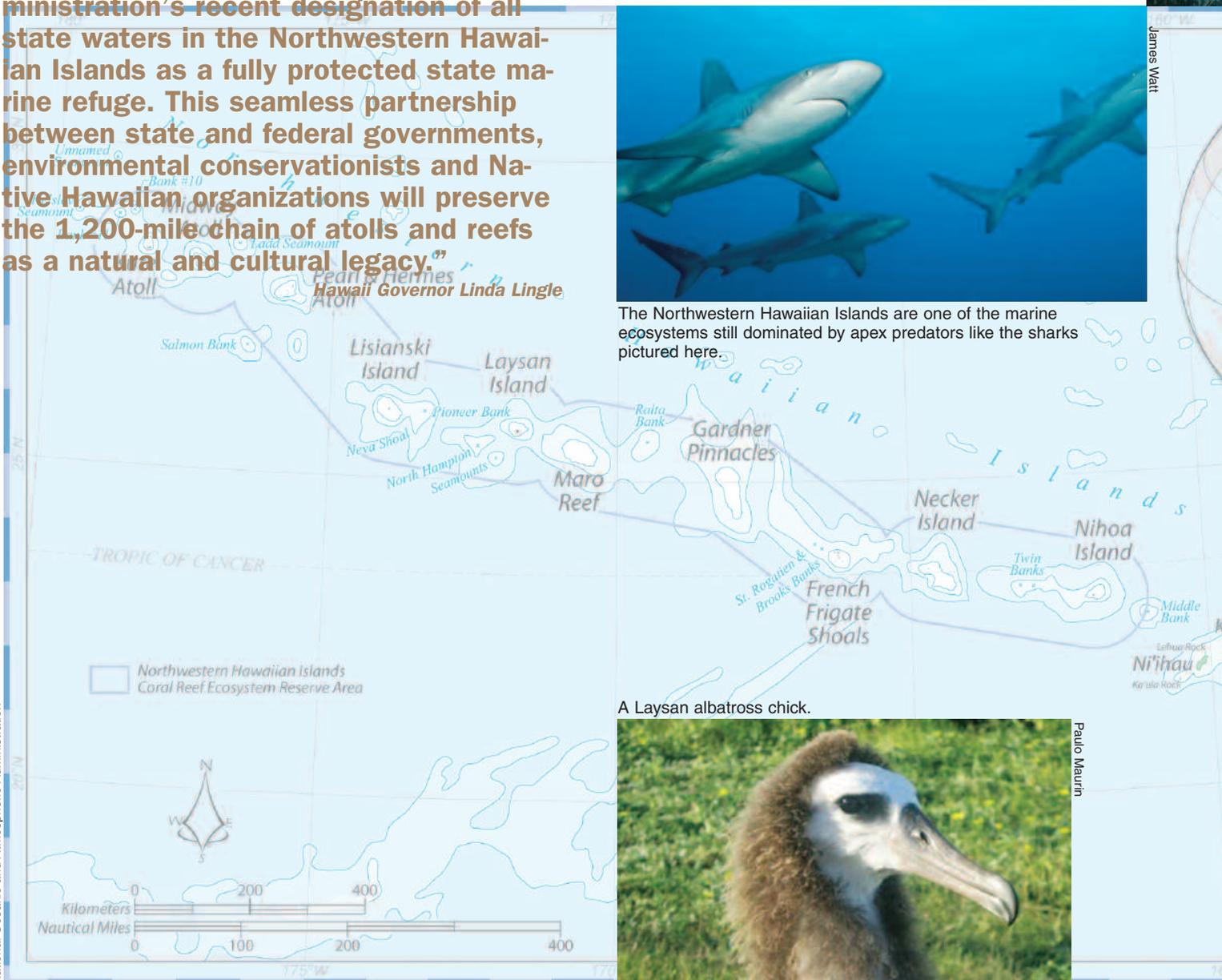
James Watt

The Northwestern Hawaiian Islands are one of the marine ecosystems still dominated by apex predators like the sharks pictured here.



Paulo Maurin

A Laysan albatross chick.



National Oceanic and Atmospheric Administration

A colony of gold corals.



Amy Bacon-Taylor



remote and unassuming that humans have largely left them alone. Apart from occasional visits by Native Hawaiians and long-distance fishermen, human activity has focused on Midway Atoll, which served as a waypoint for trans-Pacific cable lines, Pan American clippers and the U.S. Navy, which successfully deterred a Japanese invasion there in 1942.

The rest of the chain looks much as it always has, both above and below the water: a vast coral reef ecosystem supporting an astonishing array of marine life. Fourteen million seabirds, 70 percent of the United States' coral reefs and some 7,000 species make their home in the archipelago, including the endangered Hawaiian monk seal, short-tailed albatross and threatened Hawaiian green sea turtles. Sharks and other large predators have been decimated in much of the world, but here they're abundant, providing ecologists with insight into how the web of life functions in its natural state.

Now the Northwestern Hawaiian Islands will stay that way. In a surprise move this past June, President George W. Bush invoked the 1906 Antiquities Act to fully protect the chain and 50 miles of ocean in all directions. The new 140,000-square-mile Northwestern Hawaiian Islands



Spanish Dancer.

David Litschvager and Susan Middleton



Divided flatworm.

James Watt

National Marine Monument is larger than 100 Yosemite National Parks and slightly larger than Australia's Great Barrier Reef Marine Park.

"We will protect a precious natural resource," Bush said. "We will show our respect for the cultural and historical importance of this area, and we will create an important place for research and learning about how we can be good stewards of our oceans and our environment."

Much of the region has had some form of protection for nearly a century. President Theodore Roosevelt created the nation's second wildlife refuge here to stop hunters from exterminating the chain's birds in order to secure feathers for ladies' hats. (He had to dispatch Marines to Midway to enforce the order.)

Subsequent presidents expanded protection from birds to include other wildlife and extended the protected area to include Midway and large portions of the surrounding sea bottom. In 2000, President Bill Clinton signed an executive order directing the National Oceanic and Atmospheric Administration (NOAA) to begin the process of turning the region into a national marine sanctuary to protect the ecosystem as a whole.

From there, the process became bogged down as NOAA personnel

“While we and others in the conservation community have not always agreed with President Bush’s environmental policies, we believe it is important to acknowledge a significant policy achievement when it occurs. . . . Just as we have protected spectacular areas on land from destructive activity, we know it is equally important to do so for the sea. The president’s announcement is an important step in what we hope will be greater efforts to safeguard the ocean, while also addressing broader problems of overfishing, pollution and habitat destruction.”

*Joshua Reichert and
Theodore Roosevelt IV, op-ed
in The New York Times*

“This is just amazing. This is an important first step in protecting some of the world’s healthiest reefs for future generations.”

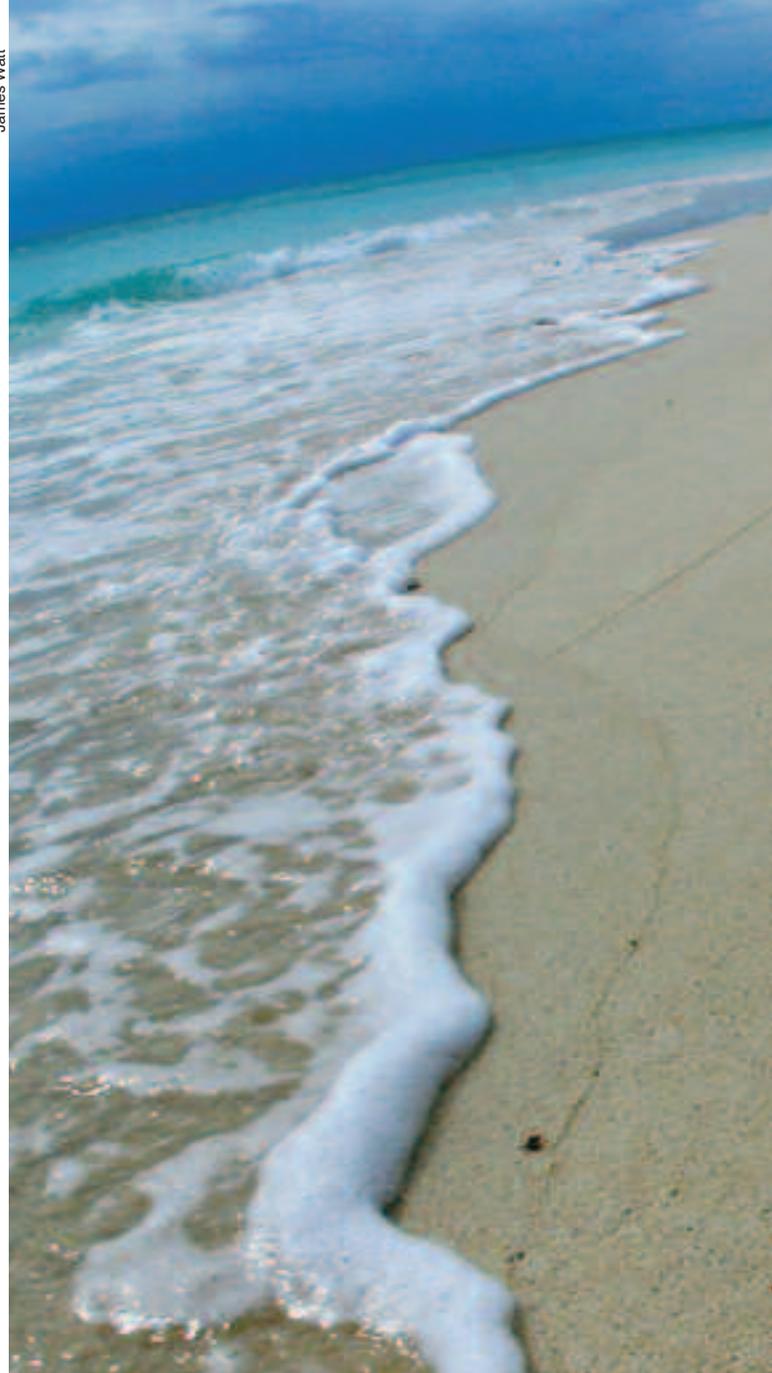
Ellen Athas, ecosystems-protection director, Ocean Conservancy

“They could break me (financially) if they could kick me out, but if they could compensate me and the others, I’d be in favor of leaving the Northwestern Hawaiian Islands alone.”

*Bill Wakefield, Northwestern
Hawaiian Islands fisherman*

“Our duty is to use the land and seas wisely, or sometimes not use them at all.”

President George W. Bush



Lisianski beach shows signs of visitors.

103 YEARS OF PRESIDENTIAL ACTIONS

Theodore Roosevelt

1903: In response to U.S. Navy reports of the killing of massive numbers of seabirds at Midway Islands and complaints about Japanese squatters and poachers, he places the atoll under control of the Navy. He also sends 21 U.S. Marines to stop the slaughter of seabirds for feathers and eggs and to secure Midway as a U.S. possession.

1909: By an executive order, he creates the Hawaiian Islands Bird Reservation around islands from Nihoa Island to Kure Atoll, to further protect these islands and their resources.

Franklin D. Roosevelt

1940: His presidential proclamation changes the name of the Hawaiian Islands Reservation to the Hawaiian Islands National Wildlife Refuge and broadens refuge purposes to protect all wildlife.

Lyndon B. Johnson

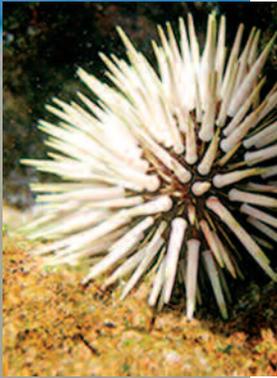
1967: Under his administration, the U.S. Fish and Wildlife Service designates French Frigate Shoals, Gardner Pinnacles, Laysan Island, Lisianski Island, Necker Island, Nihoa Island, and Pearl and Hermes Reef and surrounding submerged lands within the Hawaiian Island National Wildlife Refuge as Research Natural Areas.

Ronald Reagan

1988: He signs legislation designating Midway Islands as a National Wildlife Refuge to protect and manage their biological and historic resources.



Midway Atoll.



Rock-boring urchin.

Dr. Larry Basch

responsible for fisheries management sparred with those who design and operate marine sanctuaries. "It had been six years, and they still couldn't resolve their differences," says Jay W. Nelson, director of the Trusts' Northwestern Hawaiian Islands Project, which was advancing a ban on commercial fishing within the proposed sanctuary. "The White House was frustrated with the stalemate, and people in Hawaii had started pointing out that it didn't take this long to fight World War II."

The sticking point was whether or not to allow commercial fishing within the sanctuary. Fishing proponents, including the industry-dominated Western Pacific Fisheries Management Council—Wespac—argued that existing fisheries were too small to cause any damage. Only eight boats had permits to fish in the archipelago, hooking grouper, jacks, snappers and other bottom fish.

Opponents were skeptical, noting that fishing has caused considerable damage in the past. Overfishing in the 1980s and 1990s caused a crash of the area's lobster populations, which may explain why large numbers of lobster-eating monk seals starved to death over the same period. An October 2005 study by the Marine Conservation Biology Institute and the Ocean



The Hawaiian monk seal is one of the most endangered marine mammals in the U.S.

James Watt

Conservancy showed that the bottom-fishing fleet, despite its modest size, had overfished the waters around the islands nearest to Hawaii in six of the 16 years between 1988 and 2003.

"We argued that it's valuable for scientists to have a place without fishing so they can see what a natural system looks like and be able to compare it with the impacts elsewhere on the planet," says Nelson. "If any places are to be left untrammelled in the world, this should be one of them."

Elliott A. Norse, Ph.D., president of the biology institute and a Pew fellow in marine conservation, says it was vital that the sanctuary's big fish not be fished. "In just 50 years, we've eliminated 90 percent of the large predators in the oceans: big sharks, whales, groupers," he says. "In the Northwestern Hawaiian Islands, you can still see an ecosystem functioning with its dominant predators still in the system. That's something we desperately need to study and understand so that five, 50 or 500 years from now, we can still live on this planet."

The commercial fishing ban had strong support in Hawaii, most significantly from Hawaii Governor Linda Lingle, who in September 2005 decided

Bill Clinton

1996: He transfers full jurisdiction of Midway Atoll and surrounding reefs from the Navy to the U.S. Fish and Wildlife Service.

2000 and 2001: He directs the development of a plan to protect the Northwestern Hawaiian Islands coral reef ecosystem and calls for public participation in the design of additional protection measures for the refuge. As a result of public comments and negotiations between the president and Congress, the 2000 amendments to the National Marine Sanctuaries Act authorize creation of a NWHI reserve. Subsequent executive orders create the NWHI Coral Reef Ecosystem Reserve.

George W. Bush

2002: His administration prepares interim management measures designed to protect the Coral Reef Ecosystem Reserve. The National Oceanic and Atmospheric Administration holds a series of public meetings to define an appropriate level of protection for the proposed NWHI sanctuary and disapproves rules allowing harvest of precious corals as inconsistent with the fishing restrictions established by the executive orders.

2004: NOAA releases draft goals and objectives for the proposed NWHI sanctuary and identifies the purpose of the proposed sanctuary as the "long-term protection of the marine ecosystems in their natural character."

2006: By the authority of the 100-year-old National Antiquities Act, the president proclaims the NWHI area a National Monument.



James Watt

Masked booby.

“It’s as important as the establishment of Yellowstone.”

Fred Krupp, Environmental Defense

“It is time to give thanks that something so right to do was done right.”

Ed Case, U.S. representative, Hawaii

“Americans are united in the belief that we must preserve our natural heritage and safeguard the environment. This belief has affirmed our laws, and today we reaffirm that commitment once again.”

President George W. Bush

“Our job is to protect [the Islands monument], learn from it and look to it as a source of inspiration for stewardship of the marine resources on which we all depend for food, for transportation, for recreation, for science and for education. We must use and enjoy these wisely, too.”

James Connaughton, chairman of the White House Council on Environmental Quality

“Believing that our tag-and-release sport fishing program contributed invaluable scientific information, I supported continued sport fishing. However, overwhelming public support for a complete marine sanctuary and my personal knowledge of that extraordinarily unique marine ecosystem eventually led me to endorse a complete closure of all NWHI fisheries.”

Rick Gaffney, president, Hawaii Fishing and Boating Association, and member, Western Pacific Fisheries Management Council

The David Liittschwager and Susan Middleton photographs in this story are from their 2005 book *Archipelago: Portraits of Life in the World’s Most Remote Island Sanctuary*, published by the National Geographic Society. On this spread, they include the top photograph and the bottom two on this page and the top left of the next page.



Debris from afar: A Laysan albatross chick (right) on Kure Atoll, whose stomach was filled with cigarette lighters, shotgun shells, broken clothespins and hundreds of plastic bits. It would have been fed by a parent, who sought the chick’s proper food in mid-ocean gyres—where the fish are, but where the trash gets trapped as well. The chick, which naturally vomits indigestible organic parts, stored the debris and probably starved to death.

Butch Tilley



Blue Dragon Nudibranch.



Laysan albatross chick.



Lobe corals grow in huge colonies in the NWHI, but not so elsewhere in the world.



James Watt

to ban all commercial activities in the state-controlled waters of the archipelago: three miles from each island except Midway, a federal territory.

Keiko Bonk, campaign director of the Honolulu-based Northwestern Hawaiian Islands Network, says: "Since statehood, in 1959, people in Hawaii have been working hard to get real management plans for our land and ocean. We had some big successes in the early years, followed by a lot of setbacks in recent decades. This looks like the beginning of a new era of progress. Many people, including Governor Lingle and commercial fishermen, rallied around the sanctuary as something we could do proactively, something monumental in scale."

Although the Bush Administration had already invested five years in planning for protection of the area—partly driven by overwhelming grassroots support from a broad spectrum of the public in Hawaii—the White House was reportedly growing increasingly frustrated. The stalemate at NOAA forced it to postpone announcing the creation of the new sanctuary from Earth Day (April 22) to World Oceans Day (June 8) to Ocean Week (ending June 10). "They were facing the possibility that this might drag on beyond the end of the president's term in office," says Nelson.

One turning point came on the night of April 5, 2006, when a group



James Watt

Red-footed boobies.

of ocean conservationists were invited to the White House for dinner and a viewing of a film about the Northwestern Hawaiian Islands by Jean-Michel Cousteau, son of the late ocean explorer Jacques Cousteau. "I assumed that the president, who is a busy person, would just do a 'drive-by' photo-op so we could say we saw him," recalls Norse, who attended the dinner. "But that wasn't what happened."

To Norse's surprise, Bush watched the entire 65-minute movie and then sat down to dinner next to Cousteau and ocean explorer Sylvia Earle. "They talked through the whole dinner, and the president was so interested that he stayed for fifteen minutes even after Mrs. Bush got up and wanted to leave," he recalls. At one point Bush exclaimed, "I wish we could just designate the thing."

On June 15, Bush did just that, using his powers under the Antiquities Act to make the islands a National Monument, administered by the Department of Interior, thereby circumventing the stalemate at NOAA, which is under the Department of Commerce. His order phases out all commercial fishing over five years.

"The beauty of [creating] the monument is that it settled the debate over what extractive uses would be allowed in the sanctuary by basically saying



James Watt

Red pencil urchin.

“This at both a substantive level and symbolically will help to encourage, hopefully, more efforts that are similar in nature. And there certainly are a lot of other places in the world that merit this level of protection, and hopefully they’ll get it in the years to come.”

Joshua Reichert, the Trusts, on Marketplace, Minnesota Public Radio

“This administration and future ones should follow up with similar actions to protect other ecologically sensitive marine systems. America began protecting its land-based national parks and monuments a century ago, but the country has lagged in shielding its underwater treasures. Mr. Bush’s action offers an exciting example of assertive action to put essential areas beyond further human destruction.”

Editorial, The Washington Post

“In some ways, Mr. Bush’s decision was supremely easy—the end of commercial fishing will affect only eight fishermen. But even so, the mind reels a little at what Mr. Bush has done. The Northwestern Hawaiian Islands are a vast place few Americans have ever visited or ever will. But they are being protected anyway—not for divers, fishermen or cruise ships, but for their own sake, for science and forever. Mr. Bush made exemplary use of presidential power yesterday. We hope he does more of it.”

Editorial, The New York Times

Table corals (*Acropora*): common in parts of the new National Monument but absent in the main Hawaiian Islands. The fish at Rapture Reef are pennantfish, pyramid and milletseed butterflyfish.



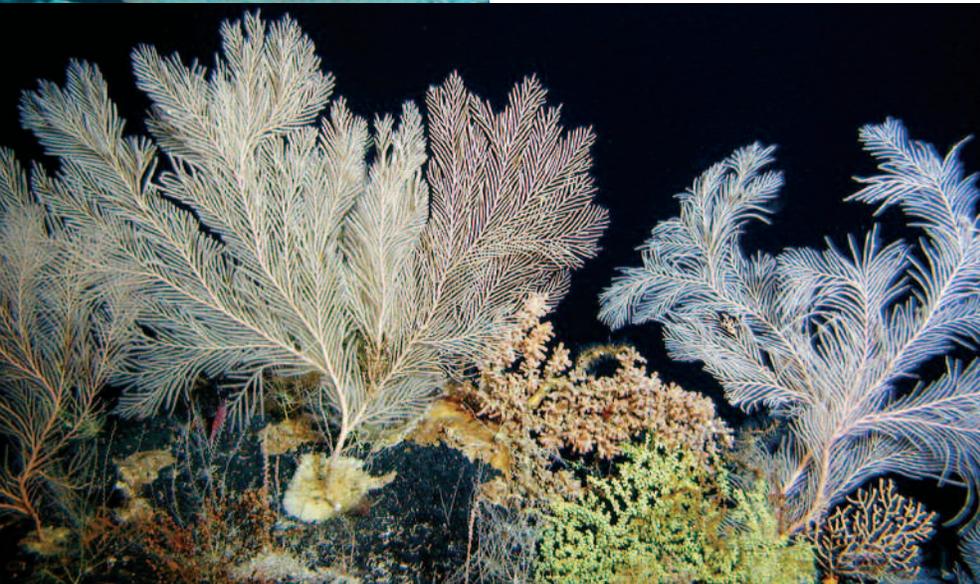


James Watt

that there weren't going to be any," says William Chandler, vice president of the biology institute. "If the Sanctuary Act process had continued at NOAA, there would have been a prolonged battle over keeping the fishery."

There are only two exceptions to the fishing ban. The first allows Native Hawaiians to catch fish for subsistence and ritual purposes during visits to the island chain, a measure with near-universal support. "Caring for the land and ocean is a fundamental belief within Hawaiian culture, so the creation of the monument goes to the core values of our culture," says William Aila Jr., a Native Hawaiian fisherman. "Allowing for cultural access makes it clear that Hawaiians have a role in the protection of the Northwestern Islands and the preservation of the Hawaiian cultural connection to the land and sea."

The second exception—allowing visitors to fish, most of whom will be scientists and officials—is opposed by the Trusts. "They've closed the region to recreational and commercial fishing, but they've effectively created a sport fishery for bureaucrats and scientists," says Nelson, who is working to get that exception removed on fairness grounds.



Amy Baco-Taylor

A diverse group of deep-sea corals, octocorals and zoanthids.

David Liittschwager and Susan Middleton



Portulaca.

The Trusts is also supporting the phase-out of commercial fishing by offering to buy out the eight fishermen who hold permits to fish the area. Because of the distance from the main islands of Hawaii—and fierce competition from Asian imports—fishing the islands is not particularly profitable, Nelson says, making fishermen open to the prospect of a buy-out at fair market value. "We want to buy all of them out, not just some of them," he says. At press time, negotiations were expected to continue into the late fall.

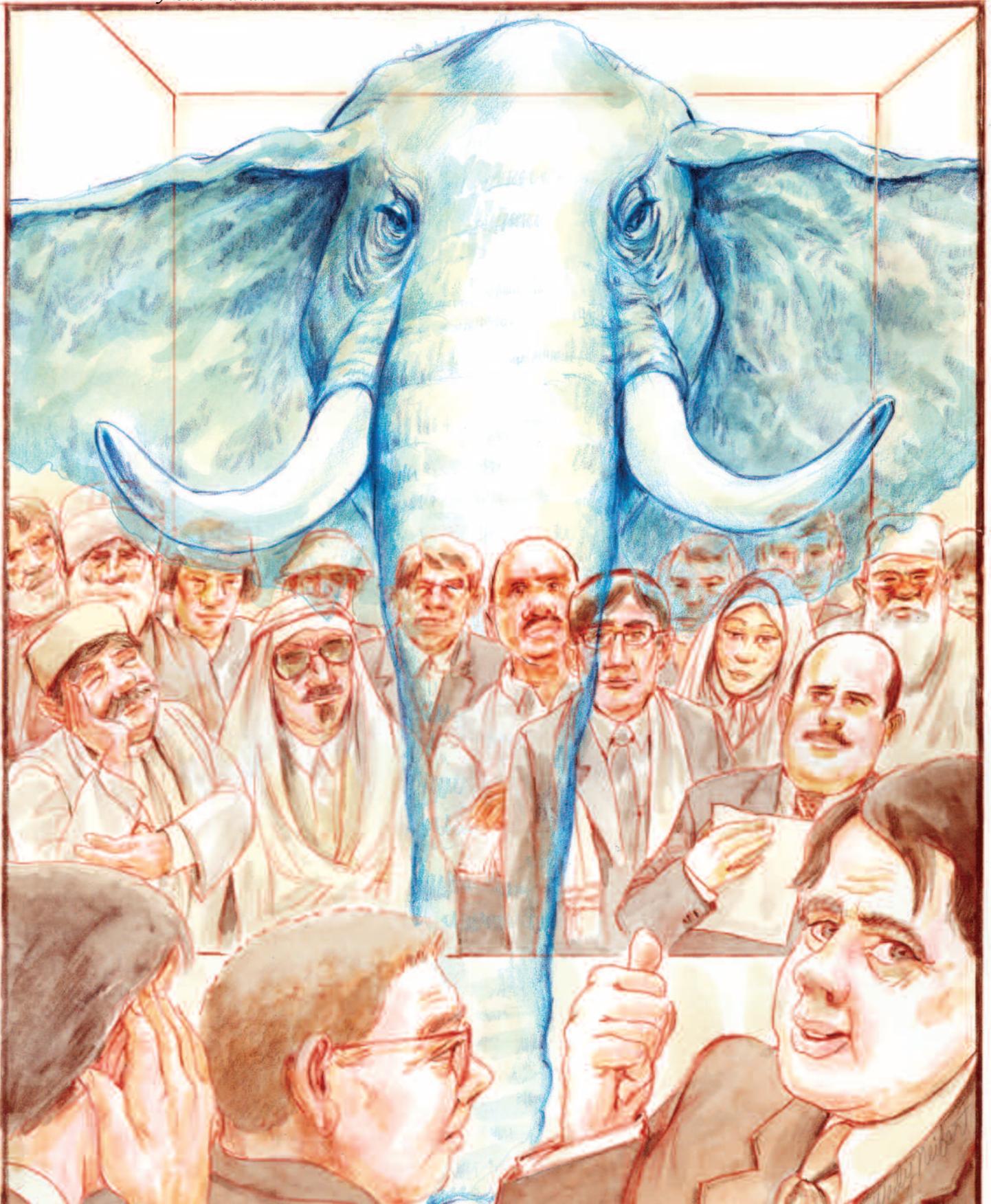
Meanwhile, Aila says he's pleased that commercial fishing will stop on the outer islands, sooner or later. "There's a fear that we may not be successful at caring for the marine resources of the main Hawaiian Islands," he says. "Now there's the hope that the Northwestern Islands could provide a source of stock replacement, becoming part of our insurance policy against disaster." **T**

For more on the Trusts' oceans work, go to www.pewtrusts.org and click on "Protecting ocean life" under Advancing Policy Solutions.

*Colin Woodard is an award-winning journalist and the author of *Ocean's End: Travels Through Endangered Seas* and *The Lobster Coast: Rebels, Rusticators, and the Struggle for a Forgotten Frontier*. He lives in Portland, Maine, and has a Web site at colinwoodard.com.*

Eyes Wide Shut

By Sue Rardin



At noon, in a quiet conference room of Capitol Hill's Rayburn House Office Building, arriving invitees take seats around a U-shaped conference table. Conversation is minimal. These are busy senior staffers from the offices of key senators, representatives and legislative committees, who have wrested time from fierce schedules to come to this roundtable on religion and U.S. foreign policy. Designed especially for them, the event—on Islam and democracy—is presented by the Washington program of the Council on Foreign Relations and the Pew Forum on Religion & Public Life.

Nancy E. Roman, vice president of the council and director of its Washington program, introduces the expert that these policy professionals have come to hear: Vali R. Nasr, Ph.D., of the Naval Postgraduate School in Monterey, Calif., whose expertise on political Islam is voluminously documented in the handout supplied.

To outsiders, it might not seem surprising that religion would be the topic. After all, according to Richard N. Haass, Ph.D., president of the council, "Both at home and abroad, religion is playing a greater role than it has for centuries in the politics of foreign policy and in international relations more broadly."

But, in fact, what's most unusual about this lunchtime event is that it's happening at all; and what's most unusual about Haass's observation is that such a statement is seldom heard

from foreign-policy leaders. In testimony before the U.S. House International Relations Committee in October 2004, Timothy S. Shah, Ph.D., a Pew Forum senior fellow in religion and world affairs, put it this way:

For too many foreign-policy makers and analysts, religion remains the elephant in the room. Most carry on as if the elephant really isn't there. Among the few who do acknowledge the existence of the elephant, there are mainly two groups. One group insists that the elephant will quietly stay in the corner and can't possibly upset the furniture. The other group orders the elephant to leave the room.

If that's so, what explains the discrepancy? If Haass is right that religion now carries an importance in international relations that has been unparalleled for centuries, why does it garner so little attention from foreign-policy makers and analysts?

One answer, as explained at a forum event by Robert A. Seiple, former U.S. ambassador-at-large for international religious freedom and chairman of the board of the Institute for Global Engagement, is that "it's hard to talk about religion in the inter-agency process of Washington. After all, we have this separation of church and state, and the discussion of religion somehow is not supposed to happen in polite company. We've developed good governance in separation of church and state, but we've done it at a

terrible price—the price of good analysis."

From this point of view, there are two certainties underlying the Capitol Hill presentation by Professor Nasr: (1) the major involvement of religion in current international affairs and (2) a scarcity of good analysis about that involvement and our national tendency—indeed, a strong Western tendency—to shy away from addressing it.

The Issue, Part 1: The Role of Religion in International Relations

A truism is necessary at this point: Religion is important in human affairs because it affects the opinions and actions of individuals, groups and national leaders. Some of these opinions and actions are political. In the U.S., for example, white evangelical Protestants, who are about a quarter of the electorate, gave George W. Bush 40 percent of his votes in the 2004 election, an election which resulted in distinctive directions in U.S. domestic and foreign policy.

And as we have certainly seen in recent years, religious differences can cause or exacerbate violent confrontations. A list would have to begin with Pope Benedict XVI's remarks about Islam in September and the Danish cartoon controversy earlier, but would then range far wider to include conflicts between Roman Catholics and Protestants in Northern Ireland, Jews and Muslims in the Middle East, Muslims and Christians in the Balkans

It's as imprudent to ignore
the role of religion in foreign policy
as it is to pretend that
the elephant is in some other room,
rather than right here.

and Hindus and Muslims on the Indian subcontinent.

The list would continue with terrorist attacks in the United States, England, Spain, Cyprus and the Netherlands, and with rioting in France. It would comprise many conflicts in Africa, including those in the Ivory Coast, Sudan, Chad, Uganda and Nigeria. To the south, Peru, Brazil, Mexico and Haiti have recently experienced religion-related violence, as have India, Bangladesh and Sri Lanka in South Asia and Indonesia and East Timor in Southeast Asia.

Meanwhile, many diplomatic negotiations also involve religion. A prime example is the vigorous debate among members of the European Union—a group of nations with primarily Christian roots—over whether to admit largely Muslim Turkey. Europeans who resist Turkey's inclusion cite the continent's 1,300 years of troubled relationships with Islam and worry that the religious beliefs of Turks will make it hard for the country to accept some of Europe's central values, including democracy, tolerance and equal rights for women.

There is growing recognition of the increasingly important role religion plays in international development, humanitarian assistance and conflict resolution. Because fighting poverty and providing social safety nets (often through health and education) are at the core of most of the world's major religious traditions, faith groups and development professionals find themselves sharing common concerns.

Couple this with the high level of trust that faith-based organizations engender and their ability to reach deep into the communities, and one can see why development agencies are looking to faith groups as an important tool in their own efforts.

Religion has also been useful in conflict resolution, or "Track II Diplomacy," in the world's conflict zones, such as Sudan and Kashmir.

Addressing religious differences means entering discussions where ultimate moral values—our own as well as those of others—may not be governed by reason alone, but may be held more fiercely than if they were.

In both cases, members of opposing faith traditions are being brought together by non-governmental organizations in a series of faith-based reconciliation seminars.

Finally, a number of efforts toward global, governmental, inter-religious dialogue have cropped up since 9/11. For instance, the Alliance of Civilizations project, led by Spanish Prime Minister José Luis Rodríguez Zapatero and Turkish Prime Minister Recep Tayyip Erdoğan, aims to increase Christian-Muslim understanding.

The Issue, Part 2: Avoiding the Elephant

A major reason Americans avoid addressing religion's role in international affairs is the U.S.'s commitment to the separation of church and state, which has at its heart the national principle of religious freedom. In fact, by law the U.S. Census does not ask about respondents' religious affiliations. As a result, any analysis of the size and opinions of various American religious groups comes from voluntarily supplied information, such as the data gathered in surveys conducted by the Pew Research Center.

The history behind the church-state doctrine is strong. J. Bryan Hehir, Ph.D., a professor at Harvard's Kennedy School of Government and one of the country's leading Catholic intellectuals, explains that the doctrine originated in the 1648 Treaty of Westphalia, which ended Europe's devastating and religiously fueled Thirty Years' War.

The treaty signaled the emergence of modern sovereign states, whose leaders were to refrain from using

religious differences as a cause for interfering in the internal affairs of other territories. With some exceptions, the Westphalian model has retained its strong influence against religion-based international conflicts throughout Europe and beyond over the following centuries.

As a result, many of today's foreign-policy experts tend to pay little attention to the elephant in the room, and many were actually taught that it is unimportant. In spite of what the Pew Forum's Shah calls "an astonishing religious upsurge around the world" that began more than three decades ago, American university programs in international studies were generally very slow to take heed. He cites a survey showing that, among the 1,600 articles appearing between 1980 and 1999 in the nation's four leading journals of international relations, only about a half dozen addressed the role of religion in international affairs.

When both Shah and the forum's director, Luis E. Lugo, Ph.D., were completing their graduate education—in Shah's case, as late as the early 1990s—they and other American students of comparative politics were taught that the contemporary evolution of nations happened through a process of modernization twinned with secularization. After all, that's what had occurred in Europe. Students were further instructed, Lugo observes with a chuckle, that the only alternative models were "varieties of neo-Marxist frameworks—which *also* postulated a secularized world."

By now, that astonishing religious upsurge has grown for more than 30 years, summarizes Shah, "and yet it's

still considered a novelty in some circles to look at the role of religion in foreign policy.”

Experts or not, all of us may have reasons for ignoring the elephant in the room. We may fear that even catching the elephant’s eye will agitate it further. Addressing religious differences means entering discussions where moral values—our own as well as those of others—may not be governed by reason alone, but may be held more fiercely than if they were.

As James Lindsay, a vice president

Hoagland wrote: “Americans—especially politicians, policy makers and journalists—need to put aside their constitutionally endowed reluctance to recognize and discuss the role that religion plays in politics and civic life at large. . . . As a nation, we need broad global strategies that explicitly take into account religion’s changing role around the world and the great potential for harm as well as for good that those changes offer.”

For approaching the task, Ambassador Seiple recommends: “Understand your own faith at its deepest

better if they were able to see the whole elephant and compare notes.

By early 2004, several people emerged who were eager to get and disseminate good information about religion’s role in international relations: in New York, Walter Russell Mead, the Council on Foreign Affairs’ Henry A. Kissinger Senior Fellow for U.S. Foreign Policy; and, in Washington, Roman, who would shortly become the director of the council’s program in that city, and Lugo, then the new director of the Pew Forum on Religion & Public Life. The three would soon work together to offer foreign-policy leaders the kind of high-quality roundtables on religious issues represented by the event at which Vali Nasr spoke.

A project of the Pew Research Center, which is located in Washington, D.C., the forum has functioned as a “fact tank” and a town hall for journalists, civic and political leaders and advocacy groups. It’s an independent, nonpartisan project that does not take positions on the policy issues it addresses, most of which, until recently, have been domestic and all of which are affected by religious opinions. Examples include bioethics, the death penalty, same-sex marriage and school vouchers.

The forum’s town-hall meetings, featuring speakers on various sides of important religion-related issues, soon drew full houses, and its invitation-only events for journalists built a strong following. Jody Hassett, a former producer at ABC and CNN who now heads her own production firm, says, “Whoever does all the booking for that really thinks about who is doing the best thinking and who is ahead of the curve.”

What’s more, in forum events, “it’s not about the clash—it’s about thoughtful disagreement and engagement on the ideas,” she says, noting that this is very different from “that talk-show mentality where everyone’s looking



of the Council on Foreign Relations and formerly a senior fellow at the Brookings Institution, has written: “When people become certain of their moral rectitude, they can easily drift into sanctimony, so anybody who disagrees with them must, by definition, not really be interested in moral issues. That tends to poison debate rather than advance it.”

Nonetheless, many observers are now concluding we can no longer afford to neglect the international effects of religious attitudes. In a column that appeared in *The Washington Post* in January, two-time Pulitzer Prize-winning columnist Jim

and richest best. And understand enough about your neighbor’s faith to respect it.”

He doesn’t use the word *tolerance*: “In my way of thinking, tolerance is nothing more than a cheap form of grace applied to people that I don’t really care for. Respect speaks to what we have in common.”

Joining Forces to Promote Good Analysis

Another truism wrapped in a familiar fable: Blind men try separately to analyze an elephant, each feeling a single part. Obviously, they would do

for the points of disagreement.”

The project's Web site is found at <http://pewforum.org>. It carries up-to-date information on the crossroads of religion and public affairs, including transcripts of many of its events, original reports and legal background papers, recent surveys and links to pertinent news stories from major U.S. publications. Visitors can sign up to receive the site's weekly updates.

When Luis Lugo, a former professor of political science with expertise in religion and public policy and former director of the Trusts' Religion program, became the forum's director, one of his main goals was to add religion in foreign policy to the project's issues list. This focus is currently expressed through roundtables and other events, as well as through the partnership with the Council on Foreign Relations.

The foreign-policy events address wide-ranging subjects including Islam and democratization, Turkey and the European Union, American evangelical attitudes toward Israel, religious fault lines in West Africa, the rise of global Christianity and contemporary Vatican foreign policy. To measure domestic religious attitudes, the forum often draws heavily on surveys, especially data from the Pew Research Center.

In Washington, besides the congressional roundtables, the forum collaborates with the council to provide a series of events for policy makers in the military, defense, intelligence and security communities as well as for foreign-policy specialists and journalists. In New York, shared events are likely to be aimed at Wall Street and the business community plus the city's international audience, intellectual and academic leaders and journalists.

Many of the forum's own programs in Washington, too, are aimed at a range of policy makers. For example, a forum program on religion, security

Foreigners often struggle to understand why—with this kind of relatively new, open religiousness among U.S. leaders—Americans continue to firmly support the separation of church and state.

and violence drew staff members from the Department of State, the Department of Defense, USAID and the intelligence community, along with representatives of foreign embassies and non-governmental organizations.

Both the council and the forum hail the benefits of working together. “It's a strategic partnership,” says Erin O'Connell, the forum's program manager, “a way for us to get to a ready-made audience of bipartisan heavyweights—the gathering of the influentials in American foreign policy, left, right and center.”

Timothy Shah adds: “Over the long term, the influence [that the council has] on the thinking of [the foreign-policy] community—through their journal *Foreign Affairs*, through these meetings, through the task forces that they have—is incalculable. To have even a small impact on that organization ultimately yields a huge return.”

On the council's side, Richard Haass, the organization's president, says, “Our meetings on religion have elicited some of the most positive feedback we have ever received from our members.”

For Nancy Roman, the council's Washington host at those congressional roundtables, policy makers trying to honor the separation of church and state might be anxious about addressing religion; but “because the forum is nonpartisan and straightforward and academic in its approach,” it provides “a good anchor” for the joint events.

At the council's main base in New York City, Walter Russell Mead works closely with the forum's Lugo on programming. The forum's presence as “a major policy-oriented institute,”

he says, “is wonderful for us, because on this religion and foreign-policy issue, there's very little going on in disciplined study. There are a lot of good scholars and university people who have expertise, and there are people in the mission field who have another sort of expertise. But an institution that's trying to create an integrated body of knowledge and support the creation of a discourse on the subject—that's something that just wasn't there and badly needs to be there.”

The Forum and Foreign Audiences

The forum has also become a regular stop for foreign-government officials and opinion makers. By the end of 2005, project staffers had briefed roughly 550 representatives from more than 60 countries, including a group of high-level Iraqi religious and political leaders. More than two-thirds of the total were either guests of the State Department's International Visitor Leadership Program or foreign journalists.

Others—including political counselors from more than 30 embassies—are drawn to some of the forum's public activities and resources. A presentation titled “Does ‘Muslim’ Turkey Belong in ‘Christian’ Europe?” was attended by more than three dozen foreign officials, including the ambassador from Cyprus and embassy representatives from Croatia, the Czech Republic, Germany, Greece, Pakistan and Romania as well as Turkey.

An Austrian embassy official declared that a forum colloquium on “Secular Europe and Religious America” was the best Washington think-tank event he'd ever attended. When

Britain's Prince Charles came to Washington in November 2005, he requested a special seminar on faith and social responsibility, and the forum's Lugo was one of the invited participants.

Foreign visitors are often especially interested in Americans' religious attitudes. Lugo reports that when staff members present statistics demonstrating the highly religious nature of the nation's grassroots, many foreign listeners are stunned.

Shah says, "The Europeans are

pletely devoid of any religious restraint. But in other parts of the world, America is hated because it's seen as the land of the fundamentalist idiot squad, a bunch of bigots who are going to destroy the world through their stupidity." Offering clear, statistically supported information is an essential part of furthering understanding.

Many foreigners are also surprised to learn that religion in American public life is not confined to the Christian right or even to social conservatives, but that both parties have strong

guy, Al Gore." Then Lugo told them about Gore's vice presidential candidate, a practicing Jew—Orthodox, no less—who spoke freely about his faith.

Foreigners often struggle to understand why—with this relatively new, open religiousness among U.S. leaders—Americans continue to firmly support the separation of church and state. John Judis, a senior editor of *The New Republic*, met this question when speaking in Germany to an audience uneasy about the role of religion in the 2004 U.S. presidential election. As he related afterward, he told the Germans, "You have in your country a party called the Christian Democrats. Now, do you realize that if we had a party in the United States that was called that or was called the Christian Republicans, it would be a major scandal?"

In Europe, Judis reminded his audience, historical church-state relationships have allowed the survival of old religious names for parties that are now militantly secular and composed of people who often fear the zealotry of religion.

"In the U.S., it's almost the opposite," he continued. America's original immigrants, though usually religious, were also opposed to governmentally established religion. That view lives on, in our discomfort with associating political parties closely with religion. "But at the same time," he added, "religion has been intrinsic to our discourse, and it's acceptable in a way that it is not in Europe."

In fact, in the United States, "church" seems increasingly eager to speak its mind to "state," and forum staff share with foreigners their findings that religious influence on U.S. foreign policy appears to have grown in the last 10 years. According to forum polling, white evangelical Protestants are increasingly active in supporting international religious freedom, actions against human trafficking, efforts to curb AIDS in Africa and the allevia-



shocked; the Muslims are pleasantly surprised. We've all briefed Europeans who have this visible look of horror." Europeans also express disbelief over forum findings that a strong majority of Americans believe God created life on earth and that seven out of ten Americans want a president with strong religious beliefs, he adds.

As the Council on Foreign Relations' Mead puts it: "In parts of the Middle East, America is criticized for being kind of atheistic, a producer of dirty movies and a pop culture that is com-

religious bases. Presenting the keynote speech at a conference sponsored by the Konrad Adenauer Foundation in Germany in 2005, Lugo explained that fact to an audience of journalists and political leaders.

"For example," he told them, "in 2000, we had a candidate who openly said he was a born-again Christian . . . and who promised the country that, if elected president, he would ask himself this question before making any major decision: 'What would Jesus do?' And that was the Democratic

Among emerging religious trends and movements: the burgeoning of religious diasporas caused by mass migrations that are “like nothing we’ve ever seen before,” says Lugo.

tion of poverty in the developing world. In some of these efforts, religious groups have effectively joined forces with liberal groups.

Black evangelicals have also become more involved in foreign policy, especially in supporting efforts against the HIV/AIDS pandemic sweeping sub-Saharan Africa.

Christian immigrant groups, too, have become more active. For example, Korean-American evangelicals played a key role in the U.S. Government’s enactment of the North Korean Human Rights Act of 2004.

Other ethnic groups have also taken an active role in foreign affairs. Muslim Americans have become highly critical of U.S. foreign and security policy toward the Islamic world. Hindu Americans have lobbied for stronger ties with India and have been somewhat successful in blunting U.S. criticism of Hindu nationalist policies—policies which many observers consider hostile to India’s religious minorities, including Muslims and Christians. Jewish groups have continued their support of Israel and also joined Indian Americans to strengthen the anti-terror alliance among India, Israel and the United States.

Extending the Reach

The forum’s primary goal of analyzing and providing timely information on such issues remains strong, and its reach is expanding. In fall 2005, a new partnership with America Abroad Media resulted in a one-hour public radio special on “Evangelicals and American Foreign Policy,” co-hosted by Ray Suarez, Marvin Kalb

and others, which was heard on 90 U.S. public radio stations and in 145 countries.

To reach West Coast audiences, the forum affiliated with the Pacific Council on International Policy (a partner of the Council on Foreign Relations) and the Annenberg School for Communication at the University of Southern California.

Looking ahead, which emerging religious trends and movements are most likely to reshape global public life? Lugo names the rise of global Islam, especially outside traditional Muslim areas, and the growth of global Christianity in the developing world, particularly Pentecostalism. In Latin America, for example, Pentecostals make up 15 percent of the population in some countries, and its adherents have become increasingly involved in politics. In parts of Asia, the growth of Pentecostalism and evangelical and indigenous forms of Christianity has brought Christians into contact, and often into conflict,



with Muslims and Hindus.

Lugo also points to the militant forms that some Muslim and Christian movements are taking in the weak states of sub-Saharan Africa. Religious confrontations in strategically important countries like Nigeria will continue to present a major challenge for global security well into the future.

Another way in which religion will influence global public life, Lugo adds, is through its influence on the foreign policy of the United States, the world’s most powerful country. If the last 10 years are any indication, religious influence on American foreign policy will only increase in the coming years.

Lugo concludes the list by identifying a distinguishing feature of globalization: burgeoning religious diasporas caused by mass migrations that are “like nothing we’ve ever seen before.” Some of these diasporas maintain a strong transnational religious identity that often trumps national identity.

For instance, the Pew Global Attitudes Project found that many Muslims around the world think of themselves as Muslims first and citizens of their countries second. Such a trend will undoubtedly influence the direction of global politics and challenge nation-states in major new ways, Lugo says.

Following it all would challenge the most adept of elephant watchers. For the forum, he says, “the task is to gather the best information on these trends worldwide and share it with an increasingly wide audience of policy makers and opinion shapers.” The true measure of success will be the extent to which these audiences notice and take seriously the elephant in the room. ■

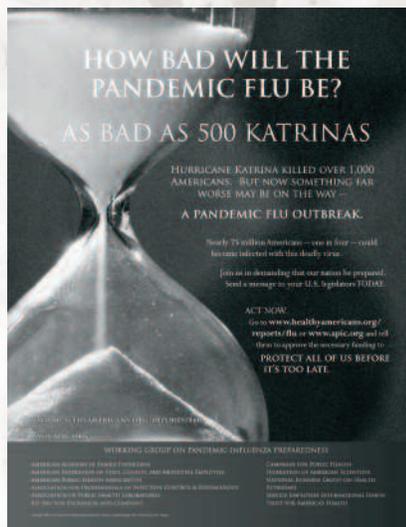
The Pew Forum on Religion & Public Life is located at 1615 L Street NW, Suite 700, Washington, DC 20036. Its phone is 202.419.4550, and its Web site is <http://pewforum.org>.

Sue Rardin is a Philadelphia-based freelance writer.

IF

and when the time comes

By Colin Woodard



A flu pandemic will affect all sectors of society. Will they be ready to deal with it? The Pandemic Preparedness Initiative helps them plan. It saves time and resources—and quite possibly its work will save lives.

In the spring of 1918, as the First World War was drawing to a close, a strange disease began spreading through the trenches of Belgium and France. On both sides of the front, soldiers fell ill by the thousands, their heads and joints aching, their bodies burning with fever. One in 20 of the afflicted died, usually within the week, their faces turning blue as they drowned in their own body fluids.

Many months later, this disease would be identified as the “killer flu,” and its first appearance, according to

many historians, would eventually be traced to an army barracks in Kansas. At the time, however, it was spreading like wildfire, passing through the air from person to person, unit to unit, army to army and, by the middle of August, among the third-class passengers crowded aboard a Norwegian steamship bound for New York City. By September, the city was seeing hundreds of new cases every day.

The disease spared no country, and mortality was shocking. In Philadelphia, one of the hardest-hit U.S. cities, 752 people died in a single day and more than 12,000 in the month of October alone. By the time the flu ran its course, 500,000 Americans had died—more than five times the number killed in the war. The worldwide death toll is estimated at between 20 million and 50 million.

Doctors, accustomed to dealing with the common flu, were flabbergasted at the death toll. The seasonal flu virus changes from year to year, mutating as it courses through the human population, but usually remains similar enough for a healthy person's immune system to recognize and combat it. The common flu can be deadly—even today it kills 36,000 Americans each year—but its victims are usually people weakened by age or illness. But of the millions the 1918 virus swept away, many were young and healthy, yet unable to resist it.

Only in recent years have scientists begun to figure out why the 1918 flu virus was so deadly. In the process, they have realized how easily it could happen again.

By examining tissue samples taken from victims of the 1918 virus, geneticists have figured out why people had so little resistance. The virus, named H1N1 (the letters refer to its protein structure), had jumped to humans from infected poultry that had been imported, possibly from

China. All human viruses derive initially from birds, but with this flu, humans had no resistance because nobody alive had ever encountered anything like it before. That's why it rolled on with such virulence.

"What makes a pandemic virus different from the seasonal flu is that there hasn't been prior exposure," says Jeffrey Levi, Ph.D., director of Trust for America's Health, a Washington-based health advocacy organization established by the Trusts and other funders in 2001. "What has everyone on high alert today is a new form of avian flu, which appears to have jumped to people and could mutate into something that is readily transmitted from human to human."

The current avian flu variant, H5N1, has been a pandemic in birds for more than a decade, and, by June 2006, it infected birds in 53 nations, with hundreds of millions of them dying. It was first identified in humans in 1997, when it killed a boy in Hong Kong, prompting authorities there to order a mass slaughter of poultry that temporarily halted the spread to people. But the disease did not go away, and scientists are now growing concerned that this flu contains worrying parallels to the deadly 1918 flu variant.

Most bird flu strains aren't equipped to invade human cells, and until recently scientists believed the only way they could develop the capability was by first jumping to an intermediate host species. Pigs were considered the most likely candidate, as they are capable of catching both avian and human influenza. A virus jumped from birds to pigs, the theory went, and, on further mutation, became capable of infecting humans.

The theories weren't wrong: This appears to be exactly how two of the 20th century's pandemics happened. In 1957 and 1968, strains of bird flu infected pigs and were passed on to humans. A total of two million people worldwide died in the two outbreaks, a



Flu victims at Fort Riley, Kansas, in 1918. Top: An describing the situation in an evacuation hospital in

tiny fraction of the 1918 deaths, presumably because bird viruses that had made an intermediate stop in swine were more familiar to human immune systems, thus easier to combat.

Today's epidemiologists are nervous that the current H5N1 avian flu may mutate to share the rare quality that 1918's H1N1 virus had: the ability to move directly from birds to humans and, subsequently, from human to human. It has already shown at least one similarity: Because H5N1 is so



entry from the diary of Ethel Anderson, a writer, France on September 25th of that year.

Even if H5N1 fails to achieve a highly contagious form, public health experts say it's only a matter of time before another strain does. After all, pandemics occur three or four times every 100 years—in that respect, there was nothing exceptional about the 20th century. “It's not a matter of *if* a pandemic flu will happen, but when,” says Georges Benjamin, M.D., executive director of the American Public Health Association. “In this country we've never really done a good job dealing with seasonal flu, so the concept of a worldwide pandemic event—that's something society is totally unprepared for.”

Concerned about the potential consequences of a pandemic flu event, The Pew Charitable Trusts, in December 2005, invested \$1.5 million in an initiative to hold accountable federal, state and local officials to do all they can to prepare for a possible flu pandemic. “One of the most effective tools in policy-making is sunlight,” says Jim O'Hara, the Trusts' managing director of Policy Initiatives and the Health and Human Services program. “If you want an effective plan, it's important to have someone asking questions, making sure deadlines are being met, and that the media are aware of what is happening.”

The vehicle for those efforts is the Pandemic Preparedness Initiative, a project overseen by Trust for America's Health (TFAH). As part of the initiative, TFAH's staff has been assessing the federal government's pandemic response plan and implementation of recommendations the organization has compiled. They have found some significant progress, but overall the results have been slow in coming.

The Bush administration's government-wide pandemic plan, released last May, recognized the scope of the threat and many critical response measures, but failed to address how

those measures would be paid for. The plan invests \$3.5 billion in helping pharmaceutical companies expand their vaccine-production capacity, “but not one penny to pay for the purchase of those vaccines in the event of a pandemic,” says TFAH Director Levi. “There's additional money to expand the ability of state and local health departments to prepare for a pandemic, but not one penny to pay for the care that people will need.”

Assuming that the federal government will purchase all of the vaccine, some cash-strapped jurisdictions may not be able to afford to buy enough necessary antiviral treatment medications, and millions of uninsured people may be reluctant to seek care—circumstances that could cripple efforts to contain the spread of the disease.

“Unfortunately, the federal government has said that states and localities are on their own,” Levi says. “We saw with Hurricane Katrina what happens when the federal government doesn't play a major role, and by definition, a pandemic will be much bigger than Katrina, since it will hit almost every U.S. jurisdiction simultaneously.”

“Where you live,” he adds, “shouldn't determine whether you survive the pandemic.”

TFAH has identified another worrisome shortcoming: a failure to adequately communicate the risks and implications of a pandemic to various sectors of society or to provide technical assistance to state and local health departments, which are being left to devise their own flu plans. The United States has more than 3,500 such departments, and every one of them is trying to reinvent the wheel.

Manchester, N.H., is a case in point. Today, Manchester is merely the state's largest city, with 110,000 residents, but it was

unlike anything people have been exposed to before, it has proved lethal. As of July 2006, the virus had infected more than 231 people and killed more than half of them, an astonishingly high fatality rate. Among the dead is an Indonesian man who caught it from his infected 10-year-old son, confirming fears that the virus may be capable of moving from human to human. If H5N1 mutates into a more infectious form, a 1918-style pandemic could be in the making.

once an industrial powerhouse of national importance. A century ago, the long, red-brick buildings lining the Merrimack River housed the Amoskeag Mills, the world's largest textile manufacturer, which kept the United States clothed for nearly a century. They also put Manchester on the front lines of applied epidemiology.

The mills attracted tens of thousands of poor Irish, French and Italian immigrants who worked amid great heaps of raw wool and animal hides in the hot, poorly ventilated mills. Disease outbreaks were so common that Manchester became one of the first cities in New England to create a public health department. Good thing, too, because, in 1957, Manchester's Arms Textile Mill was the site of the only accidental outbreak of anthrax in U.S. history; four workers died before it was contained.

In a low-slung building just up the hill from where the Arms Mill once stood, Frederick A. Rusczek, M.P.H., heads the city's venerable public health department. Rusczek says the past five years have kept him on his toes. In the aftermath of the September 11 terrorist attacks, someone started mailing weaponized anthrax to people in other states, and suddenly the people of Manchester were reporting suspicious white powders in letters, sugar bowls and vacuum cleaners. In 2003, there were both the SARS scare, which had public officials meeting flights at Toronto's airport, and the invasion of Iraq, when President Bush issued an abortive order for public health departments to inoculate millions of Americans against smallpox.

None of those threats reached the city, which has made it all the more difficult for Rusczek to get Manchesterians, from the mayor on down, to take the pandemic flu threat seriously. "The biggest challenge is that most people just don't believe it," he says. "They haven't experienced it in their own lives, so they figure that they'll

think about it if and when the time comes. Then, of course, it's too late."

But in August 2005, Rusczek received a parcel of full-color brochures prepared by TFAH's Pandemic Preparedness Initiative. The materials were the first in a series targeted at specific sectors—business leaders (in this first case), health care professionals, the media, community groups, and individuals and families—explaining what pandemic flu was and the issues each sector needed to think about in preparing for an outbreak. Rusczek and his colleagues began handing them out at meetings and soon were even receiving requests for them.

"These were wonderful," he says, "because they were something we were able to pass out that came from outside government," a particularly important consideration in New Hampshire, with its long tradition of skepticism toward public officials. "It really adds to the credibility of our message, both with the public and other parts of city government."

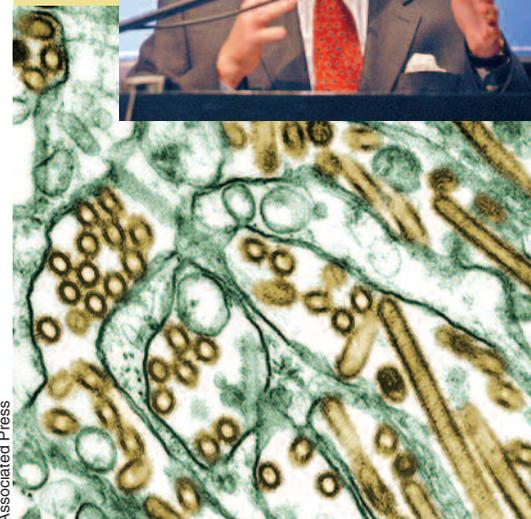
The brochures engaged local business leaders, agrees Timothy Soucy, M.P.H., the city's chief of environmental health. "We could have tried to get people to pay attention until we were blue in the face," he says. "When there's a recognized, reliable, non-governmental source that's coming out with the same message, it backs up what we are saying and has really helped get people's attention."

Kim Elliott, deputy director of TFAH, says the organization started developing pandemic brochures in 2005 when it realized that critical information wasn't being made available by anyone else. "We started with the business community," she says, "so corporate executives could be aware of how to keep a workplace healthy and of the steps that they could be taking now in terms of ensuring business continuity during an outbreak."

Most large businesses have plans to ensure that vital records and other

Associated Press

PANDEMIC PLANNING



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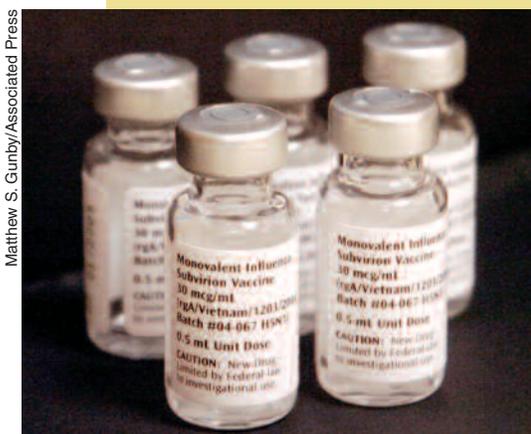
Top: H.H.S.'s Leavitt.

Above: Deadly because humans have never been exposed to it: Avian bird flu H5N1 (stained gold) in epithelial cells (stained green)

Right: A supermarket in The Hague, Netherlands, offered chocolate eggs when an outbreak of bird flu in 2003 created a shortage of real ones, as the sign indicates: "There are no eggs available."



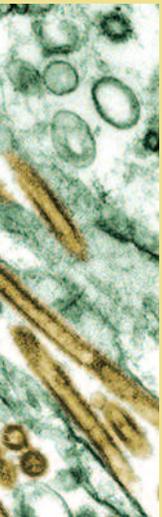
Matthew S. Gunby/Associated Press



Will there be enough to go around?

The federal government can't rescue every community, says U.S. H.H.S. Secretary Michael O. Leavitt: "It's not because we don't care, don't want to, or don't have the money, but because it's logistically impossible."

Yet "where you live shouldn't determine whether you survive a pandemic," says Jeff Levi of Trust for America's Health.



Sergei Lichtenberg/Associated Press

critical business elements can survive a relatively localized event like a fire, hurricane or bomb. "But a pandemic is not a single event," Elliott says. "It will last over a period of several months and affect society at large," creating a situation few businesses have considered.

"The big culprit is sustained employee absenteeism, projected at 40 percent and affecting not just your business, but everyone else as well. We live in a just-in-time economy, so what happens when 40 percent of the air-traffic controllers, pilots, truck drivers, railroad engineers and factory workers are too sick to come to work? Business in the U.S. as we know it will cease to exist."

"Few industries are going to be insulated from the pandemic," says Ann Beauchesne, executive director of homeland security at the U.S. Chamber of Commerce, which collaborated on the business-sector brochures and distributed them to more than 3,000 state and local chapters. "Our message to our members is that the pandemic will happen, we're overdue for one, and it's not a waste of time and resources to prepare."

Preparation is even more critical in the health-care industry, which, in a 1918-style scenario, would have to attend to more than 55 million extra patients, 10 million requiring hospitalization. But many doctors, absorbed with more immediate demands, know little about the pandemic flu.

That worried L.J. Tan, Ph.D., director of infectious diseases at the American Medical Association. "There really wasn't anything out there to prepare our physicians," he recalls. "How do you distinguish between a seasonal and pandemic flu? What do you say to your patients? What are the critical things you will need to do to ensure that your practice will continue to function in the event of a pandemic?"

We were really at a loss."

In July 2005, Tan met TFAH's Jeff Levi at a pandemic-planning conference and shared his concerns. Levi showed him the brochure they had prepared for business leaders. "I looked at it and said, hey, that's exactly what we need," Tan says. A few months later, the two organizations had put together a carefully vetted brochure for health-care professionals, which has since been distributed to 380,000 physicians across the country.

Because it would take six months or more to develop and produce a vaccine capable of countering a novel flu strain, the brochures warn, hospitals will be quickly overrun. Ventilators and antiviral drugs capable of fighting the infection will likely be in short supply, and hospitals will be forced to ration care. Practices, clinics and hospitals should be developing plans now that will help them stay up and running during a pandemic event.

"The public expects the hospital is going to be there for the care that is needed," says Sandra Demars, director of safety and emergency management at Manchester's Elliot Hospital, the city's largest, which has been preparing for a pandemic event for months. "We'll be there for people to the degree we possibly can, but there's a gap between what we have and what we would need in a serious event."

Example: A ventilator for an intensive care unit costs around \$30,000. Elliot has a dozen, more than enough to meet patients' needs in normal circumstances. In the event of a severe pandemic flu outbreak, says Demars, projections suggest the hospital would receive hundreds of patients in need of ventilator care. It is looking into acquiring large numbers of cheaper, less sophisticated ventilators, but inevitably not every patient would receive the standard of care a clinician would normally provide.

That led to another realization for Demars and her colleagues. In a

desperate situation where care has to be rationed, securing the city's hospitals would be essential to their continued operation. They realized that pandemic planning needed to be coordinated with the police department, emergency medical technicians, the fire department and competing hospitals. "We may need the police to be on hand to lock down our campus because there are 500 people trying to force their way onto our property," Demars says. "We said to the police: 'We're good at health care, but you know how to control a riot.'"

Fortunately, Manchester is a small place where people know one another, so it was relatively easy to get decision-makers together, face-to-face, to work out a coordinated plan. Elliot and its rival hospital, Catholic Medical Center, have worked out what sort of cases each institution will handle during a pandemic. Emergency medical technicians and fire department rescue teams know which patients will go where, while the police have plans to secure facilities and re-route traffic. When the fire department was shopping for new respirator masks capable of protecting their personnel from infection, they worked with the police and public health department to buy models with interchangeable filters.

"This regional planning is essential," Demars says, "and if you approach it in the right way, you can develop a modular plan that can be applied to a range of other emergencies" from smallpox and SARS to a chemical spill or an accident at a nuclear power station. "Then it's vital to hold drills for each of those plans, so that everybody knows what to do if it really happens."

Manchester is well ahead of the game. In many other cities—particularly large metropolitan areas—there is often little coordina-

tion among institutions. Most emergency plans assume that help will arrive from the outside, but because a flu pandemic would, by definition, affect everyone at once, there would be no "outside" to draw help from.

"Any community that fails to prepare and expects the federal government will come to the rescue is tragically wrong," U.S. Health and Human Services Secretary Michael O. Leavitt has told audiences across the country. "It's not because we don't care, don't want to, or don't have the money, but because it's logistically impossible."

Because each community may face a pandemic on its own, it's essential that they all do what Manchester has done, says Levi of TFAH. "Governments—local, state and federal—need to coordinate and communicate with one another, and that's something that's not often the focus of exercises," he says.

To raise awareness of this point, in October TFAH is organizing a daylong simulation of a pandemic flu outbreak in Los Angeles. The drill, co-sponsored by the Robert Wood Johnson Foun-

ation and The California Endowment, will be attended by the directors of both the California and Los Angeles County public-health departments, who, along with 15 to 25 other leading officials, will play themselves in the simulation. The participants will represent a range of sectors and institutions, including city and other government agencies, hospitals and school boards.

In the first phase, these decision-makers are informed that the World Health Organization has raised the worldwide threat level: A flu pandemic has started. "They learn that there's a woman who had been traveling in Vietnam and developed acute respiratory distress while flying to Los Angeles," explains TFAH's Kim Elliott. Audience members begin the day by withdrawing to breakout sections by sector, where they will address possible issues and consider how they would be resolved.

Later, when the "real-time" scenario begins to unfold, the participants are shown professionally-produced, of-the-moment news reports, some accurate, some not. They hear government

It's Not Flu As Usual

WHAT INDIVIDUALS AND FAMILIES NEED TO KNOW ABOUT PANDEMIC FLU



Trust for America's Health
WWW.HEALTHYAMERICANS.ORG



Al Grillo/Associated Press

A day-long simulation of a pandemic flu outbreak in Los Angeles may be turned into a widely-aired documentary for a wider audience so that others don't have to "reinvent the wheel."

U.S. Geological Survey biologist Dan Ruthrauff watches a mist net for birds in the Anchorage (Alaska) Coastal Wildlife Refuge. Fecal samples from the netted birds are tested for the H5N1 virus.

announcements and are handed various sorts of documents.

And they are openly observed: An audience of 200 people—reporters, business leaders, educators and others—watch the events unfold, occasionally participating in electronic votes on what they think should be done: Should the schools be closed now? shopping malls? the airport?

In the second phase of the exercise, the participants are thrown two weeks ahead: Hospitals are being overwhelmed, and thousands are sick. "Can you set up field hospitals?" Elliott continues. "Does anyone know how to operate them besides the military? Where is the military? Can the governor call the National Guard out?"

In the third phase, the action has moved forward by four more weeks, when participants must confront the more lasting societal effects. Food is in short supply, the transportation system is impaired, and people are unable to fill prescriptions for pre-existing ailments, creating a whole new set of crises.

The drill should make decision-makers in Los Angeles and through-

out California more aware of what they need to be preparing for, but TFAH hopes to bring some of those lessons to a wider audience. "We're looking into turning the exercise into a documentary which we hope to be able to air on a cable outlet and turn into a training tool for other public-health agencies," says Levi, who hopes not everyone will have to reinvent the wheel. "There's an enormous opportunity for replication and a sharing of experience."

Meanwhile, TFAH continues to keep the issue on decision-makers' agendas. In addition to holding regular briefings for federal policy makers, it leads the public-policy and advocacy activities of the broad-based Working Group on Pandemic Flu Preparedness, which it has convened to share and disseminate information about government pandemic-preparedness initiatives. TFAH also posts updated information and issue briefs to its comprehensive pandemic-preparedness Web site, www.pandemicfluandyou.org.

And now TFAH's work is being augmented by a new Trusts project called Strengthening State and Local

Public Health Preparedness, which hopes to address that "wheel-reinvention" problem facing state and local governments by helping them translate public-health policies into effective action steps. The project is being carried out by the Center for Infectious Disease Research and Policy at the University of Minnesota, under the direction of Michael T. Osterholm, Ph.D., M.P.H., one of the country's foremost experts in public-health preparedness.

In the first part of this project, expected to be completed by next February, project participants will determine the aspects of a public-health response that are the most troublesome for state and local governments, and then collect and analyze alternatives; the second phase, from March through June 2007, involves dissemination and outreach. The Pew Center on the States is collaborating on the entire project but will play a particularly important role in the latter efforts. "With the center's expertise both in gathering state-based information and circulating best practices, it makes sense to partner," says the Trusts' O'Hara.

"It's very easy for policy makers to start off with great intentions but to be taken off track by new issues that come up, so helping keep them focused is very important," he points out. "Being prepared for a pandemic is really being ready for anything." ■

Trust for America's Health is located at 1707 H Street, NW, 7th Floor, Washington, D.C. 20006, and its phone is 202.223.9870. Its Web site is <http://healthyamericans.org>, and its pandemic flu Web site is <http://pandemicfluandyou.org>. Information on the flu is also available at www.cidrap.umn.edu, the Web site of the Center for Infectious Disease Research and Policy at the University of Minnesota.

A Mainer, Colin Woodard is an award-winning journalist and the author of Ocean's End: Travels Through Endangered Seas and The Lobster Coast: Rebels, Rusticators, and the Struggle for a Forgotten Frontier. For more, see www.colinwoodard.com.

REPORT CARDS AS A GRANTMAKING TOOL

BY NICHOLE S. ROWLES

We all can remember the report cards we received when we were in school. We relished the good individual letter grades and took exception to the bad ones; in either case, they prompted many of us to do better in class, especially if they were accompanied by guidance for improvement.

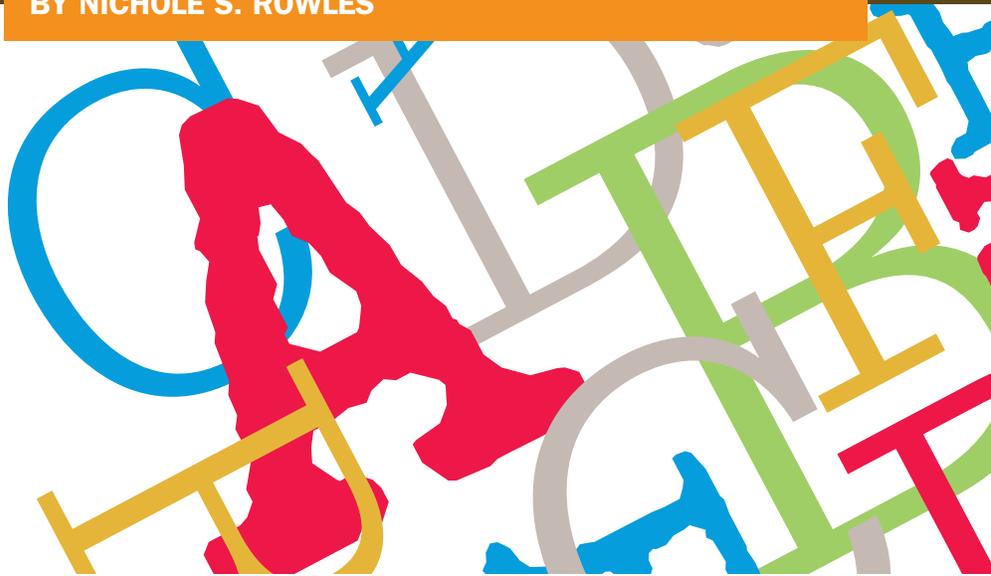
The Trusts uses report cards for much the same reasons and in much the same way but on a larger scale, grading organizations in a particular sector or even states on certain performance measures. During the past decade, Trusts-supported projects have applied this tool in a range of fields, including education, environment, health and human services, public policy and journalism.

Always within the context of a broader strategy, report cards assess performance on specified measures by using an easy-to-understand grading system of A, B, C, D or F. The underlying premise of a report card is that collecting and widely disseminating information on performance will provide incentives for better operations, reform or restructuring. Over time, the Trusts-supported report cards have had various purposes and impacts and provided program staff with lessons learned along the way.

PURPOSE

Report cards may be issued at different stages of an issue's life cycle, ranging from issue identification to implementation of an agreed-upon course of action. The goals prompting the use of report cards reflect this diversity; report cards can:

- *Draw attention to an issue.* When combined with effective communi-



cations efforts, report cards can generate interest in a particular issue and spur action among the organizations being graded (e.g., public education systems), regulators and funders (e.g., state agencies), consumers (e.g., college students) and the media.

- *Serve as an objective, credible source for evaluating performance.* Through a technically rigorous and broad consultation process, report card developers create performance standards that organizations—and their customers—can use to assess performance and track progress toward improvement. In this way, report cards also encourage accountability in the organizations being graded.
- *Highlight models of success.* Organizations receiving good grades can represent models of successful practices for others to draw upon. In this way, many report cards help mark the road toward improvement for low scorers by drawing attention to best practices.
- *Provide motivation for desired improvements.* Report card grades allow for direct comparisons among organizations and play to competi-

tiveness among organizations within a particular sector. Their public nature can motivate poorly performing organizations to improve.

IMPACT

Report cards can have many kinds of impact. For example, if the goal is to draw attention to an issue, then one might expect to see that the report card is picked up by the press and that the report card's target audiences are engaging in new conversations. If the goal is to spur action, then one might look for broader use of the report card's findings by advocacy groups, public officials and other agents, and eventually, a change in the entities being graded. Various effects that some of the Trusts' report cards have realized are:

- *Media attention.* In 2005, the Government Performance Project, which publishes report cards on state management capacity by evaluating state performance in the areas of finances, human capital, infrastructure and information, was covered in 45 states in approximately 300 newspaper and broadcast outlets.



The 10th annual edition of *Quality Counts*, the state report card for K-12 education, published in *Education Week* by Editorial Projects in Education in early 2006, generated more than 700 media stories.

- *New conversations.* The Trusts-supported National Center for Public Policy and Higher Education biannually publishes *Measuring Up*, which grades each of the 50 states on how well their higher education systems perform in areas such as preparation, affordability, accessibility and degree completion. After the release of *Measuring Up* in 2004, the center's staff provided assistance to seven states that sought guidance in interpreting their particular results and assessing implications for state policy. The center expects to undertake the same kind of outreach following the edition released this fall.

Similarly, after the Government Performance Project released its report card last year, its staff worked with officials in 10 states, providing detailed presentations to help them understand their grades and learn about best practices working elsewhere.

- *Fostering change.* Advocacy groups, public officials and other change agents sometimes reference report cards to further their cause. The Trusts-supported National Institute for Early Education Research, based at Rutgers University, publishes an annual yearbook of state prekindergarten policy that assesses how well states are serving their three- and four-year-olds. In 2005, the institute's assessment of Arkansas's preschool program as one of the best in the country helped motivate the state to support a substantial expansion.

In late 1999, the now-closed Pew Environmental Health Commission released a report, "Healthy from the Start: Why America Needs a Better System to Track and Understand Birth Defects and the Environment," which included a report card on state birth-defects surveillance programs. More than 80 national and state health and environmental organizations referred to "Healthy from the Start" on their Web sites and in publications. In addition, the Congressional Prevention Coalition distributed the report to members of the U.S.

House and Senate, along with a "Dear Colleague" letter, in an effort to raise congressional awareness of public health trends and the need for nationwide tracking of birth defects.

Prompted in part by the commission's final recommendations, the Centers for Disease Control and Prevention issued an implementation plan for nationwide disease tracking, and Congress, in turn, appropriated funds to begin implementing the CDC's plan. Furthermore, 17 states passed legislation for increased funding to track birth defects.

- *Improved performance.* Between the first and second iterations of the Government Performance Project's report card, half of the states improved their grades. While it is not possible to determine whether these improvements can be attributed directly to the project, many state agencies reported using the report card's criteria, which they view as credible and relevant, to assess their own progress. In an evaluation that the Trusts commissioned in 2004, 55 percent of state officials interviewed credited the project with motivating their states to take an interest in improving government.

LESSONS LEARNED

While the responsibility of learning from a grade may belong to the evaluated organization, the Trusts have learned over the years some factors critical to a report card's success:

- *Rigorous methodology.* The importance of a meticulous methodology that is scrutinized by experts in the field cannot be overstated. An "airtight" methodology ensures that the results are valid and makes

it more difficult for target audiences, including organizations being graded, to critique the results based on methodological concerns.

In developing a report card, considerations may include: working with an independent, nonpartisan organization to design the report card; providing for input during the development phase from subjects being graded so that they understand the methodology and can voice concerns early in the process; using reliable and valid quantitative measures whenever possible so as to avoid subjective judgments; and conducting a pilot test of the data collection so that challenges may be addressed before rolling out the larger effort.

- *Realistic time frame.* A year may be needed to develop the indicators and methodology—a process that may include vetting the approach among well-respected researchers in the field—and an additional year may be required for data collection.

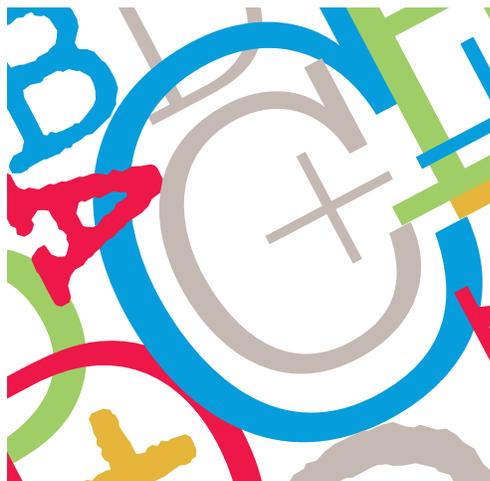
It goes without saying that an assessment of a single dimension, such as the Pew Environmental Health Commission's measure of states' tracking systems for birth defects, takes less time to develop than report cards looking across multiple dimensions, like those of the Government Performance Project and *Measuring Up*.

A second iteration of a report card, building on the methodology in place, can usually be issued more quickly.

- *Effective communications.* Report cards are more likely to produce their desired impact if they include a well-developed communications strategy that reaches the project's primary audience.

A communications strategy that is an integral component of the project, rather than an add-on, provides communications staff with a deep

understanding of the project and enables them to produce materials most likely to be effective with targeted audiences—for instance, press releases, editorials and op-eds that explore complex issues raised by report cards; versions of the report card customized for particular audiences (e.g., national or state); and targeted packaging (e.g., full descriptions of the methodology for researchers and practitioners and a streamlined version for journalists, advocates, policy makers and the general public).



- *Complementary outreach.* Although many report cards seek change, release and broad dissemination of a report card will itself rarely bring about the desired change. A low-graded organization often benefits from a fuller understanding of both what went into the grade and how high-graded organizations achieved their success.

When the Trusts' board renewed the Government Performance Project earlier this year, the project's outreach efforts and tailored assistance to states were expanded. Activities will include meetings of officials across states and a network

of peer advisors from high-graded states who will visit other states to offer information and guidance.

Similarly, to supplement the 2002 iteration of *Measuring Up*, the 50-state higher education report card, the Trusts supported the National Collaborative for Postsecondary Education, a joint project of the National Center for Public Policy and Higher Education (which publishes the report card), the National Center for Higher Education Management Systems and the Education Commission of the States. The collaborative worked intensively in Louisiana, Rhode Island, Virginia, Washington and West Virginia, developing and presenting policy options that addressed each state's unique concerns and providing policy-implementation support.

CONCLUSION

Report cards can be valuable tools for eliciting change, but as with other grantmaking tactics, their effectiveness is not a foregone conclusion. Because report cards can be used for a variety of purposes, program staff interested in this tool should begin with a clear understanding of what they hope it will accomplish.

Once a report card project is undertaken, attention must be dedicated to ensuring, through a sound methodology and unassailable data, that the grades are viewed as credible. Additional investments in communications and outreach will further contribute to the likelihood that a report card affects the graded entities much in the same way report cards affected us as students by drawing attention to important issues, highlighting best practices and promoting improved performance. ■

Nichole Rowles is an officer in Planning and Evaluation at the Trusts.



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ADVANCING POLICY SOLUTIONS

Environment

Conservation of Living Marine Resources

American Littoral Society
Highlands, NJ, \$200,000, 1 yr.
For the Campaign for Safe Liquefied Natural Gas in the Gulf of Mexico, a final grant to administratively secure new environmental control technology on proposed liquefied natural gas terminals in the Gulf of Mexico.
Contact: Steve Ganey
503.230.0901
www.littoralsociety.org

Consultative Group on Biological Diversity
San Francisco, CA, \$70,000, 2 yrs.
For general operating support.
Contact: Lynn Lohr 415.561.6576
www.cgbd.org

United States Public Interest Research Group Education Fund
Washington, DC, \$1,000,000, 1 yr.
For the Conserve Our Ocean Legacy campaign to support strategic public education focused on the key issues that are of importance in maintaining and potentially strengthening the conservation provisions of federal fishing policies.
Contact: Anna Aurilio
202.546.9707
www.oceanlegacy.org

Global Warming and Climate Change

The Energy Foundation
San Francisco, CA, \$1,800,000, 1 yr.
For the State and Regional Climate Initiative to support efforts to promote the adoption of state and regional policies to reduce greenhouse gas emissions through nonpartisan research and analysis, public and policy-maker education, and outreach.
Contact: Marcus Schneider
415.561.6700 x134
www.ef.org

Other Projects

Citizens for Pennsylvania's Future
Harrisburg, PA, \$1,320,000, 3 yrs.
For general operating support.
Contact: John Hanger
717.214.7920
www.pennfuture.org

Pennsylvania's environmental problems are serious. For example, the state emits about 1 percent of the world's greenhouse gas, more than 105 developing countries combined, and four of its metropolitan areas are among the 25 worst in the nation for particle air pollution.

Recognizing a need for stronger environmental leadership in Pennsylvania eight years ago, The Heinz Endowments and the Trusts, joined by other funders, established the Pennsylvania Conservation Center, now known as Citizens for Pennsylvania's Future (PennFuture).

PennFuture has helped advance a positive environmental agenda in the state, and its efforts have contributed to, among other achievements, the enactment of the \$625-million Growing Greener bond, the largest environmental spending program in the state's history.

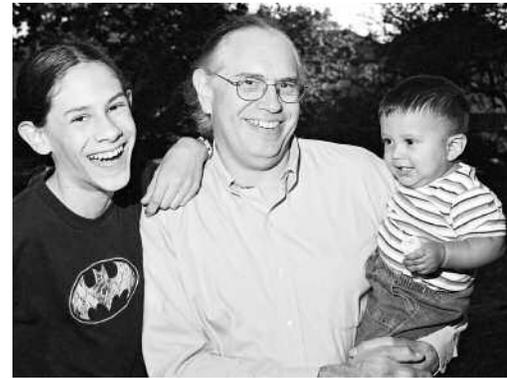
Over the next three years, PennFuture will continue to protect and improve the environment by supporting the enforcement of existing laws, the reform of inadequate policies and the acceleration of the transition to energy policies and technologies that reduce global warming as well as air, water and mercury pollution.

National Environmental Trust
Washington, DC, \$6,000,000, 18 mos.
For general operating support.
Contact: Philip E. Clapp
202.887.8810
www.net.org

Health and Human Services

National Program-Foster Care Initiatives

National Indian Child Welfare Association, Inc.
Portland, OR, \$350,000, 1 yr.
For Ensuring a Better Future for Tribal Children in Foster Care, a project raising awareness among the tribal leaders about the need to act on the recommendations of the Pew Commission on Children in Foster Care.
Contact: David L. Simmons
503.222.4044
www.nicwa.org



Children in foster care and (above) a grandfather and his grandchildren. Part of the Trusts' effort is to encourage federal support for legal guardianship for children in foster care when reunification with parents or adoption is not possible.

NCSL Foundation for State Legislatures
Denver, CO, \$250,000, 1 yr.
For Strengthening Child Welfare Financing and Court Oversight, a project to educate state policy makers about the Pew Commission on Children in Foster Care's recommendations and undertake activities to improve foster-care financing of state systems and court oversight.
Contact: Jack Tweedie, Ph.D.
303.856.1546
www.ncsl.org

The Pew Charitable Trusts for Fostering the Future
Philadelphia, PA, up to \$800,000, 18 mos.
In support of the Trusts' foster-care initiative.
Contact: Hope A. Cooper
215.575.9050
www.pewtrusts.org

In 2003, the Trusts launched an initiative to help move children in foster care to safe, permanent families more quickly and appropriately.

After a year of intensive analysis, the Pew Commission on Children in Foster Care issued a set of recommendations that



would improve the financing structure to help move children into permanent homes and would provide courts with tools and information so that judges could make more timely decisions to ensure children's safety and move them out of foster care.

In early 2006, informed by the commission's research, Congress appropriated \$100 million to facilitate implementation of the court-improvement recommendations.

Through Fostering the Future, the Trusts will continue its support of the Pew commission and other organizations to promote the commission's recommendations and encourage action on them. Funding partners of this initiative include Andrew and Michele Barclay.

National Program-Other Initiatives

George Washington University
Washington, DC, \$1,600,000, 2 yrs.
For Ensuring Solutions to Alcohol Problems, a project to improve access to alcohol treatment by working with public- and private-sector health-care policy makers to remove obstacles to treatment.
Contact: Eric Goplerud, Ph.D.
202.296.6922
www.ensuringsolutions.org

New York University
New York, NY, \$3,464,000, 2 yrs.
For the Retirement Security Project to advance practical policies to promote retirement savings among moderate-income households.
Contact: Peter R. Orszag, Ph.D.
202.483.1370
www.retirementsecurityproject.org

The Pew Charitable Trusts for Strengthening State and Local Public Health Preparedness
Philadelphia, PA, up to \$270,000, 1 yr.
In collaboration with the Pew Center on the States, to research, identify, summarize and disseminate "best practices" to state and local governments in order to assist them in strengthening their public-health response to a pandemic or other major public-health threat.
Contact: H. Cheryl Rusten
215.575.9050
www.pewtrusts.org

The Project HOPE—People-to-People Health Foundation, Inc.
Millwood, VA, \$150,000, 2 yrs.
To advance dialogue between the biomedical-research and health-policy communities.
Contact: John K. Iglehart
301.654.2845
www.projecthope.org

Biomedical Research and Training

Regents of the University of California, San Francisco
San Francisco, CA, \$700,000, 3 yrs.
To support the research activities of the 2007 class of the Pew Latin American Fellows Program in the Biomedical Sciences and to provide a stipend increase for the second year of the 2006 class.
Contact: Edward H. O'Neil, Ph.D.
415.476.9486
<http://futurehealth.ucsf.edu/pewlatin.html>

Regents of the University of California, San Francisco
San Francisco, CA, \$3,600,000, 4 yrs.
To support the research activities of the 2007 class of the Pew Scholars Program in the Biomedical Sciences.
Contact: Edward H. O'Neil, Ph.D.
415.476.9486
<http://futurehealth.ucsf.edu/pewscholar.html>

Other Projects

Children's Country Week Association
Downingtown, PA, \$63,000, 2 yrs.
In support of food costs for residential summer-camp programs for low-income children and families.
Contact: P. Andrew Schaum
610.269.9111
www.paradisefarmcamps.org

NPower Pennsylvania
Philadelphia, PA, \$150,000, 2 yrs.
To provide information-technology assistance to health and social-service organizations in the Philadelphia region.
Contact: Lisa Shulock
215.557.1559
www.npowerpa.org

Retired Senior Volunteer Program of Montgomery County PA
Plymouth Meeting, PA, \$30,000, 2 yrs.
In support of the Volunteer Executive Consultants program to provide technical assistance to small and medium nonprofit organizations in Montgomery County.
Contact: Lilibet Coe 610.834.1040 x14
www.rsvpmc.org

State Policy Initiatives*Pew Center on the States*

The Pew Charitable Trusts for the Government Performance Project
Philadelphia, PA, up to \$2,350,000, 2 yrs.
To develop and disseminate the fourth 50-state report card assessing state government performance and expand the project's outreach activities to help states explore promising approaches and learn from each other. The Government Performance Project is now a project of the Pew Center on the States. (See summer 2006 *Trust*, "Lessons Learned," pages 19-20.)
Contact: Lori Grange 215.575.4801
www.pewtrusts.org

The Pew Charitable Trusts for Pew Center on the States
Philadelphia, PA, up to \$3,200,000, 1 yr.
Contact: Mary Jo Waits
202.552.2169
www.pewcenteronthestates.org

Recognizing the growing influence of state policy, the Trusts has developed projects designed to help states advance effective policy approaches to some of the critical issues they face.

The Pew Center on the States was launched in December 2004 as an operating project to enhance the Trusts' multi-funded state advocacy initiatives, inform explorations of potential new issues, and monitor the health and vitality of the 50 states in ways that effectively frame important issues for policy makers and foster the development of solutions.

The center conducts rigorous policy research, brings diverse perspectives to bear on identifying problems and developing solutions, analyzes the experience of states to determine what works and what does not, and collaborates with other funders and organizations to shine a spotlight on innovative, nonpartisan, pragmatic policy options.

Other Projects

Editorial Projects in Education, Inc.
Bethesda, MD, \$500,000, 1 yr.
For *Quality Counts* to provide high-quality, state-by-state data on the status of education.
Contact: Virginia B. Edwards
301.280.3100
www.edweek.org

INFORMING THE PUBLIC**Information***Pew Research Center*

The Pew Research Center
Washington, DC
I. To support the administrative infrastructure of the Pew Research Center, \$4,397,000, 1 yr.
II. To support discrete research and publishing activities of the Pew Research Center in order to enhance its mission to inform citizens, jour-

nalists and policy makers about contemporary issues and trends, \$1,412,000, 1 yr.
Contact: Andrew Kohut
202.419.4361
www.pewresearch.org

Pew Forum on Religion & Public Life
Washington, DC, \$4,800,000, 1 yr.
Contact: Luis E. Lugo, Ph.D.
202.419.4550
www.pewforum.org

Ever since it was created in 2002, the Pew Forum on Religion & Public Life has established itself as a trusted source of high-quality information on how religion shapes the ideas and institutions of American society. Among its major activities, it has functioned as a clearinghouse of impartial research and a town hall for convening its key audiences of public leaders and journalists.

While continuing its role as a convener, the forum is broadening its agenda, especially by producing and disseminating original research. This year, it will launch several significant new projects, including a demographic survey on religious affiliation in America, a study exploring the religious characteristics and attitudes of Hispanics in the United States, a report on the "religious left" in contemporary American politics and a cross-national survey to investigate the expansion and influence of Pentacostalism around the world. (See the feature story on the forum on pages 12-18.)

Stateline.org
Washington, DC, \$3,050,000, 2 yrs.
To support the activities of Stateline.org, a Web-based news organization that tracks and analyzes important policy developments and trends in the nation's 50 states.
Contact: Gene Gibbons
202.419.4460
www.stateline.org

CIVIC LIFE**Culture**

Mid Atlantic Arts Foundation, Inc.
Baltimore, MD, \$885,000, 3 yrs.
In support of Pennsylvania Performing Arts on Tour, a program that

provides funding for tours and related activities throughout the mid-Atlantic region by Pennsylvania performing artists of high artistic caliber.

Contact: Katie West 215.496.9424
www.pennpat.org

The University of the Arts
Philadelphia, PA, \$4,902,000, 3 yrs.
Contact: Martin Cohen
267.350.4911
www.artshelp.org

The Philadelphia Cultural Management Initiative helps arts institutions in southeastern Pennsylvania address management problems and take advantage of opportunities to grow and thrive in an increasingly competitive and challenging environment.

Since it was established in 2001, nearly 100 of the region's artistic and cultural organizations have participated in its professional-development workshops and executive-education programs in areas such as marketing, technology planning, financial management and fund-raising.

Among new projects, the cultural management initiative will join with the Trusts' Artistic Initiatives (which support dance, history, music, theater, the visual arts and arts fellowships) to significantly increase the audience potential of several exhibitions, performances and other cultural offerings through increased advertising, public relations activities and marketing research.

Since November 2005, this project has been housed with the Artistic Initiatives in the Philadelphia Center for Arts and Heritage.

Philadelphia Cultural Leadership Program
(in support of general operations)

The Academy of Vocal Arts
Philadelphia, PA, \$144,000, 3 yrs.
Contact: Robert W. Lyon
215.735.1685 x16
www.avaopera.org

Arden Theatre Company
Philadelphia, PA, \$168,000, 3 yrs.
Contact: Peter Dunn 215.922.8900
www.ardentheatre.org



Left: From Diane Burko: *Flow* at the Michener Art Museum earlier this year: *Helema'um'a'u Crater #3*, by Diane Burko, 2000, oil on canvas, 60"x84." Collection of the artist, courtesy of Locks Gallery, Philadelphia, Pa.

Below: Soprano Christine Brandes and bass-baritone Richard Bernstein starred in an all-but-sold-out run of Mozart's *The Marriage of Figaro* at the Opera Company of Philadelphia in May.

ArtReach, Inc.
Philadelphia, PA, \$45,000, 3 yrs.
Contact: Michael L. Norris
215.568.2115
www.art-reach.org

Asian Arts Initiative
Philadelphia, PA, \$48,000, 3 yrs.
Contact: Gayle Isa 215.557.0455
www.asianartsinitiative.org

Astral Artistic Services
Philadelphia, PA, \$48,000, 3 yrs.
Contact: Julia H. Rubio
215.735.6999
www.astralartisticservices.org

The Bucks County Historical Society
Doylestown, PA, \$240,000, 3 yrs.
Contact: Douglas C. Dolan
215.345.0210 x134
www.mercermuseum.org

Choral Arts Society of Philadelphia
Philadelphia, PA, \$48,000, 3 yrs.
Contact: Kim A. Shiley
215.545.8634
www.choralarts.com

Greater Philadelphia Cultural Alliance
Philadelphia, PA, \$144,000, 3 yrs.
Contact: Peggy Amsterdam
215.557.7811 x18
www.philaculture.org

The James A. Michener Art Museum
Doylestown, PA, \$240,000, 3 yrs.
Contact: Bruce Katsiff
215.340.0824
www.michenerartmuseum.org

John Bartram Association
Philadelphia, PA, \$60,000, 3 yrs.
Contact: William M. LeFevre
215.729.5281 x101
www.bartramsgarden.org

John J. Tyler Arboretum
Media, PA, \$96,000, 3 yrs.
Contact: Andy Brundage
610.566.9134 x206
www.tylerarboretum.org



The Library Company of Philadelphia
Philadelphia, PA, \$120,000, 3 yrs.
Contact: John C. Van Horne,
Ph.D. 215.546.3181
www.librarycompany.org

Main Line Art Center
Haverford, PA, \$84,000, 3 yrs.
Contact: Judy S. Herman
610.525.0272
www.mainlineart.org



Cattails at Bartram's Garden.

Opera Company of Philadelphia
Philadelphia, PA, \$1,080,000, 3 yrs.
Contact: Robert B. Driver
215.893.3600 x201
www.operaphilly.com

People's Light and Theatre Company
Malvern, PA, \$516,000, 3 yrs.
Contact: Helen Rigby 610.647.1900
www.peopleslight.org

Philadelphia Chamber Music Society
Philadelphia, PA, \$96,000, 3 yrs.
Contact: Derek Delaney
215.569.8587
www.philadelphiachambermusic.org

Philadelphia Company
Philadelphia, PA, \$192,000, 3 yrs.
Contact: Sara Garonzik
215.985.1400 x103
www.phillytheatreco.com

Philadelphia Folklore Project
Philadelphia, PA, \$48,000, 3 yrs.
Contact: Debora Kodish, Ph.D.
215.726.1106
www.folkloreproject.org

Philadelphia Young Playwrights
Philadelphia, PA, \$54,000, 3 yrs.
Contact: Glen Knapp 215.665.9226
www.phillyyoungplaywrights.org



What was once a dusty hangout for vagrants adjacent to Philadelphia's historic district is now the site of vibrant green space and fun—a Philadelphia-themed alternative to indoor museum walking.

Newly revitalized through a \$6.5-million, three-year project by Once Upon A Nation, an initiative of Historic Philadelphia, Inc., Franklin Square reopened in August.

With the support of the Trusts and others, the square, located at 6th and Race streets, is now the site of a carousel built in the traditional Philadelphia style (original molds of the Philadelphia Toboggan Company and Dentzel horses were used for some of the animals).

It also contains a mini-golf course with recognizable historic and cultural locales and two playgrounds as well as food vendors, traditional-crafts booths and merchandise kiosks.

Its majestic centerpiece is a newly renovated fountain, one of the oldest in the city; it was built in 1837 when the square became a public park.

Franklin Square was called Northeast Square when it was laid out in William Penn's initial plans for Philadelphia in 1683 and was renamed in 1825 in honor of Philadelphia's most revered resident. Prior to this kid-friendly makeover, the square had been, at one time or another, a grazing field, cattle market, burial ground, gunpowder reserve and drill field for soldiers.

Sara Friedman

Settlement Music School of Philadelphia
Philadelphia, PA, \$600,000, 3 yrs.
Contact: Robert Capanna
215.320.2680
www.smsmusic.org

The Wilma Theater
Philadelphia, PA, \$300,000, 3 yrs.
Contact: Rachel Cheetham-Richard
215.893.9456 x114
www.wilmatheater.org

Civic Initiatives

The Committee of Seventy
Philadelphia, PA, \$50,000, 1 yr.
To provide operating support for the committee's ongoing efforts to promote a more ethical and efficient government and political system in the city of Philadelphia.
Contact: Zack Stalberg
215.557.3600
www.seventy.org

Council on Foundations, Inc.
Washington, DC, \$150,000, 3 yrs.

For general operating support.
Contact: Robert Wiggans
202.467.0479
www.cof.org

Historic Philadelphia, Inc.
Philadelphia, PA
I. To restore Franklin Square and reanimate this public park with history-themed rides and attractions for tourists and residents. \$250,000, 1 yr. (See story, above.)
II. In support of the Lights of Liberty sound and light show that brings history to life in Independence National Historic Park, \$50,000, 1 yr.
Contact: Amy R. Needle
215.629.5801 x205
www.onceuponanation.org

National Trust for Historic Preservation in the United States
Washington, DC, \$100,000, 1 yr.
On the occasion of the 40th anniversary of the passage of the National Historic Preservation Act, to support a Preserve America summit that would review the status of historic preservation in the United States and recommend policy and programmatic changes

to advance the field.
Contact: Emily Wadhams
202.588.6000
www.nationaltrust.org

The Pew Charitable Trusts for Philadelphia 2007: A Status Report
Philadelphia, PA, up to \$162,750, 1 yr.
Contact: Suzanne R. Biemiller
215.575.4726
www.pewtrusts.org

Eight years ago, the Trusts commissioned a study that pinpointed Philadelphia's strengths and weaknesses relative to other urban areas. It covered the local economy, the impact of urban institutions such as hospitals and universities, the state of schools and school reform, taxes, crime, business leadership, transportation systems, and the credibility and effectiveness of city government.

The new study will again use demographic, economic and other relevant data to compare Philadelphia to other major American cities and to its 1999 self.

Just as the first report helped spark a civic discussion on the future of the city and the role of corporate and political leadership, it is hoped that the new report, scheduled to be released a few months before the May 2007 mayoral primary, will contribute to discussion among candidates and media organizations of Philadelphia's problems and progress.

Teach for America, Inc.
Philadelphia, PA, \$490,000, 3 yrs.
To build a Teach for America program in Philadelphia that has sufficient capacity to create a successful teaching experience for its corps members as well as an alumni network that provides meaningful opportunities for its young leaders to continue living and working in Philadelphia after their two-year teaching commitment.
Contact: Tracy-Elizabeth Clay
215.592.9260
www.teachforamerica.org

Religion

American Academy of Religion, Inc.
Atlanta, GA, \$50,000, 1 yr.
In support of Religionsource, a referral service that links members of the news media with academic experts on religion and public-life issues.
Contact: Steve Herrick
404.727.4711
www.religionsource.org

Billy Graham Evangelistic Association
Charlotte, NC, \$3,000,000, 1 yr.
Contact: Hugh Elder 704.401.2188
www.bgea.org

For many years, the Trusts has supported the work of the Rev. Billy Graham, including the Billy Graham Evangelistic Association, *Christianity Today* and the Gordon-Conwell Seminary. Graham and J. Howard Pew, one of the Trusts' founders, enjoyed a long-time friendship and partnership, as well as a shared vision to promote the link between faith in God and liberty.

The current grant supports construction of the Billy Graham Library, featuring multimedia presentations, films, memorabilia and the restored Graham family homestead. The Billy Graham Evangelistic Association envisions



this project as a means of sharing the inspiring story of this preacher from humble origins who has touched so many people, from heads of state to villagers in remote parts of Africa, and has been called "America's preacher."

National Public Radio, Inc.
Washington, DC, \$250,000, 1 yr.
To support the coverage of religion on National Public Radio's array of popular news shows.
Contact: Melissa Thompson
202.513.3261
www.npr.org

Religion Newswriters Foundation
Westerville, OH, \$327,000, 1 yr.
In support of ReligionLink for a series of regionalized story resources for journalists that focus on the issues of faith, religion and public life in the United States.
Contact: Debra L. Mason, Ph.D.
614.891.9001 x1
www.rna.org

Sgt. Lazaro Arocha, a 25-year-old native New Yorker, joined the armed forces September 12, 2001, and, after serving in Iraq, is now a Marine recruiter. Mark Zuckerberg, 22, dropped out of Harvard University to run facebook.com, the popular social networking Web site that he created.

At the age of 24, Cole Carpenter is taking over his grandfather's farm in Leoti, Kansas, dedicating himself to a difficult life at the mercy of the elements but improving his chances by installing GPS systems to guide his farming equipment. Roxanne Nance, 19, currently resides in the bible belt of Oklahoma, but was in New Orleans when Hurricane Katrina hit, an experience that has affected her faith in elected officials.

What do these people have in common? They are all members of Generation Y—42 million people strong, aged 16 to 25. And they are four of the hundreds of Y's who talked to Judy Woodruff, the veteran journalist, last summer.

Woodruff was traveling around the country in an RV, meeting young people of all backgrounds and situations at college campuses, workplaces and homes, asking them questions and, more importantly, listening to their opinions, and piecing together a portrait of this fast-moving, innovative—yet often stereotyped—cohort. The year-long, Trusts-supported project is called “**Generation Next: Speak Up, Be Heard**,” produced by MacNeil/Lehrer Productions.

Generation Y, also called “millenials,” has grown up in relative prosperity, but lived through many tragedies—the Columbine shootings, 9/11 and Hurricane Katrina—that shape their world view. They are now coming of age in a time marked by war and other complex social and global challenges created by older generations, but soon to be passed on to them.

Their own expertise is electronic. Having no memory of rotary phones



Generation Next speaks up to Judy Woodruff.

or record players, they are the first to mature in the digital age, when revolutionary technology becomes commonplace almost at the same lightning speed as the communication it enables.

Indeed, Gen Y enjoys an “e-literacy” that often mystifies, and excludes, their elders. The separation is ripe for misunderstanding. Yet many of them have begun to step into the fray of politics and society. The Generation Next project is giving the older generations insight into this emerging force and creating the potential of common ground across the generation gap.

“I was aware that many in my generation think lightly of this generation,” Judy Woodruff told *The Denver Post* in August. “And many of [Gen Y] are not focused yet. But we have found a surprising number who are paying attention, thoughtful about what's going on in their community and their relationship with their parents.”

For the tech-savvy millenials, Yahoo! is hosting a feature called “Generation Next: Talk to Power,” a forum located on the Politics section of its Web site where GenNexters interact with people of influence, creating a dialogue between the younger generation and those currently in charge of

the country. In its first few weeks, “Talk to Power” featured Senator Mary Landrieu of Louisiana and Senator John McCain of Arizona.

There are many opportunities for the rest of us to see what it's all about. PBS's *News Hour with Jim Lehrer* is airing segments on the project this fall, and NPR is working with Woodruff to produce a series of radio profiles on the age group. *USA Today* reporter Sharon Jayson accompanied Woodruff on parts of her journey and is writing companion pieces both in print and online. In January, PBS has scheduled an hour-long documentary on Generation Next, and the Pew Research Center is planning to release a companion national survey of 16-to-25-year-olds.

More information on the project can be viewed at www.generation-next.tv, which features a blog written by the young people manning the RV, video clips and dialogues on important issues.

Sara Friedman

Joe “Bubbles” knows Philly. For 70 years, he has worked at Esposito's butcher shop in the Italian Market, which gives him insider knowledge on “who's who and where's what” in South Philadelphia. Joe is one of the many engaging and expert hosts of **SoundAboutPhilly**, a new series of

Web-based audio tours that anyone can download onto an iPod or listen to online. The project was conceived by Trusts' staff and developed by the Greater Philadelphia Tourism Marketing Corporation.

Philadelphia is the first city to create free podcast tours on a grand scale, essentially turning the city into an open-air museum and giving tourists customizable "choose-your-own-adventure" ways to explore its history and neighborhoods. The podcasts, located at www.soundaboutphilly.com, introduce Philadelphia from numerous, historically informed yet personal perspectives; a click on a city map takes you to the "sound-seeing tour" that starts at that corner.



soundaboutphilly.com

The concept of podcasting became popular in 2004, with the increased availability of iPods and other MP3 players. With the release of software designed for these devices, users began to create their own audio files and share them on the Internet. A major appeal of podcasts is their portability—making them a perfect sightseeing companion.

The Trusts-supported SoundAboutPhilly launched in September with tours under the categories of History Unplugged, Flavorhoods and My Philly, each with 10, 4-to-6-minute segments that can be mixed-and-matched.

History Unplugged explores Philadelphia's heritage and the nation's founding through Welcome Park, Carpenter's Hall and Washington Square West. Kyle Farley, president of Poor Richard's Walking Tours, is the principal narrator, and he takes a chronological approach in describing the

city's east-to-west development, with fact-based accounts not found in the average textbook.

Flavorhoods gives a peek at Philly's many diverse neighborhoods through the foods found there, reminding listeners that there's more to the city than cheese steaks and soft pretzels. The varied culinary highlights are an effective way to convey the city's rich immigrant history.

My Philly segments are narrated by a colorful cross-section of everyday Philadelphians who describe their favorite places and things to do in the City of Brotherly Love—the real insider's scoop. A guide named Ivy introduces her young professional friends as they go to their favorite after-work spot and, on another tour, catch an art-house movie at the Ritz Theater on a rainy day. Another local guide winds his way through historic and charming Delancey Street from Society Hill to the Schuylkill River. And Port Richmond natives take the listener step-by-step through the complicated process of ordering at Taconelli's Pizzeria, where you have to request your dough a day ahead.

Tours centered on the city's religious, African-American and colonial history will be rolled out over the next few

months, and the marketing corporation plans future tours on music, art, sports and individual neighborhoods.

Sara Friedman

The Project for Excellence in Journalism, which was recently brought into the Pew Research Center, has unveiled a completely redesigned and reengineered Web site at the same address: www.journalism.org.

New features include a tool that allows users to select and compare virtually every piece the project has produced from the last decade and a mechanism to sort by media sector, industry trend or news topic. It also contains a centralized archive of the project's research studies. Soon to come: a media-tracking database.

If the world around them changes, why do some foundations continue with the same approach they've always used? They shouldn't—if they seek to maintain and increase the scope and sustainability of their social impact.

That is the thesis of *Creative Philanthropy* (Routledge, 2006) by British professors Helmut Anheier and Diana Leat. They discuss how philanthropy has evolved and why foundations ought to move with the

LETTERS

Thank you, Pew Charitable Trusts, for your recent issue of *Trust's* comprehensive listing of health and human services in the Philadelphia region (in the Recent Grants section). With elderly relatives (aunt and uncle) in Yeadon, Pa., I will use and suggest those listed organizations as a substantive first step in accessing information about assistive and inclusive initiatives that are available in the city.

The Pew and Philadelphia consistently score high for their excellent work and unflinching support of the varied communities they serve.

As a Toronto-based artist and social-services professional, I am always impressed with the efforts in your corner of the world. With substantial support of artistic efforts in this country, reading about what is offered and supported in Philadelphia often leaves me jealous and awe-struck but also appreciative and happy that your artists, and other eligible grant recipients, have such a supportive body.

As a self-proclaimed "adopted" son of Philadelphia, I am proud to boast and brag about the city and The Pew Charitable Trusts. My only regret is that I am not a resident of the city and that your supportive efforts do not span the border.

times to accomplish the most good in today's society.

Through vignettes and case studies of organizations that follow all or some of the "rules of creative philanthropy," they study the Trusts as well as the Annie E. Casey Foundation, The Carnegie United Kingdom Trust, The John S. and James L. Knight Foundation, The Joseph Rowntree Charitable Trust, The Rosenberg Foundation, The Victorian Women's Trust and The Wallace Foundation.

The chapter on the Trusts explores the organization's history as well as its relatively new status as a public charity. "The move to a public charity was possible because of the way in which the Trusts [was] set up. The change was designed to give a new flexibility to try additional ways of strengthening existing work," say the authors.

They note that the Trusts chooses issues in which it can make a substantial difference or provide analysis and data so policy makers will be informed as they try and solve societal problems. Their examples include current pre-K investments and efforts on children's health care done in the 1990s. They also highlight the Trusts' internal workings, including Pew University

(staff development) and the agenda process that prepares materials for the board.

The presentation about the Trusts must be read with caution: While the book was published this year, much of the information dates to 2004 and even to 2001, so some of the work described and the approaches are outdated. This is somewhat ironic in a book encouraging philanthropic organizations to keep pace with change.

Helene M. Brooks

There are a lot of blogs out there—many, many more than we hear about, and they are much more diverse than the fraction of blogs that receive publicity. This is a finding of a new study by the **Pew Internet & American Life Project**, an initiative of the Pew Research Center devoted to exploring the social impact of the Internet on life (www.pewinternet.org). The majority of bloggers, according to the study, write about their personal experiences and are previously unpublished.

"Bloggers: A Portrait of the Internet's New Storytellers" is one of the first major studies of bloggers using a nationally representative sample. The report, written by the project's Amanda Lenhart and Susannah Fox and released in July, employed a series of telephone surveys. They note that 84 percent of bloggers consider their pursuit a "hobby" or "something I do, but not something I spend a lot of time on," and 52 percent say that they do it for themselves rather than an audience. The most popular theme is "my life and experience," with politics a very distant second.

How many are blogging and reading? Bloggers total about 12 million adult Americans, or 8 percent of all Internet users, says the study. Fifty-seven million Americans read blogs, a significant increase from 32 million at the end of 2004. Bloggers are split evenly between males and females, are generally young (54 percent are

under the age of 30) and are more racially diverse than the overall population of those clicked on to the Internet (60 percent are white, although white people make up 74 percent of all Internet users).

Sara Friedman

Pew Biomedical Scholars have won top science awards this fall. **Craig C. Mello**, Ph.D., of the University of Massachusetts and a 1995 Scholar, is a co-winner of the 2006 Nobel Prize in physiology or medicine. And **Carol W. Greider**, Ph.D., at Johns Hopkins University, a 1990 Scholar, shares the 2006 Albert Lasker Award for Basic Medical Research.

Look for a story on these scientists' work and the 20th anniversary of the Pew Scholars Program in the *Bio-medical Sciences* in the spring 2007 issue of *Trust*.

In 2001 **Kimberlee Acquaro**, a photojournalist in her 30s, won a fellowship that allowed her to spend six weeks in Rwanda. Her subject: the role of women in rebuilding a country bereft of men after the 1994 genocide in which some 1 million people, most of them from the Tutsi tribe, were killed by Hutu extremists.

She has focused ever since on the tragedies and triumphs of this devastated African country—an obsession that has led to a career as an award-winning documentary filmmaker and a widely-exhibited photographer.

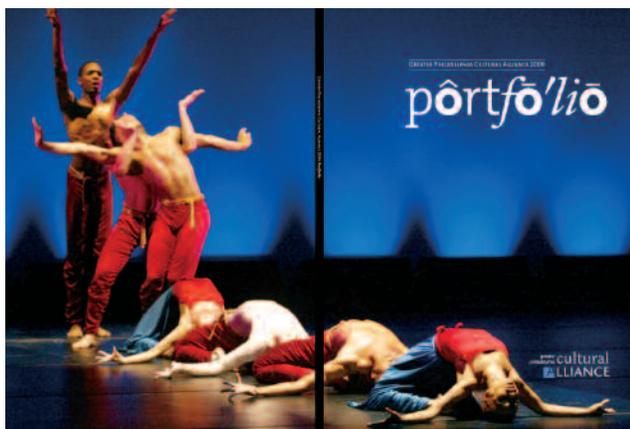
Acquaro first became interested in Rwanda when she was working at *Time* magazine and saw the horrifying pictures of massacred Tutsis. A few years later, she read an account of how women survivors, who made up 70 percent of the adult population immediately after the genocide, were leading the country's return to normalcy.

"I felt that had to be a story," she says, but she couldn't persuade any publication to send her there. That's when she applied to the Trusts-

I was recently in the city but was not aware of the new center. I look forward to my next visit "home" and hope to include a visit to the new Philadelphia Center for Arts and Heritage.

JOHN DEVENISH
Toronto, Canada

We welcome readers' comments on stories as well as address changes and requests for back issues. Simply contact the editor at 2005 Market Street, Suite 1700, Philadelphia PA 19103; or transmit your message by fax to him at 215.575.4890; or through e-mail to mledger@pewtrusts.org. The text of Trust is always available at www.pewtrusts.org.



How important is the regional nonprofit cultural sector to the local economy? It brings in \$573 million in annual revenue and provides 14,000 jobs, not to mention 17,000 volunteer positions.

These and other data are documented in *Portfolio*, released this fall by the Greater Philadelphia Cultural Alliance from financial and organizational facts reported by 218 cultural organizations to the Pennsylvania Cultural Data Project. Both groups are supported by the Trusts. Go to www.philaculture.org/portfolio for the complete picture.

supported Pew International Reporting Project at Johns Hopkins University. “When I saw that the fellowship was for underreported stories, I just said, ‘Rwanda,’” she recalls.

Arriving in Kigali, the capital, Acquaro linked up immediately with Norah Bagirinka, who was directing a program with the International Rescue Committee for female survivors. Bagirinka took her to a conference of women in local government—women who, previously second-class citizens, had become a formidable power after the genocide.

She met Joseline, a young mother with only a primary school education who had recently been elected head of development in her impoverished village, overseeing public health, finance, infrastructure and education. She also met Adelphine, a young woman who was raising four younger brothers and sisters orphaned by the genocide and who, thanks to a new inheritance law, was allowed to inherit her parents’ home.

Acquaro originally photographed her subjects in black-and-white against a white background. “I wanted you to see them removed from their environment, so you look at the women,” she explains. “You didn’t see a dirt hut, chickens running around, you just saw the woman. If you can connect with something, you’ll be more interested in taking action, but you first have to care.”

The photographs—“beautiful, haunting photographs,” notes John

Schidlovsky, the reporting project’s director—appeared in *Mother Jones* magazine and on the Web site of the United States Holocaust Memorial Museum in Washington, D.C.

In 2002 Acquaro returned to Rwanda with her husband, Peter Landesman, and provided the photographs for their *New York Times Magazine* piece about Pauline Nyiramasuhuko, the former Rwandan minister for women and family affairs who was on the other side; she is the first woman ever to face genocide charges before an international tribunal—she is currently on trial in Tanzania—and is also the first woman ever charged with encouraging rape as an instrument of genocide.

The following year, Acquaro was in Rwanda again, this time to shoot what became a 28-minute documentary, *God Sleeps in Rwanda*, which focuses on five female survivors of the genocide. (It takes its name from a native saying: “When God wanders the world, at the end of the day he comes to Rwanda to sleep because He considers this to be the most beautiful place on earth.”) Joseline and Adelphine were among the women profiled. “I wanted the world to hear these women’s voices, and the best way to do that was through film,” she observes.

Unlike her stark still photographs, Acquaro’s film is in the lush colors one expects of the tropics. “Especially with something as horrible as this, you need an entry point, and the beauty allows people to engage visually,” she

says. “It’s important to be aware of the light because we’re deluged with the grimness of everything happening around the world.” The film was nominated for a 2005 Academy Award, shown at the Museum of Modern Art in New York in March and purchased by HBO for its Cinemax channel, and benefit screenings have helped raise some \$35,000 for women survivors in Rwanda.

Rwanda continues to fill Acquaro’s days. She is working with AVEGA, a nonprofit organization formed by 50 genocide widows, to sell in this country teddy bears made by Rwandan women. And she is helping Bagirinka, who won political asylum in the U.S. because she was receiving death threats in Rwanda, bring her three sons to this country. ■

Sandra Salmans

Clockwise from top: Chantal with her daughters Cendrine (foreground) and Jeanette. Raped repeatedly, Chantal survived only when the Hutu took “old women” to the zone of Mirango to prove to the world that they were protecting and not killing Tutsis (Chantal, then 21, was mistaken for an old woman). She is one of the few rape survivors to be married after the genocide to a man who knows what happened to her.

Adelphine’s brother learns to tie his shoes. Hers is one of Rwanda’s 65,000 child-headed households supporting 300,000 children orphaned by the genocide.

Joseline with her 5-month old son. Her husband, playing with their daughter, is proud of his wife’s position in the community and often helps with the house and the children, a new role for a Rwandan man.

Liberata, background, is HIV-positive from being raped during the genocide. She lives with her only child to survive the genocide, 20-year-old Joseline Niyonsaba, holding the child.



Photography by Kimberlee Acquaro





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