

# How Public-Private Partnerships Have Been Utilized to Overcome Some Public Health and Nutrition Challenges

**JIFSAN Advisory Council  
2018 Annual Symposium**

# 'Wicked Problems'

- Complex
- Multi-dimensional
- Lack easy solutions



Ecological Model

# Session 1

- **Shabbir Safdar**, Partnership for Safe Medicines  
“Lessons Learned from the Formation of PPPs to Ensure the Provision of Safe Medicine in the Era of Counterfeit Drugs”
- **Rebecca Hamel**, Alliance for Food and Health  
“Lessons Learned from the Field” of Successful PPPs Resulting in Improved Nutritional Health
- **Sally Squires**, Powell Tate, Division of Weber Shandwick  
“Public-Private Partnerships That Have Achieved Improved Nutritional Outcomes”