Scenario Analysis in Public Health

Centre for Public Health & Zoonotics Symposium
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Dr. Victoria Edge
Population Health Assessment and Scenarios Team
Public Health Agency of Canada
Guelph, Ontario

Public Health Agency of Canada | Agence de la santé publique du Canada
Canada

Our Team

Population Health Assessment and Scenarios Team

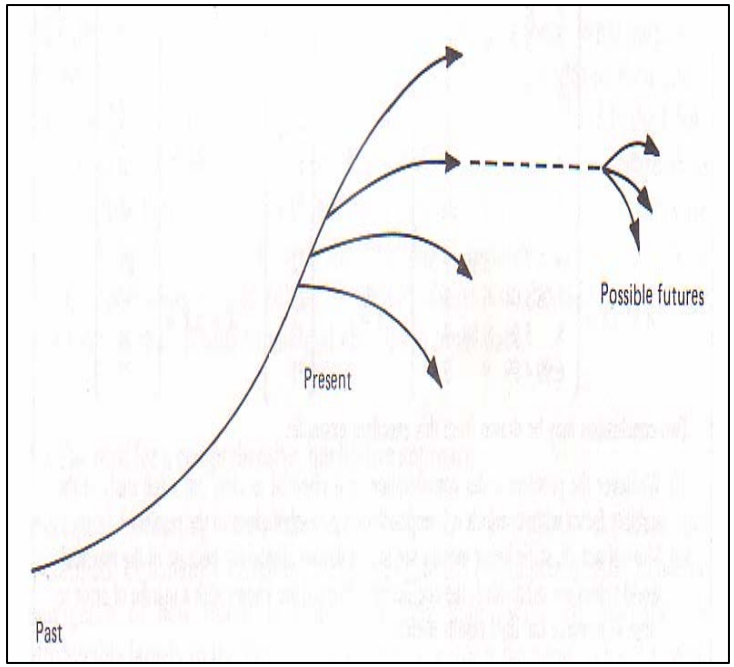
- Within the Office of Public Health Practice (OPHP)

- Team Director: Dr. Jan Trumble Waddell, *Sr. Advisor to the Chief Public Health Officer of Canada*
- Small senior core team
- Extend team capacity through:
  - Assignments / Secondments
  - Students (FSWEP, RAP, MPH Internships)

Three main functional areas:

1. Population Health Assessment
2. Development of Scenarios in Public Health
3. CPHO support

“Surprise turns into crisis not because we don't look to the future, but because we look to a single future.”



‘Fundamentals of Foresight’ newsletter
World Future Society (www.wfs.org)

Scenario Analysis

- For considering complex issues.

- Endeavour to project forward 10-20 years.

- Gather current evidence about potential drivers, trends, uncertainties and impacts that will shape the future.

  Evidence from : literature review, enviro scan, and importantly, interviews with experts from diverse backgrounds

Scenario Analysis

Drivers: major forces that cause change might be categorised as: *demographic, environmental, economic, technological, political, social, cultural*

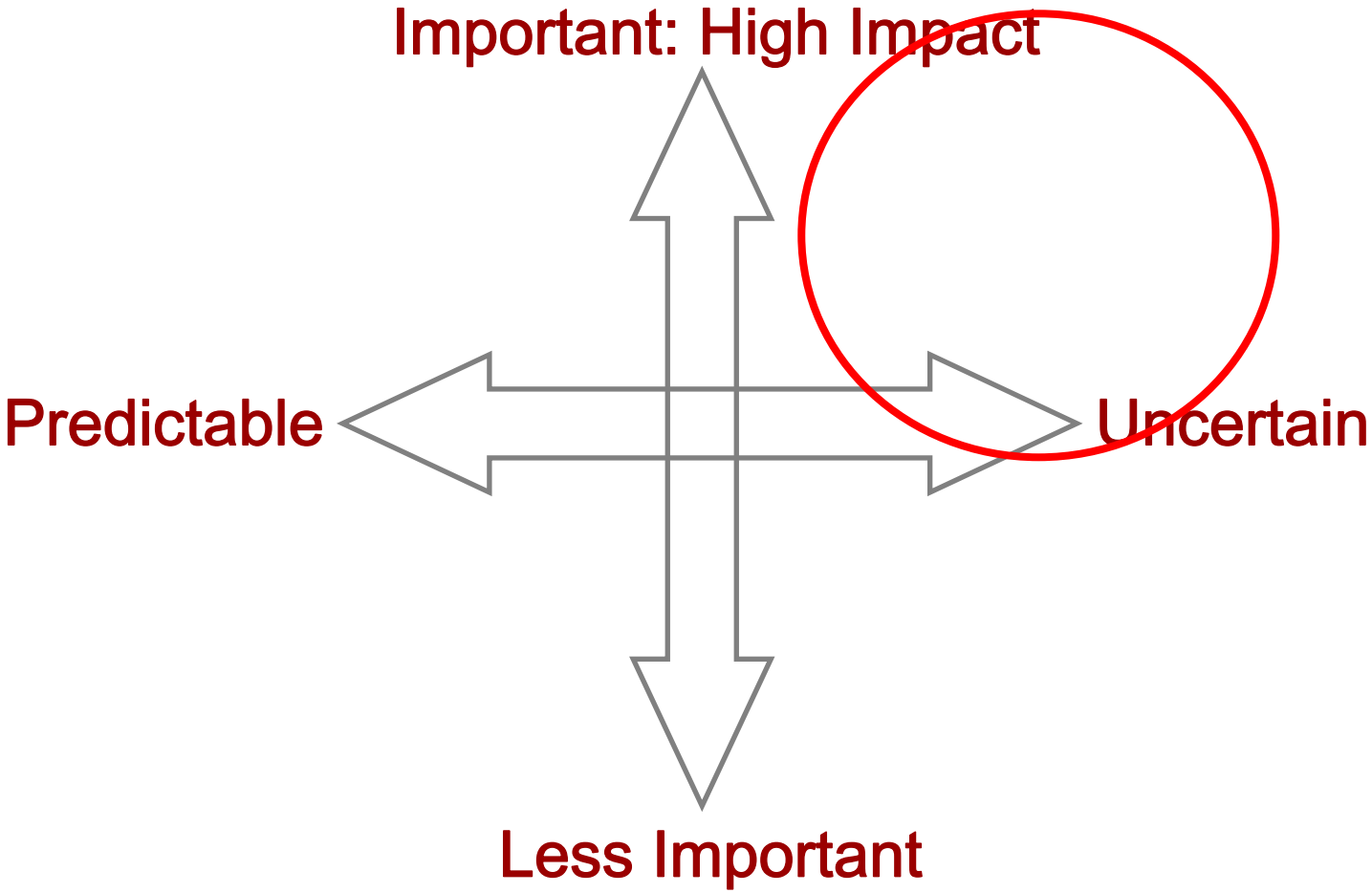
Uncertainty: the predictability of an outcome

Wild Cards: Highly unlikely or unexpected events that have major impacts.

Focus is on Critical Drivers that have

High Impact and High Uncertainty

Scenario Analysis : Influence Grid



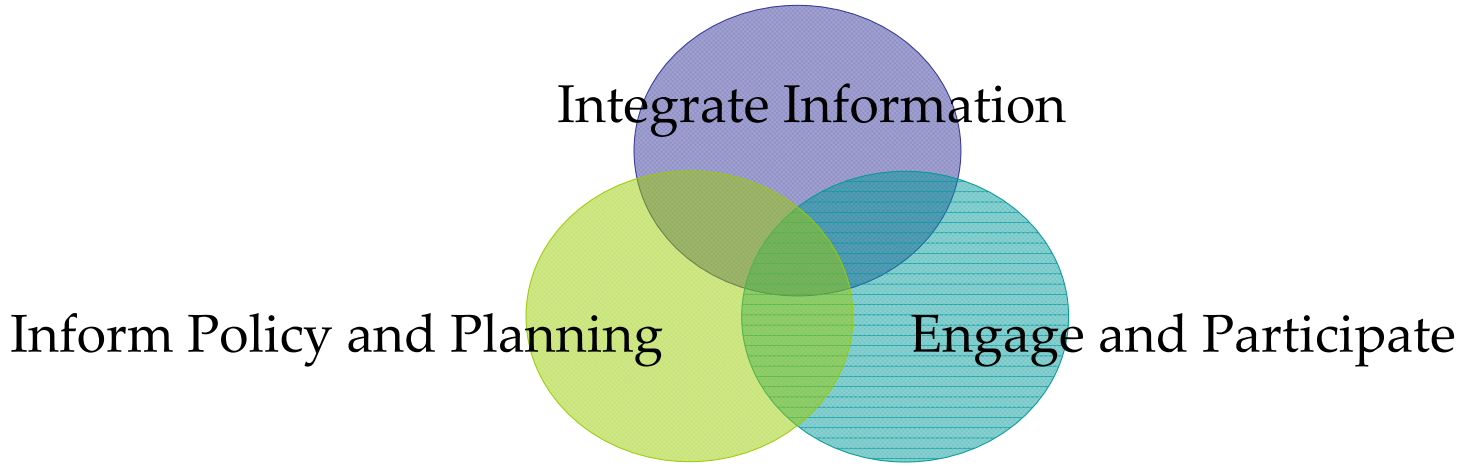
Scenario Analysis – the Product

Describe critical drivers, uncertainties and impacts in a narrative form that helps envision plausible futures.

Rather than focus on the 'most probable' future, these try to help envision the range of possible futures.

What makes it useful?

- Aids in setting strategic direction in context of uncertainty
- Encourages collaborative learning
- Alignment and visioning
- Tells a story in a common language



Scenario Analysis

Primary Uses: Planning and Policy decision making and testing.

"There are many possible futures; scenarios therefore map within a 'possibility space'…
Scenario development involves both rational analysis and creative thinking."

From "4 Future Scenarios for New Zealand" scenarios@landcareresearch.co.nz

Use of Scenario Analysis

Examples:

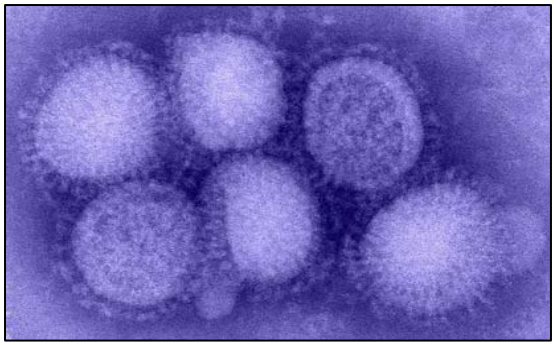
- Royal Dutch/Shell Oil[1] [early 1970s-present]
- Millenium Ecosystem Assessment (United Nations)[2] [2001]
- New Zealand – 4 Future Scenarios[3] [2007]

1. *http://www.shell.com/home/content/aboutshell/our_strategy/shell_global_scenarios/*
2. *http://www.maweb.org/en/Scenarios.aspx#download*
3. *scenarios@landcareresearch.co.nz*

PHAS Team's Scenario Analyses

Polio: How Development of Polio Vaccines Changed the History of Public Health

Physical Activity in Children: Evidence-based Visions of the Future



H1N1: Planning Guidance for an Uncertain Future

Questions, Discussion…

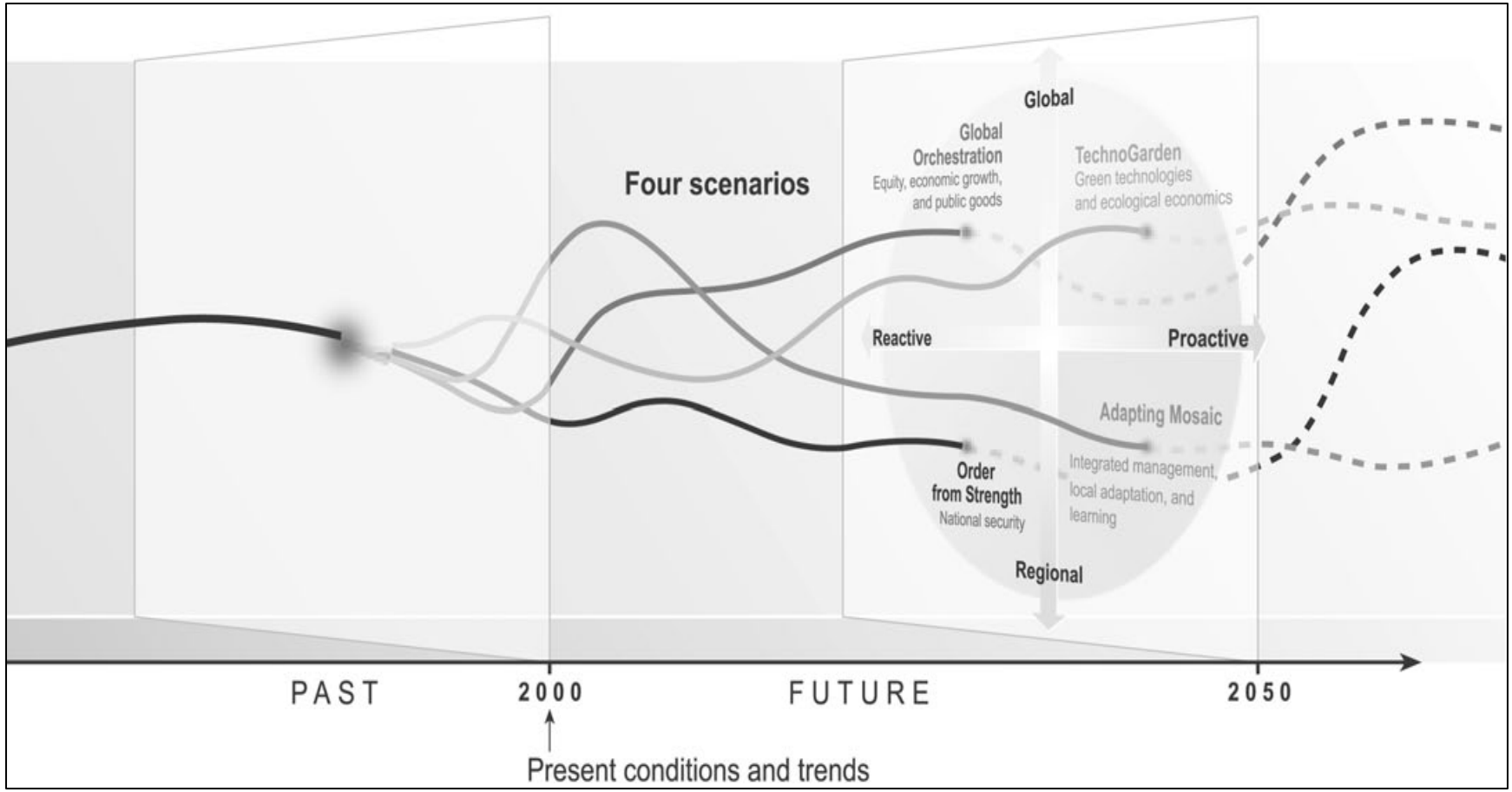
Contact Information

Dr. Victoria Edge

Manager, Population Health Assessment, Epidemiology
Population Health Assessment and Scenarios Team
Office Public Health Practice

Tel.: (519) 826-2364
Email: victoria.edge@phac-aspc.gc.ca

Ex.Millennium Ecosystem Assessment



www.millenniumassessment.org/en/Scenarios.aspx