

Friday Letter July 13, 2001.

Dear Deans: This Friday Letter #1160 covers the issues of the week ending July 13, 2001. If you have any comments or suggestions for the Friday Letter, please email Mike Gemmell at mkg@asph.org <<mailto:mkg@asph.org>>.

Branding Project Starts

We reported some Friday Letters back that ASPH, along with seven other principal public health associations (APHA, ASTHO, NACCHO, etc.) entered into an 18-month contract with Hill & Knowlton, a prestigious public relations and communications firm, to conduct the first phase of a project to “give public health a global image/brand.” This phase, of what could be a five year endeavor, calls for the partners to begin drafting a series of public health messages that would resonate with the public, in general and with elected and appointed policy-makers at the national, state and local levels, in particular.

According to the experts at Hill & Knowlton, these messages should “allow people to identify with public health issues which are important to them.” They should be current, clear, personal, credible, simple, intriguing and responsive to people’s needs. Staff of the eight public health partners were asked last week to brainstorm and cobble together answers to questions that have befuddled public health professionals for generations: What is public health (a real tough one)? Why do we need public health? What is public health for? How does public health affect you? Why should you care about public health? And, what does public health do?

The principals at Hill & Knowlton will, in turn, take our answers and present them to a series of focus groups that will convene August 7 in Indianapolis and Baltimore. The results of these focus groups will be compiled and further field tested amongst our respective members during the APHA conference in Atlanta next October. You all will have an opportunity to comment and provide your own perspectives at that time.

The ASPH staff has expressed the opinion that, lacking another term that truly defines our field of endeavor (as Al Somer says, and these are my words: public health is NOT a concrete “thing”; public health is a goal, a mission, a state of personal and community well-being), thus Hill & Knowlton folks must understand that public health is not just practiced in traditional public health organizations but also in the private sector, hospitals, CBOs, HMOs, universities, among other settings, where one finds the bulk of our graduates “practicing” their profession. We hope that our own message gets through and is made a key component of the branding campaign.

Progress on Stopping Health Professions Cuts on Capitol Hill

President Bush asked Congress to cut by 60% the federal health professions education and training programs, administered by HRSA/BHPr, in his FY02 budget requests. Part of the 40% of FY01 appropriations envisions a total elimination of the BHPr academic public health programs: public health traineeships, preventive medicine, residencies, dental public health and BHPr public health training centers (PHTCs). Our legislative consultants (Kevin Kelly and Steve Crane) are working overtime to reverse the President’s recommendation and you will be briefed on their progress by Bill Roper, new chair of the ASPH legislative committee, during the deans’ retreat in New Hampshire.

ASPH is a member of the Health Professions and Nursing Education Coalition (HPNEC), a federation of over 20 national groups representing medical schools, nursing, family medicine,

dental schools, HBCUs, pediatrics, health administration, ADA, allied health, among others. HPNEC has successfully generated a “Dear Colleague” letter from, as of this writing, 23 senators, including three Republicans (sens. Frist, Roberts, and Helms). The letter’s principal authors are Sen. Tom Harkin, the chair of the Senate LHHS appropriations subcommittee, and Sen. Arlen Specter, the subcommittee’s ranking member. The letter is addressed to all of the 100 US Senators and urges them to vote in favor of restoring the FY01 funding levels of the HRSA/BHP health professions programs in the FY02 appropriations bill currently under deliberation. This is great progress in our collective efforts to turn back the President’s wish to cut these programs by 60%. Plans are underway to replicate this effort in the House. Again, we’ll keep you posted.

Assistance Needed with Education Scholar Project

ASPH has been involved with the development of a remarkable educational program led by the American Association of College of Pharmacy (AACP) for several years. This project was conceived to provide a national, health professions-wide program that will develop and enable recognition of excellence in teaching. AACP has spearheaded the project and is developing a series of internet modules for teachers of graduate health education.

The expertise of faculty from SPHs is requested. There are immediate opportunities to include profession-specific examples in specific modules as indicated below.

Module 2: Facilitating Learning in Traditional Classroom Settings

What is needed:

- * Video clips showing:
 - * classroom management issues
 - * motivating students
 - * asking questions
 - * managing behavior problems/incivility
 - * teaching techniques
 - * demonstration and practice
 - * case study
 - * seminars
 - * small group setup and management
 - * use of various technologies (chalkboard, flip chart, slides, PowerPoint, etc.)
- * Samples of: lesson plans and syllabi from student-centered courses or units

Module 4a: Distance Education

What is needed:

- * Video of a 2-way, live videoconference
- * Samples of study guides
- * Workbook and instructor guide for print-based distance

education course, unit, or program

Module 5: Assessment for Instructional Effectiveness: Outcomes Assessment Strategies and the Use of Such Strategies to Evaluate the Effectiveness of Lessons, Courses, and Programs

What is needed:

- Videos of
 - * clinical-evaluation exercises (CEX or mini-CEX)

- * objective structured clinical examinations (OSCE)

Interested faculty may obtain more detailed information from Jerry Kellogg (jkellogg@westernu.edu <mailto:jkellogg@westernu.edu>), one of the project managers and the lead instructional designer on the project.

ASPH Academic Public Health Workforce Centers' Steering Committee Update

The workforce centers' steering committee is continuing to discuss how to come together on issues in workforce development. The major purpose of the steering committee is to enhance the education, training and preparedness of members of the public health workforce and to assist in the coordination of these efforts among ASPH member schools with workforce centers. Committee co-chairs Jim Gale (UW), and Maggie Potter (Pitt) have been working hard to guide the members in finalizing the groups "terms of reference <http://www.asph.org/aa_document.cfm/2/2/6053>". Other recent progress includes sending invitations to major public health funders and players to serve as ex-officio members on the committee; and developing a web-based tool to share and disseminate information among centers. Representatives of the committee are also planning on presenting at the academic public health caucus during APHA in October. Jeff Dunlap (HRSA) and Maureen Lichtveld (CDC) will represent the federal perspective on workforce by co-moderating the session. For more information, please contact Liz Weist (emw@asph.org <mailto:emw@asph.org>) or Lisa Blosser (llb@asph.org <mailto:llb@asph.org>).

Award for Student Excellence in Public Health Practice

ASPH is excited to announce that we have received 19 student applications from 13 schools of public health for the ASPH/HRSA/Council on Linkages Award for Student Excellence in Public Health Practice.

This award is for all students (masters and doctoral) in the 29 ASPH member schools. The purpose is to recognize and reward student comprehension, application, and growth regarding public health practice. The ASPH Council of Public Health Practice Coordinators; HRSA/Bureau of Health Professions, Center for Public Health; and, The Council on Linkages Between Academia and Public Health Practice are co-sponsoring this award. The award has a tri-fold purpose:

- * To recognize student interpretation and achievement of public health practice
- * To stimulate the 29 schools to begin creating their own internal awards systems to highlight practice; and
- * To promote faculty involvement in academic public health practice by including faculty members from each school in the selection and review process of student nominees

We will announce up to three awardees in August. The award(s) will be presented at the ASPH annual meeting (in conjunction with APHA) in October 2001.

Autism Society RFAs

The Autism Society of America Foundation, in conjunction with the Autism Coalition for Research and Education, is requesting research proposals examining mortality and morbidity issues in autism spectrum disorders. The successful proposal will be funded to a maximum of \$50,000.00 for one year, with future funding pending. Proposals are due September 1, 2001. Specific requirements can be obtained by contacting Mr. K.C. Dallia, ASA Foundation Program Coordinator, at kcdallia@autism-society.org or 301-657-0881 x130.

Council on Linkages Between Academia and Public Health Practice
Summary of June 27, 2001 meeting
(This meeting was held in conjunction with the annual NACCHO meeting)

Competencies Update

The final list of core competencies for public health professionals is available on-line at www.trainingfinder.org <<http://www.trainingfinder.org>>/competencies. The site also provides space for posting and viewing comments and examples of how practitioners and academics are using the competencies. CDC has provided funding for further dissemination and promotion of the core competencies. The Council will also be working with CDC to compile a database of existing competencies' lists. These lists will be available on CDC's web site in the near future. The Council is also discussing the possibility of a demonstration project with the Connecticut Department of Health to assess and build public health workforce core competencies at the state and local levels. Finally, booklets and bookmarks containing information about the core competencies are available from the Council. Please contact Dianna Conrad at dconrad@phf.org <<mailto:dconrad@phf.org>> or 202-898-5600, if you would like these items for distribution.

New Council Member

The Council approved Community Campus Partnerships for Health (CCPH) for membership. CCPH's activities focus on facilitating and strengthening partnerships between communities and higher educational institutions. The CCPH representative to the Council is Diane Downing.

Linkages Awards

The 2001 annual Linkages Award winners were recognized during the NACCHO meeting. They will also be recognized during the annual ASTHO meeting. This year's winners are:

- 1st place - Buncombe County Health Center and the Asheville-Buncombe Technical Community College - "Children's Dental Sealant Program of Buncombe County"
- 2nd place - Health Informatics Center of Acadiana, University of Louisiana at Lafayette, Lafayette Community Health Consortium, Southwest Louisiana Area Health Education Center, and the Louisiana Office of Public Health - "Bonne Santé A Lafayette! Community Health Status Enhancement Through Informed Leadership"
- 3rd place - Connecticut Department of Public Health and the University of Connecticut, School of Allied Health - "Collaborating to Improve the Health Status of At-Risk Populations: State Agency and University Program Answer the Call"

Award for Student Excellence in Public Health Practice

ASPH provided an update on the Student Excellence Award. The abstracts are in and awardees will be announced by August 24, 2001. Six Council representatives will assist in reviewing the abstracts.

Non-Accredited Public Health Programs

ASPH withdrew their challenge to the Council to assess the competency of public health professionals who graduate from non-accredited programs in the United States. ASPH felt that the accreditation initiative in which they are engaged will help address this issue.

Update on the State Association of County Health Officials Demonstration Project

The next step in this project, which involves surveying all the local health departments and academic institutions in Ohio about their current linkage activities, is to compile examples and develop tools that will foster new linkage activities and advance and sustain existing ones. The consensus of the Council was to develop a tool library on the Council's web site and work with

the Public Health Training Center based at the University of Pittsburgh on ways to capitalize on the results of the survey.

Public Health Training Centers (PHTCs)

Jim Gale and Maggie Potter requested that the Council serve as an ex-officio member of the PHTCs Council. It was decided that the Council would rather liaison with the PHTCs and appointed Janet Porter as the Council liaison to this group. The Council also amended its objectives to reflect that the Council will establish and maintain liaison with PHTCs, and the Council will track and disseminate tools and best practices that come out of PHTCs.

Public Health Services Research Meeting

On October 23, 2001 from 8:30 am - 10 am, during the annual APHA conference, the Council will hold a public health practice research forum to further discuss issues around creating a national research agenda and developing support for public health services research and researchers. This meeting will provide follow-up to the meeting held May 9 and 10 at CDC on public health services research.

Mark Your Calendars

Deans' Retreat

July 25-28, 2001

Hotel: Waterville Valley Resort
Waterville Valley, NH

Contact: Mary Stickley mes@asph.org <mailto:mes@asph.org>

Environmental & Occupational Health Conference

August 1-3, 2001

Hotel: Renaissance Madison
Seattle, WA

Contact: Allison Foster ajf@asph.org <mailto:ajf@asph.org>

ASPH/CDC/ATSDR/HRSA Public Health Informatics and Distance Learning Conference

August 5-7, 2001

Hotel: Hyatt Regency, Columbus
Columbus, Ohio

Contact: Jen St. Clare Russell jsr@asph.org <mailto:jsr@asph.org>

ASPH 61st Annual Meeting

October 20-23, 2001

Hotel: Hyatt Regency, Atlanta
Atlanta, GA

Contact: Mary Stickley mes@asph.org <mailto:mes@asph.org>

Job Announcements

Please see <http://www.asph.org/aa_section.cfm/12> for current job announcements.

Accreditation Specialist Council on Education for Public Health

<http://asph.org/aa_document.cfm/12/12/6049>

Senior Program Associate - Research and Evaluation, EngenderHealth
<http://asph.org/aa_document.cfm/12/12/6056>

Senior Program Associate - Research, EngenderHealth
<http://asph.org/aa_document.cfm/12/12/6054>

Submission Guidelines

To submit job announcements, free of charge, for distribution with the Friday Letter, the submission must be:

- * clear and proofread
- * written in third person
- * sent in an email
- * for positions requiring an MPH or
- * doctoral level public health degree
- * sent including a closing date for the
- * position (if NO closing date is included,
- * the position will NOT be posted)
- * <<mailto:FridayLetter@asph.org>> in electronic format by Friday close of business
- * before the Friday you would like it posted (submit at least 20 working days
- * before the closing date of the position)

ASPH reserves the right to decline posting a position for any reason.

Interested in receiving the electronic Friday Letter? Send your first and last name along with an email and <<mailto:FridayLetter@asph.org>>.

Note: Not all Friday Letter recipients receive attachments; if you would like a copy of one or all of them in a particular Friday Letter, please FridayLetter@asph.org <<mailto:FridayLetter@asph.org>>.