

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

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**THINK GLOBAL,
ACT LOCAL.
AND ACT GLOBAL
TOO.**



How terms are used in other fields . . .

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



- **Sociology**
- **Primary Education**
- **Computer Science**


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Global Local



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/Local Education

The diagram consists of two orange rounded rectangular boxes. The top box contains the text 'Global Health: collaborative trans-national research and action for promoting health for all'. The bottom box contains the text 'Local Health: community-based public health research and actions'. Between the two boxes, the text 'Global/Local Education' is centered. Two large blue arrows are positioned vertically: one pointing downwards from the top box to the bottom box, and one pointing upwards from the bottom box to the top box, indicating a bidirectional relationship.

***Local Health: community-based public health
research and actions***