

# Life Sciences **SUPERMIND** Reimagining the Global Health Ecosystem



## Global Collaboration & Social Responsibility

New modes of global collaboration have the potential to build global public health resilience for all. By focusing on collaboration across disciplines, cultural behaviors, community engagement, and storytelling, we can positively impact our social responsibility, improving access to health.

### Build Multi-Disciplinary Global Institutions

Working globally to breakdown disciplinary silos could create many opportunities within Life Science. This could manifest in a variety of ways: building an international bio-lab (like CERN or EMBL but for the life sciences); establishing data integration centers around the world to synthesize the vast array of data; bringing together disciplines beyond life science, i.e., life sciences and biological engineering; developing new institutions to stimulate new research and facilitate rapid collaboration and communication (similar to the Mass Consortium of Pathogen Readiness). As we look to work across disciplines, funding mission-oriented teams and organizations that deeply integrate social sciences and humanities will help shape more broad scientific and technical research agendas.



### Understand Human Behavior and the Role of Culture

We can more effectively address future health crises by focusing on the effect of culture on human behavior. There are opportunities to shift cultural distrust in science towards public acceptance in various ways: investing in studies of behavior change as a result of cultural and contextual influences; facilitating participatory methods to determine how best to support necessary behavior changes; acknowledging the role histories of oppression have in how people interpret messages. To work across diverse languages and cultures, we need to develop tools and strategies that cut across barriers effectively.



### Engage Communities and Build Trust

To engage directly with communities, we can build on existing research methods to enable cross-cultural interactions from diverse communities (such as in academia and research settings) and establish a global network of care and public health empathy. Supporting the development of community champions can play a role in building trust and minimizing disinformation.



### Communicate through Innovative Storytelling and Education

Communicating health messages to the public is currently being done very traditionally. Different strategies may be more effective: creating empathy through storytelling rather than using data; utilizing tools and technologies, such as augmented reality, to educate and inspire the next generation about public health; using art to cut across cultural barriers, including language.



A program  
from

**MILLIPORE  
SIGMA**

In collaboration  
with



**MIT** CENTER FOR  
COLLECTIVE  
INTELLIGENCE

**community<sup>21</sup>  
biotechnology**

The life science business of Merck KGaA, Darmstadt, Germany operates as MilliporeSigma in the U.S. and Canada.

© 2021 Merck KGaA, Darmstadt, Germany and/or its affiliates. All Rights Reserved.

MilliporeSigma and the vibrant M are trademarks of Merck KGaA, Darmstadt, Germany or its affiliates. All other trademarks are the property of their respective owners. Detailed information on trademarks is available via publicly accessible resources.