

THE JOHNS HOPKINS BERMAN INSTITUTE OF BIOETHICS

Leading the World in the Ethics of Science,
Clinical Care, and Public Health


RISING
TO THE CHALLENGE

THE CAMPAIGN FOR JOHNS HOPKINS



RISING TO THE CHALLENGE

A CALL TO ACTION

Rising to the Challenge: The Campaign for Johns Hopkins will raise unprecedented levels of support to attract, sustain, and further empower the people of Johns Hopkins—our students, faculty, and researchers—who through their work improve the lives of millions around the world. Together with our philanthropic partners we will:

ADVANCE DISCOVERY AND CREATIVITY through support of our exceptional faculty and researchers. Their innovative work drives the development of new knowledge, new forms of expression, and new ways to save lives and improve health, and furthers progress across our core disciplines in science and technology, the humanities and arts, and public health and medicine.

ENRICH THE STUDENT EXPERIENCE by investing in scholarships and fellowships, inspirational spaces for collaborative learning and social opportunities, and new programs that will enhance student-faculty interactions, ensure diversity on campus, link learning in the classroom to life after graduation, and strengthen connections between our students and our surrounding communities.

SOLVE GLOBAL PROBLEMS AS ONE UNIVERSITY by creating new cross-disciplinary solutions in crucial areas such as sustaining global water resources, revitalizing America’s cities, advancing individualized health, understanding how we learn and teach, and attacking the root causes of global health problems.

The Johns Hopkins Berman Institute of Bioethics will play a key role in the success of the campaign. Please join with us in this important mission.



Everyday Ethics

Sparked by philanthropy, the Berman Institute has since 2007 provided training to young Johns Hopkins physicians in seven residency training programs. The Ethics in Clinical Practice Program emphasizes “everyday ethics,” ethical challenges that clinicians commonly face in the care of their patients, from difficult

decisions at the beginning and end of life to the fine points of respectful interaction in stressful contexts. Each year, hundreds of residents obtain a strong grounding in clinical ethics that includes instruction in practical approaches and tools they can apply throughout their careers to address challenging ethics issues.

COVER PHOTO: IN DISASTER SITUATIONS, DIFFICULT DECISIONS MUST BE MADE TO BALANCE LIMITED RESOURCES AGAINST OVERWHELMING NEEDS. THE BERMAN INSTITUTE HELPS DEVELOP ETHICAL FRAMEWORKS TO GUIDE THOSE DECISIONS.

PHOTO CREDIT: IAN SALAS/EPA/CORBIS

IN SERVICE TO THE WORLD

HELP US TAKE ON IMPORTANT ETHICAL CHALLENGES

If new genetic information identified a subset of people more likely than others to spread a disease, should they be required to be vaccinated when others are not? If a cancer drug could extend an individual’s life by a few months, but at enormous cost, should public programs pay for it?

As medicine and globalization advance, such complex problems only increase for physicians, nurses, researchers, public health officials, policy makers—for all of us. If we are to gain full benefit from new medical knowledge and technologies, if we are to steward our health care resources responsibly, if we are to live together safely and equitably, we must analyze, test, and implement guiding principles and strategies for addressing complex ethical issues.

In just this way, the Johns Hopkins Berman Institute of Bioethics—the

field’s leader—is prepared to take on six vital initiatives addressing core ethical challenges in biomedical science, clinical care, and public health. Your support toward our \$50 million goal will enable our success in addressing these essential questions.

The challenges are daunting, yet we are prepared. Our large faculty has the expertise and capacity to provide the conceptual analysis, empirical research, and practical policy guidance for today’s—and tomorrow’s—ethically complex problems. Our convening power and national and international reputation enable us to focus attention on challenging issues and build consensus. Our educational programs produce the next generations of leaders. And our proven ability to build partnerships and obtain government, foundation, and individual support means we can lead our field into areas where our expertise is unsurpassed. We invite you to join us. With your help, we can succeed.



RUTH FADEN AND ANDREAS DRACOPOULOS

Dracopoulos Directorship Fulfills Campaign Priority

Andreas Dracopoulos, through his gift to endow the Berman Institute directorship in his name, has not only ensured the leadership of the Institute’s programs in perpetuity, but also signaled the ascendance of bioethics as an established academic discipline and fulfilled one of the Institute’s major campaign priorities. Dracopoulos, a Johns Hopkins

Berman Institute Initiatives

Transforming Health Care

Global Food Ethics/Ethics of Obesity Prevention

Ethics and Policy in Emerging Genetic Technologies

Global Bioethics

Public and Community Engagement

Cultivating Virtues for Healing and Discovery

Additional Campaign Priorities

Deering Hall Expansion

Endowed Institute Directorship (fulfilled)

University Trustee and member of the Institute’s Advisory Board, is director and co-president of the Stavros Niarchos Foundation, an international philanthropic organization. In prior gifts he has supported the Institute’s Global Food Ethics Project, another major campaign priority. Ruth Faden, founding director of the Berman Institute, is the inaugural Dracopoulos Director.

EXPERTISE AND CAPACITY FOR ADDRESSING SIGNIFICANT CHALLENGES

The Berman Institute is one of the largest and most influential bioethics centers in the world, with an expert faculty of more than 30 people spanning philosophy, science, medicine, nursing, law, public health, and the social sciences. With capacity no other center can match, we tackle the world’s most pressing and challenging ethical issues, working from conceptual analysis through implementation. Our faculty produces an extraordinary volume of scholarship that has real impact on the world. To name only a few, we have championed the inclusion of the health interests of women in research; identified inequities in access to cancer drugs; and developed policy solutions for ethical challenges in HIV testing.

GUIDING POLICY AND OPINION

Our commitment to the most rigorous scholarship is matched by our goal to apply our thinking to the real world. We help guide local, national, and global debates, influencing policy and opinion. We convene expert working groups and global summits, and build consensus with private and public stakeholders and the general public.

For example, our faculty members provide guidance on living solid organ donations and allocation as well as transforming the use of chimpanzees in biomedical research. We have advised and—in the case of Institute Director Ruth R. Faden, PhD, MPH—chaired presidential and national commissions, and we have served on statewide policy groups such as the Maryland Stem Cell Research Commission.



INNOVATIVE, INDEPENDENT RESEARCH

The Berman Institute enjoys the dual advantages of collaborative partnerships with colleagues across Johns Hopkins and sufficient independence to pursue scholarship unfettered by institutional, corporate, or governmental constraints. Embedded within one of the world’s leading research universities and best health systems, the Berman Institute’s impact is amplified through collaborations with university divisions and medical departments that like the Institute are leaders in their respective fields.

DEMONSTRATED SUCCESS IN OBTAINING FUNDING

Since its founding, the Berman Institute has attracted more than \$100 million in government grants and philanthropy, proving our ability to select important projects and convince funders to support our work. The recent Andreas C. Dracopoulos Directorship—the first endowed directorship of any bioethics center—ensures that our director retains the flexibility to lead the Institute in transformational lines of research.

FROM UNDERGRADUATES TO POST-DOCS

The Berman Institute seeds the discipline of bioethics through our extensive educational continuum, ranging from an undergraduate minor, to a doctoral program in bioethics and health policy, to a post-doctoral fellowship program that has already trained more than 100 scholars. We prepare medical students, residents, and nursing students for the vexing daily ethical challenges of their profession and offer a certificate in bioethics open to any Hopkins graduate student. We are developing a new masters in bioethics program as well as additional educational opportunities.



Portrait of a Leader

When Johns Hopkins-Fogarty African Bioethics Training Fellows seek to build ethically sound research programs for their home institutions, they come to the person who started the training program, Nancy Kass, ScD, SPH '89, Phoebe R. Berman Professor of Bioethics and Public Health and Deputy Director for Public Health at the Berman Institute. Kass not only helps institutions around the world train future bioethicists, she addresses through her research the ethics of complex health issues here at home, finding a balance between public benefit and individual choice. Among her seminal works are *Women as Vessels and Vectors: Lessons from the HIV Epidemic* and *An Ethics Framework for Public Health*, known universally as the “Kass Framework.”

The Berman Institute has defined six critical initiatives in biomedical science, clinical care, and public health for which we seek your philanthropic support. In all, our goal is to make a positive difference in the lives of patients, clinicians, scientists, and the public. Each of our initiatives is described briefly on this and following pages. Detailed descriptions are available from the Berman Institute. We will be happy to discuss each one so that you may find the best match of your interests and ours.

INITIATIVE: TRANSFORMING HEALTH CARE

Goal: \$10 million

How do we integrate research and clinical care while fostering respect and dignity for patients and families? What we propose is nothing less than a complete transformation of our health care system. We need to change how people think about health care: their expectations, their understanding of their rights and obligations, their engagement as part of a team. The health care we provide and receive must be meaningful, in terms of its evidence base, the value it provides, and the values it reflects. Health care systems must evolve so that every clinical encounter provides respectful and dignified care and affords an opportunity to learn how to improve the clinical encounters that will follow it. Through the Transforming Health Care Initiative, the Berman Institute will help make that happen.

INITIATIVE: GLOBAL FOOD ETHICS/ETHICS OF OBESITY PREVENTION

Goal: \$6 million

What sort of consensus has the potential to facilitate real progress in a world where one billion people are undernourished and two billion are obese or overweight? What are the most fair and just policies to ensure people have access to good food and are free from environmental and other pressures toward obesity? At both ends of the spectrum—increasing food security and decreasing rates of obesity—beginning with a shared ethical framework can unlock real progress. If we first build an ethical framework around these issues, we can help create an environment in which practical solutions with a chance for real-world impact can be forged.

INITIATIVE: ETHICS AND POLICY IN EMERGING GENETIC TECHNOLOGIES

Goal: \$6 million

How should we manage genetic information to realize health benefits for all while protecting individuals and families? Policies and solutions we develop will facilitate the ethical uptake of genomics to advance clinical care and control infectious and non-infectious disease. Working nationally and internationally with our partners, the fruits of that work will impact Baltimore, the United States, and the world. Our approach will yield ethically appropriate public health policy to prepare for, prevent, and respond to infectious disease; more appropriate and effective use of resources; and most important, a safer population.



An Initiative in Motion

Our Global Food Ethics Initiative—in partnership with the Bloomberg School of Public Health and the Nitze School of Advanced International Studies, and with the support of the Stavros Niarchos Foundation—is convening a first-of-its-kind conference of international experts in Italy to confront the ethical disagreements that are at the heart of many obstacles to achieving global food security. Considering topics ranging from workers’ safety to animal welfare to agribusiness, this project is the first step toward seeking consensus on universal ethical principles for food security—a practical prerequisite toward real progress in ensuring that all people have the food essential for healthy lives.



When Seconds Count

In clinical emergencies, what are the implications of enrolling unconscious patients in potentially lifesaving clinical trials without their consent? For Neal Dickert, MD, PhD, Med/SPH '06, a cardiologist and assistant professor of medicine at the Emory University School of Medicine, this ethical challenge has been the central focus of his research for over a decade. “We need to sort out

how we accomplish the goals of respecting patients while recognizing the challenging circumstances of their situations,” he notes. Dickert’s current research found its start while he studied at the Berman Institute. “The Institute’s collaborative connections across the university created an amazing set of training opportunities in ethics and medicine for me.”

LAUNCHING BOLD INITIATIVES

INITIATIVE: GLOBAL BIOETHICS

Goal: \$5.5 million

How can we help scientists, researchers, clinicians, and policy makers across the globe solve ethical challenges under the burdens of low resources, poor infrastructure, and social injustice? The Global Bioethics Initiative will establish three new international bioethics consortia, in chronic disease, genomics and infectious disease, and health systems, and strengthen and expand the Hinxtion Group, a consortium for international scientific collaboration in stem cell research. Each will provide innovative solutions to global ethical challenges and help build functioning and sustainable bioethics infrastructures for four low-income

countries. The initiative will help develop a coherent response to global ethical challenges in clinical care, science, and public health.

INITIATIVE: PUBLIC AND COMMUNITY ENGAGEMENT

Goal: \$5.5 million

For many deeply entrenched and highly complex public health, science, and health care issues, engaging the public and working with communities is challenging, yet may be the only pathway to real progress. The Public and Community Engagement Initiative will provide the missing evidence base and conceptual analysis needed to connect different strategies for community and public involvement—from town halls to

online social networks—with different ethically charged research questions and policy challenges. We will clarify the place of public and community values in the design and conduct of research and policy, address how to deal with disagreements in values that public and community engagement uncovers, and develop interventions to train researchers and health care professionals in effective methods for engaging communities and the public.

INITIATIVE: CULTIVATING VIRTUES FOR HEALING AND DISCOVERY

Goal: \$6 million

Humility, creativity, curiosity, gratitude, respect, and compassion are as important to excellence in the health professions

Finding a Balance

As an emergency medicine resident physician at Cooper University Hospital in Camden, New Jersey, Kaylin Beck, MD, A&S '09, Med '13 makes challenging decisions about patient care every day. “We’re definitely on the front lines,” she says. With a bioethics minor earned from the Krieger School of Arts and Sciences, Beck has an important frame of reference that she applies every day. “Ethics plays an integral role in what I do as a physician,” she says. “At the end of the day, I’m not treating diseases but people. I need to find that balance between their wishes and what’s best for their care.”



THE JOHNS HOPKINS BERMAN INSTITUTE OF BIOETHICS



The Ethics of Healthy Eating

The public is generally supportive of today’s federal and local restrictions on smoking. But what if similar restrictions applied to how much candy you could purchase? “Food is a very meaningful part of people’s lives, even when unhealthy eating is involved,” says Anne Barnhill, PhD, a philosopher at the University of Pennsylvania who studies healthy eating policy and obesity prevention. “So it’s much harder for government to chart a course ethically with food.” A Greenwall Fellow in 2009, Dr. Barnhill says, “The Berman Institute gave me a bridge that lets me be more immediately engaged in real-world problems.”

as possessing the latest information or the quickest mind. Yet the culture and worldview of many educational institutions tend to extinguish rather than nurture these values. The Cultivating Virtues for Healing and Discovery Initiative will provide rigorous, interdisciplinary conceptual analyses to advance our understanding of how to cultivate these specific virtues; develop and validate psychometric instruments that assess key attributes associated with these virtues; and test the predictive value of the instruments in interdisciplinary

education and training. We will develop and test innovative interventions in the undergraduate science and pre-medical environments that nurture, sustain, and reward the virtues of character in young scientists and clinicians.

ROOM TO GROW: DEERING HALL

Goal: \$3.5 million

The Berman Institute seeks to expand our Deering Hall home to support our growing need for faculty offices and workspaces for research collaboration and instruction.

Energy from Urgency Our initiatives will make a positive difference in people’s lives and in the work of the health professionals, scientists, and policy makers who serve them. Inequalities in health, rapid innovation in science, too little respect for individuals and human rights—all fuel our sense of urgency to continue this work. With the support of people who share our energy, we can help make the world a more ethical place. Your gift, at the level that is right for you, is an investment in our mission. We count on your commitment to this important cause.

RISING TO THE CHALLENGE



HOW TO TAKE THE NEXT STEP

To take on the vital initiatives we have set for ourselves, the Johns Hopkins Berman Institute of Bioethics seeks the support of generous people who share our commitment. There are a number of ways to play a part.

LEARN AND SHARE

Visit rising.jhu.edu to learn more about the campaign, hear directly from faculty and students engaged in research and implementation, and engage with others who are passionate about bioethics. Share your thoughts with us and help spread the word through your professional and personal networks.

MAKE A GIFT

The mission of the Johns Hopkins Berman Institute of Bioethics relies on philanthropy. Please contact our development officers, who stand ready to guide you in exploring gift opportunities and planning and structuring gifts in ways that answer your goals and ours.

CONTACT US TODAY

To pursue any of these options, please contact:

Greg Bowden, CFRE
Senior Director of Development
Johns Hopkins
Berman Institute of Bioethics
Deering Hall
1809 Ashland Avenue
Baltimore, Maryland 21205
410-614-5651
gbowden@jhu.edu
bioethicsinstitute.org
Twitter: @bermaninstitute



Impact at Every Level

A geneticist, bioethicist, and educator, Debra Mathews, PhD, MA, is a triple threat—and an invaluable resource for bioscience researchers facing ethics and policy issues. “At the Berman Institute, we’re committed to service on government and professional panels, as well as helping the individual scientist. We strive for impact at every level.” Mathews, who trained as a Greenwall Fellow and served on the staff of the Presidential Commission for the Study of Bioethical Issues, addresses stem cell policy and ethics and pursues research in areas such as the ethics of deep brain stimulation and synthetic biology.



Rising to the Challenge:
The Campaign for Johns Hopkins
The Johns Hopkins
Berman Institute of Bioethics
1809 Ashland Avenue
Baltimore, Maryland 21205
410-614-5651
rising.jhu.edu