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Solutions for the World's Ills



Reuters

Some of the world's toughest problems — from poverty to deadly diseases to financial fraud — actually have creative solutions within reach, say nearly two dozen experts on global affairs [surveyed by Foreign Policy](#).

- An overhaul of the way foreign aid is distributed, more than increases in aid itself, could greatly alleviate **poverty**, says Esther Duflo, a professor at the Massachusetts Institute of Technology. Projects that receive funding should be evaluated for effectiveness using the same level of rigor that is applied to testing new drugs, Ms. Duflo says. If the often-arbitrary way in which projects are selected is reformed, more aid would end up helping the poor help themselves, she says.
- **Malaria** could be brought under control in Africa by 2010 at a cost of about \$3 billion a year, says Jeffrey D. Sachs, director of the Earth Institute at Columbia University. The disease will kill one million to three million children this year, with 90% of the deaths in Africa. The tab could be picked up by the one billion people who live in wealthier countries, at a cost of about \$3 per person, per year.
- To tackle the growing problem of **online banking fraud**, the system of domain names should be overhauled for financial institutions, says Mikko Hypponen, chief research officer at F-Secure Corp. in Helsinki. That would frustrate crooks who churn out phony Web sites resembling those of real companies in order to steal personal information. Developing a .bank suffix, and charging banks \$50,000 to secure a domain name, instead of \$5 it now costs, would make them much harder to acquire.
- To help diminish the toll of **AIDS**, vaccines could be administered even if they are shown to be effective only 50% of the time, says Seth Berkley, president and chief executive of the nonprofit International AIDS Vaccine Initiative. Putting the best vaccines on a fast-track pipeline would greatly speed development, Dr. Berkley says.

— *Jim Winston*

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