

# Friday Letter

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| 3               | Announcements:<br>RFA, NIAMS Conference, PHPS Program              |
| 4               | Job Announcements;<br>Mark Your Calendars                          |

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(video and workbook)

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Sincerely,

Jenny Lewis, MEd  
Instructional Designer  
Distance Learning Center  
ASPH  
469 Tate-Turner Kuralt Bldg.  
UNC-CH, CB# 8165  
Chapel Hill, NC 27599-8165  
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Sandra Maldague, MPH  
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Distance Learning Center  
ASPH  
1101 15th St. NW, Ste. 910  
Washington, DC 20005  
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[svm@asph.org](mailto:svm@asph.org)

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The goals of the conference are to (1) review current knowledge about health disparities in arthritis and musculoskeletal and skin diseases and (2) promote new research opportunities and approaches to eliminating disparities in the incidence and course of these diseases in ethnic groups at increased risk.

There is no charge for the conference. To see an agenda and speakers and to register electronically, see the conference web page at <http://www.nih.gov/niams/news/currmeetregmat.htm> or contact Courtesy Associates, Attn: NIAMS Health Disparities Conference, 2000 L Street, N.W., Suite 710, Washington, DC 20036, phone (202) 973-8696, fax (202) 331-0111, e-mail [NIAMS@courtesyassoc.com](mailto:NIAMS@courtesyassoc.com).

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The CDC invites applications for a national program for master's level health professionals. PHPS offers three years of hands-on experience, training, and supervision in successfully applying public health science and theory to the realities of building the programs that protect and improve the public's health. Participants will effectively apply surveillance, epidemiology, social and behavioral science, social marketing, health communications, and other disciplines to planning, implementing, and evaluating prevention strategies that are practical and effective at the community, state, and national levels. The training program will include two six-month assignments at CDC headquarters in Atlanta, GA; Cincinnati, OH; Hyattsville, MD; or Morgantown, WV. The training program will be followed by a two-year assignment in a state or local health department. All work assignments include substantial responsibilities. The fifth class of 25 participants is scheduled to begin in September 2001.

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For further information, please have graduating students contact: Public Health Prevention Service, Epidemiology Program Office, Centers for Disease Control and Prevention, 1600 Clifton Road NE, Mail Stop D-18, Atlanta, GA 30333, phone: 404.639.4087; e-mail: [phpsepo@cdc.gov](mailto:phpsepo@cdc.gov); web site: [www.cdc.gov/epo/dapht/phps.htm](http://www.cdc.gov/epo/dapht/phps.htm).

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PUBLIC HEALTH-SEATTLE & KING COUNTY  
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February 27-March 1, 2001

Hotel: Omni

Atlanta, GA

Contact: Kelly Crouch [[mkc@asph.org](mailto:mkc@asph.org)]

Associate Deans' Retreat

July 11-14, 2001

Hotel: Snowbird Ski and Summer Resort

Snowbird, UT

Contact: Wendy Katz [[whk@asph.org](mailto:whk@asph.org)]

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July 23-29, 2001

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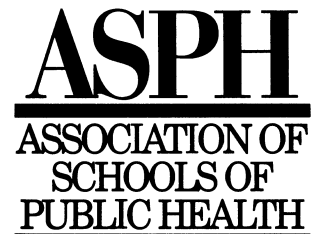
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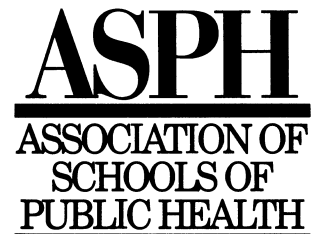
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[svm@asph.org](mailto:svm@asph.org)

## Announcements

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# Friday Letter

Dear Deans:

This Friday Letter #1128 covers the events of interest to ASPH members for the week ending December 1, 2000. Mike asked us to write this week's *Friday Letter*.

## **DISTANCE LEARNING MATERIALS TO BE DISTRIBUTED TO DEANS**

Next week, ASPH will be sending to each dean a package containing complimentary copies of four distance learning training courses: "Practical Evaluation of Public Health Programs," "The Legal Basis of Public Health," "Setting Community Public Health Priorities", and "Management Perspectives." A detailed description of each course is given below.

The courses were developed by faculty at schools of public health, in collaboration with instructional design professionals at ASPH and CDC, and in one case, with a local public health agency. These efforts were made possible through a cooperative agreement between ASPH and CDC. All four of these courses may be used in continuing education activities or as part of public health workforce training initiatives in each school.

The courses represent exciting developments being made in the area of distance education. Information about how to order additional copies of these courses will be included in the mailing.

| <b>In This Letter:</b> |  |
|------------------------|--|
| <b>1</b>               | <b>Developments in Distance Education</b>                                  |
| <b>2</b>               | <b>TeleCon 2000 Conference;<br/>Updates to Distance Education Web Site</b> |
| <b>3</b>               | <b>Announcements:<br/>RFA, NIAMS Conference, PHPS Program</b>              |
| <b>4</b>               | <b>Job Announcements;<br/>Mark Your Calendars</b>                          |

## **COURSE DESCRIPTIONS**

### ***Practical Evaluation of Public Health Programs***

(video and workbook)

*School of Public Health, University of Texas Health Science Center, and the Texas Department of Health*

This is a two-part video course designed for non-statisticians. Participants will learn why program evaluation and building commitment for it is important, as well as how to design and conduct practical and effective program evaluation in a team environment. Learners are introduced to an award-winning CDC evaluation framework, work through the framework in terms of a real world case study and see videotaped interaction with experts from state and local health departments, schools of public health, and CDC. The course would contribute strongly to any graduate-level class intended to teach public health program evaluation or for alumni continuing education activities.

### ***The Legal Basis of Public Health*** (print-based)

*School of Public Health, University of Illinois at Chicago*

This course consists of ten modules that explain the public health legal system, demystify legal language, and encourage the effective use of legal tools in forwarding public health goals. Since public health laws are different in every state, the course is designed so that it can be customized by a state (or region), with some content provided by local legal experts. It can be taken completely as a self-study course by individual learners or can be adapted for use by organized learning groups. Learners may choose to study all ten modules, or use only those that apply to their particular focus. Specific modules of this course would be excellent additions to public health law courses.



### **Setting Community Public Health Priorities**

(computer-based)

*Rollins School of Public Health, Emory University*

This course is designed to teach public health professionals how to set community health priorities. In this simulation, the learner assumes the role of "local health planner" for a county health department. The simulation begins as the local health officer asks the learner to analyze last year's mortality data in order to prioritize health concerns for the following year. The learner proceeds through various tutorials and readings about related topics and then attends a simulated meeting with local community members to set health priorities for the community. The course is based on the eight steps of The Community Process, one part of the Assessment Protocol for Excellence in Public Health (APEX-PH) program. The course would work well as an interactive section of a class related to setting public health priorities.

### **Management Perspectives** (computer-based)

*School of Public Health, San Diego State University*

This course introduces new managers (two years or less) in public health to basic concepts and practical tips for leading, motivating and problem solving in the workplace. Through the use of case studies and other exercises, learners are provided opportunities to practice new skills and strategies for dealing with organizational problems. A supplementary packet of articles related to management issues is included with the software. Students in public health leadership or management courses could use this course as a starting point for discussion on management-related issues.

In addition to these products, two web-based products developed through our schools—a course on environmental risk assessment and communication and a resource site for Continuous Quality Improvement in public health will soon be available. We will share more information on these two products in a future *Friday Letter*.

### **ASPH Staff to Present at TeleCon Conference**

Sandra Maldague will be presenting at the TeleCon 2000 conference in Anaheim, California this Wednesday, December 6. The session will address national approaches for e-learning. Sandra will be presenting on academic public health partnerships in distance education. Joining Sandra in the panel discussion is Cathy Shoemaker, CDC/PHPPPO, who will present on the government health agency perspective. For any of our colleagues who will be attending the conference, the session will be held in Room 209A from 12:30 pm - 1:45 pm. For more information about the conference, visit [www.teleconexpos.com/telecon2000](http://www.teleconexpos.com/telecon2000).

### **Reminder to Review the Distance Education Section of the Web Site**

As discussed at the Distance Education Council meeting in November, ASPH, in cooperation with Jay Glasser, Ahmed Arif, and Donna White (UT-Houston), has developed a section on the ASPH web site highlighting the numerous distance education activities of our schools. The information is currently being reviewed by the academic distance learning coordinator at each school. To view the information, click here [http://www.asph.org/aa\\_section.cfm/20/56](http://www.asph.org/aa_section.cfm/20/56) and select your school from the list below the map. Please contact Sandra Maldague at [svm@asph.org](mailto:svm@asph.org) or at (202) 296-1099 ext. 139 or Jenny Lewis at [jenny\\_lewis@unc.edu](mailto:jenny_lewis@unc.edu) or (919) 843-8860 for more information.

Sincerely,

Jenny Lewis, MEd  
Instructional Designer  
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