“All Over the Map: The Search for Coherency in the Concept of Global/Local”

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How terms are used in other fields . . .

- **Business**: glocalization is adapting a global brand to local circumstances

- **Sociology**
- **Primary Education**
- **Computer Science**
Global and Local Engagement

Center for Global Health
Local-Global Partnerships

Local to Global

Global to Local Award (CFAR)
What does “global/local” and “glocal” mean in health and public health education?

- **Shared themes** at local and global level when working with vulnerable populations toward health equity for all.
- **Soft Skills** - a way to teach the personal and interpersonal skills that are relevant at both levels. To become comfortable with the uncomfortable.
- **Hard skills** - a way to teach technical/professional skills from different perspectives.
- **Reverse innovation** - adapting demonstrated strategies utilized in one context to another context.
- **An avenue for two levels of discussion** - i.e., using local issues to highlight global themes.
- **Partnerships** - a reason and/or vehicle to create bi-national partnerships.
Global Health: collaborative trans-national research and action for promoting health for all

Global/Public Education

Local Health: community-based public health research and actions