



HOUSE OF SWEDEN

SPRING PROGRAM 2010 HEALTH & CARE

OVERVIEW:

The quest for a long healthy life is common around the globe. Health care issues are high on the agenda in most countries – how can we create a sustainable health care system that is both cost effective and capable of handling current and future challenges?

This is the focus of the spring program "Health & Care" running from March 25th to June 6th. Events include seminars, roundtable discussions, performances, exhibitions and hands-on demonstrations. The knowledge and expertise in both the United States and Sweden provide a foundation for interesting and fruitful transatlantic discussions on policy, research, trade promotion and culture.

Welcome!



THE GOOD – THE BAD – THE UGLY

Date:
March 25 – June 6, 2010

The world faces potential fatal consequences as more bacteria become resistant to antibiotics. Soon it will be hard to find drugs to treat bad infections, use in operations or treat cancer successfully. How could this happen? Visitors meet different bacteria and face the plethora of prejudices and misconceptions surrounding antibiotics, their effects and consequences. Learn how to tell one bacterium from another, feel better, live longer and healthier.

In collaboration with: The Swedish Institute for Infectious Disease Control, The Swedish Research Council Formas, The Nobel Museum in Stockholm, The Swedish Association of the Pharmaceutical Industry and Bactiguard AB.



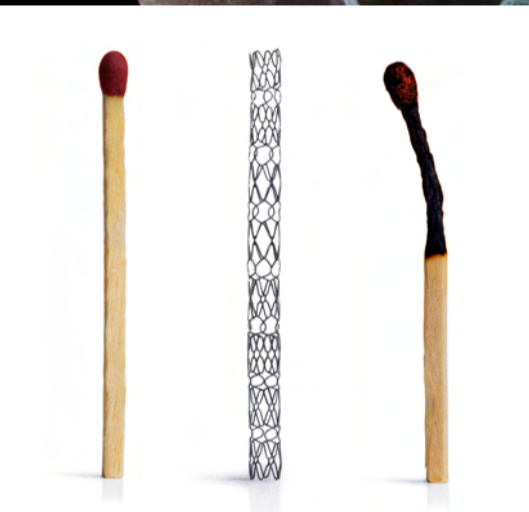
CELEBRATION OF KNOWLEDGE AND HEALTH

Date:
March 25 – April 28, 2010

This exhibit presents some of Karolinska Institutet's strong research areas: epidemiology, stem cells, reproduction and neurobiology, through beautiful images by world famous Swedish photographer Lennart Nilsson. His intense photography has captured the intricate microscopic beauty of the human body. Some of these images were produced more than 40 years ago before 3D illustration and animation.

Lennart Nilsson is based at Karolinska Institutet, one of the foremost medical universities in the world.

In collaboration with: Karolinska Institutet, marking their 200th year jubilee.



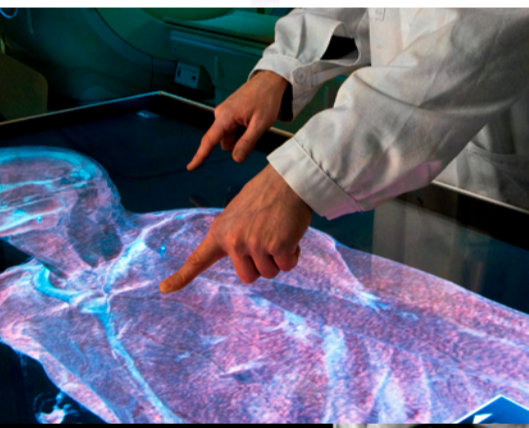
FACING THE FUTURE – HEALTH & CARE

Date:
March 25 – June 6, 2010

The Swedish passion for the outdoors and a healthy lifestyle intertwines with an interactive display of Swedish life changing innovations such as the pacemaker, stent (see photo), anesthetics and products which have just seen the light of day. Through this ever changing exhibit of moving images, sound, objects and photos you can explore state of the art trends in health care and healthy living.

As you enjoy this exhibition, treat yourself to a healthy Swedish "fika". The final weekend celebrations include a special performance by Lund University Academic Orchestra, outdoor exercise for the entire family and much more.

In collaboration with: The Swedish Institute, Ministry of Health and Social Affairs, Sweden, Swecare Foundation and the National Property Board, Sweden.



VIRTUAL AUTOPSY TABLE

Date:
March 25 – May 2, 2010

A unique interactive table allows people to explore the inside of a human being. This big touch screen allows the user to freely interact with data generated by CT and MRI scans. Without cutting into the body, medical experts can see things otherwise difficult to discover in a conventional autopsy. The technique opens up new opportunities in countries where autopsies are not accepted due to cultural or religious reasons.

In collaboration with: The Interactive Institute C-studio, Norrköping Visualization Center and Center for Medical Image Science and Visualization in Linköping, Sweden.



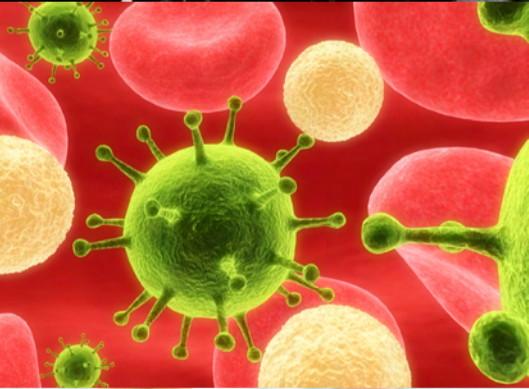
MIKAEL UNLIMITED

Date:
May 1 – June 6, 2010

For two years, award winning Swedish photographer Niklas Larsson documented the life of Mikael Andersson, who was born without arms and legs. "I wanted to show the everyday life of Mikael to inspire other people. As a successful entrepreneur lecturing on positive thinking, married with three children, he shows that it is possible to overcome most problems".

The collection of images has received awards e.g. Scanpix Photo Award 2009 and Pictures of the Year International Award of Excellence.

In collaboration with: Scanpix Sweden.



SCIENCE CAFÉ EVENING DISCUSSIONS

Date:
April 27, May 10, May 27, June 2

A Science Café series on health and care issues where Swedish and American speakers will present and discuss important issues of our time. Topics are: "Women's Health" on May 10th, "Integrative Medicine" on May 27th, "Mikael Unlimited Talk" on June 2nd.

Partners: 1.6 Million Club for Women's Health, Division of Nursing, Karolinska Institutet and Scanpix Sweden.



YOGA ON THE ROOF

Date:
April 10, May 1, May 22, June 5

What could possibly be a better venue for a yoga session than overlooking the Potomac River? Join our yoga instructor Emma Saal for one of the four yoga sessions on Saturday mornings at 10:00 am. The first two sessions will be held in Alfred Nobel Hall; the last two on the rooftop terrace of House of Sweden. Bring your yoga mat and enjoy a free workout that is good for your body and soul.



FAMILY DAY – TEDDY BEAR CLINIC

Date:
March 27, 2010

Bring the whole family – and your favorite teddy bear! At the Teddy Bear Clinic, medical students will show children ages 3-10 what their favorite teddy bear! At the Teddy Bear Clinic, medical students will show children ages 3-10 what their favorite teddy bear! At the Teddy Bear Clinic, medical students will show children ages 3-10 what their favorite teddy bear! Children can have their teddy bears checked for various injuries or illnesses that their stuffed animals might need. Teddy bears who need extra care will be bandaged or splinted. Every hour on the hour between 11:00 am and 2:00 pm, a basic lecture on the anatomy of the human body will be held. The idea is to help soften the fear many children feel when they visit their doctor, and to show that the doctor's office is a caring place.



AFTER DARK CIRKUS CIRKÖR

Date:
May 15, 2010

Swedish artists from the critically acclaimed Cirkus Cirkör act, Inside Out, will perform and mingle this evening with young international professionals. Keep an eye out for the white clown, the fashionable acrobat and the aging Prince of the Circus. Ages 21+.

In collaboration with: Friends of House of Sweden and Cirkus Cirkör.

SEMINARS & WORKSHOPS AT HOUSE OF SWEDEN

For more information about a particular event such as time, agenda, etc., please visit the Embassy of Sweden website at www.swedenabroad.com/washington. To be invited to an event or seminar, please email rsvp-hos@foreign.ministry.se, indicate the event and provide your contact information.

FRIENDS OF HOUSE OF SWEDEN SPONSORSHIP PROGRAM

Friends of House of Sweden is very grateful to the program sponsors:
Barbro Osher Pro Suecia Foundation
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Friends of House of Sweden is a 501(c) 3 non-profit, established to fund policy seminars, exhibitions and cultural programs for the Embassy of Sweden in House of Sweden.

Sponsors play a vital role within Friend's mission to produce innovative new program activities and events hosted by the Embassy in the spectacular setting of House of Sweden, offering an inspiring environment for policy debates, social functions, networking events and dialog.

Embassy of Sweden's future programs hold many exciting new opportunities where Swedish commerce, culture, science, innovations and diplomacy will be shared with friends and partners in America of which you can be a part.

Since the Embassy launched its extensive public diplomacy program in October 2006, major representatives from the commercial and government sector as well as municipalities have participated as sponsors.

We always welcome new collaborators and partners. By becoming a sponsor at one of the many levels: Ambassadors Circle; Leaders Circle; or Patrons Circle to name a few, we will work with you to identify strategic opportunities in connection with Embassy programs in House of Sweden: a valuable meeting place and trademark.

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Health IT Revolution

Date: March 26 and June 3, 2010

Health IT is a key tool to strengthen patient safety, improve quality and efficiency in health care and provide patient empowerment. These two seminars focus on the challenges and usage of information and communications technology to meet the needs of health professionals, patients and society. Swedish and American health IT ideas and solutions will be presented. Partners: Ministry of Health and Social Affairs, Sweden, Information Technology and Innovation Foundation (ITIF), Swedish Trade Council.

Priority Setting Within the Health Care System

Date: April 13, 2010

Recent publications suggest that decisions to distribute limited health care resources are being made using cost comparative analyses. This seminar focuses on ethical issues connected to making difficult decisions in health care resource distribution. Partners: Dental and Pharmaceuticals Benefits Agency, Sweden and New England Healthcare Institute.

Beating the Bug – Securing Effective Antibiotics

Date: April 14, 2010

During the Swedish EU Presidency in the fall of 2009, EU and the U.S. decided to join forces and established a transatlantic taskforce on urgent antimicrobial resistance issues. How can we treat future infectious diseases and solve the issues of overuse of current antibiotics? This seminar discusses actions, innovations and incentives needed to create pharmaceuticals that can beat the super bugs. Partner: AstraZeneca.

Medical Research and Public Health

Date: April 22, 2010

Medical research provides the basis for solving health challenges of today, helps to improve quality of life, drives economic growth and advances our society. This symposium brings together distinguished scientists from Sweden and the U.S. to present and discuss aspects of genes, life style, development and aging of the brain. Part of the Karolinska Institutet 200th year jubilee. Partners: Karolinska Institutet and National Institute of Health (NIH).

Obesity Management and Prevention

Date: April 27, 2010

Obesity threatens the health of children and adults in many countries and places an enormous economic burden on the community. U.S. physicians team up with Swedish researchers to help adults deal with obesity and teach children how to avoid it. Partners: Mando Group AB and Lenox Hill Hospital, New York.

Sustainable Development for Pharmaceuticals

Date: May 4, 2010

In the area of pharmaceuticals, sustainable development is a relatively new concept. This round table discussion brings together authorities, industry and researchers to discuss possible ways forward. Partner: Medical Products Agency.

Job Creation in Life Sciences

Date: May 6, 2010

In a time of increasing unemployment, there is renewed interest in job creation. However, due to limitations of resources, the tools available to policymakers may be constrained. This roundtable brings together distinguished Swedish and U.S. experts to identify areas and discuss steps that can be taken to foster jobs in innovative sectors, such as life sciences. Partners: The Swedish Association of the Pharmaceutical Industry, Swedish Agency for Growth Policy Analysis, ITIF – Information Technology and Innovation Foundation.

Future Health Research Challenges

Date: May 7, 2010

How do the U.S. and EU meet the challenges facing future health research in a global context? This seminar provides insights and ideas for future collaborations within health and medicine, health care and public health, possible funding instruments and ongoing international collaborative research projects. Partners: Swedish Research Council and National Institutes of Health (NIH), Swedish Council for Working Life and Social Research and Vinnova.

Culture & Health

Date: May 11, 2010

Amazing discoveries regarding aging, rehabilitation and wellbeing have been made the last few years within the rapidly emerging research field of culture and health. The symposium presents state-of-the-art science and research strategies for "Culture and Health" in the U.S. and Sweden based on research at the University of Gothenburg. Partners: Centre for Culture and Health at the University of Gothenburg in collaboration with the Swedish Parliamentary Committee on Culture and Health and Swedish Arts Council.

Drug Abuse Prevention

Date: May 18, 2010

The challenges and recent trends of drug abuse among children and adolescents will be discussed by leading experts and high-level government officials. The morning session, targeting policy makers, researchers and practitioners, will focus on how to develop and provide effective prevention to help youth lead a drug free life. An interactive evening session will be held for parents, teachers, educators and community workers. Partners: The Mentor Foundation and Mentor USA.

On the Cutting Edge

Date: May 19, 2010

The U.S. represents more than half of the global medical device market. This is also one of Sweden's strongest sectors within the health care field. The seminar introduces cutting edge Swedish technology. Partner: Swedish Trade Council.

Sustainable, Affordable and Safe Health Care

Date: May 20, 2010

Achieving sustainable, affordable, and safe health care is currently a top priority all over the world. This seminar will bring together distinguished U.S. and Swedish experts and stakeholders to discuss how everything from architecture, medical equipment and treatment, management and e-solutions can be used to create sustainable, affordable and safe health care. Partners: Swecare Foundation, Nashville Health Care Council, Swedish Ministry of Health and Social Affairs, AdvaMed, Skanska U.S.A., Vårdal Foundation, Vinnova, LIF, and others.

Emergency Management

Date: May 25, 2010

Experiences from disasters and emergencies show that a number of factors are crucial to reduce rescue time. Organization and training, information sharing and modern equipment are important. Experts present new methods and tools for effective emergency operations. Partners: ESRI inc, FPX, Safety and Rescue Region, Sweden, and Enterprise Europe Network.

Home Care for the Future

Date: May 26, 2010

New methods and equipment enable people to remain in their own homes and receive good care. Companies and care organizations present new methods and tools to help improve quality of life for millions of elderly or disabled people while cutting costs. Partners: ESRI inc, Open Care, New Tools for Health, Healthcare Technology Alliance, FPX, Enterprise Europe Network and AARP.

HOUSE OF SWEDEN

ALL EXHIBITS IN HOUSE OF SWEDEN ARE FREE AND OPEN TO THE PUBLIC:

Saturdays: 11:00 am to 4:00 pm
Sundays: 12:00 pm to 5:00 pm

VISITOR ENTRANCE:

2900 K Street, NW (south of K Street, NW)
House of Sweden is located on the banks of the Potomac River in Georgetown,
between Rock Creek and Georgetown Harbour
www.swedenabroad.com/washington

HOUSE OF SWEDEN

House of Sweden is a unique building in the heart of Washington, DC. This meeting place embraces the Embassy of Sweden, an exhibition hall and event center, the Embassy of Iceland as well as corporate apartments. House of Sweden is owned and managed by the Kingdom of Sweden through National Property Board Sweden.
www.houseofsweden.com



EMBASSY OF SWEDEN