



*“In the Millennium Declaration of 2000, world leaders set forth a new vision for humanity... Leaders committed themselves ‘to spare no effort to free our fellow men, women and children from the abject and dehumanizing conditions of extreme poverty’...Are we on course to look back, in 2015, and say that no effort was spared?” [Meeting the Challenges of a Changing World, Annual Report of the Secretary General, United Nations, 2006]*

## *Breaking with Business As Usual*

*The Millennium Development Goals at Mid-Point:  
What MUST be done to reach the MDG Targets by 2015?*

*MDG Strategic Conference*

*February 21, 2009*

*Invitation – Save the Date!*

With less than 6 years to go, 2009 marks a turning point in our work to reach the *Millennium Development Declaration*. Although there have been many breakthroughs since 2000, we know we are not “on course to look back, in 2015, and say that no effort was spared” to achieve the Millennium Development Goals (MDGs). The *United Nations Secretary General Ban Ki-moon* in his forward to the 2007 MDG Annual Report noted, “We will have time to reach the Millennium Development Goals – worldwide and in most, or even all, individual countries – but only if we break with business as usual.”

The strategies that have taken us to where we are in 2008 will probably not take us to where we want to be in 2015. It is time to step up our strategies so we can get on course to reach the MDGs. The [Department of Global and Community Health](#) and [Global Health Students Beyond Borders](#) at George Mason University and MIDEGO would like to invite you to the **MDG Strategic Conference on February 21, 2009.**

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**MIDEGO**  
Global Partnerships Reaching Global Health Care Goals



**Global Health Students**  
*Beyond Borders*



Like you, we are committed to spare no effort to reach the 2015 targets and would like to invite you to a conference about ***“breaking with business as usual.”*** This conference will be a very unusual event. We have organized a fast-paced, thought-provoking, inspiring and innovative meeting of minds that will challenge all our assumptions. Be prepared for business as “unusual”!

***The outcome of the conference will be a number of practical actions we all can put to work right away to get on track with the MDGs!*** The goal of the conference is to have a simple roadmap to be able to truly say that we spared no effort to get on course with the 2015 targets. The conference objectives will be two. First, we’ll review innovative ways of working at global scale and in partnership for maximum global coverage, and second we’ll discuss ways of improving the quality, efficiency and consistency of health services to ensure every person gets the same quality services everywhere every day, and in this way, reach the MDG targets and sustain the achievement.

***Mark your calendar for the event that will probably change the way you see the MDGs and maybe even the way you work in global health and development assistance!*** The ***MDG Strategic Conference*** will take place on **February 21, 2009** at the George Mason University, Fairfax Campus. Do you know of an effective and underutilized way of working and creating partnerships, want to question how development business works or want to present an innovative way of breaking with business as usual? ***Submit an abstract to participate in a panel or present a poster! Or better yet, Get involved and organize a panel to discuss what must be done now!***

***The general early bird registration fee is \$50 until December 31. After that, the fee is \$60 until January 31 and \$75 in September. Lunch and parking fee are included. Student fee is \$25. Please consider a donation to the Scholarship Fund of the Department of Global and Community Health to sponsor student’s practicum studies that contribute to reaching the MDGs!***

Are you ready to break with business as usual? If you accept this invitation, please save the date and go to <https://maestropay.com/go/midego/2008> to register. Write to [turningpoint@midego.com](mailto:turningpoint@midego.com) if you have any questions. We look forward to hearing from you and to working together to meet the Millennium Development Goals. **Register NOW!**

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