Rebranding the #OpenData Movement and the #Innovation Era

Ché L. Smith
Chief Innovation Officer, DARE Global Innovations
@DrCheSmith che.smith@daregi.net
PCAST - May 9, 2014

The current intersection of science, technology, and policy has largely focused on health care, omitting the consideration of public health

HEALTH CARE ≠ PUBLIC HEALTH
Is #OpenData appropriate/enough?

Can we shift to
Open INFORMATION or Open KNOWLEDGE?

How will Open Data address HEALTH OUTCOMES that transcend the health care system?

Does INNOVATION require a TECHNICAL SOLUTION?

PCAST and OSTP have the influence to rebrand this movement and shift strategies to inspire and empower audiences who can benefit most from open information/knowledge and innovation.