

UPPER MIDWEST PUBLIC HEALTH TRAINING CENTER

Iowa, Nebraska and South Dakota



Summary of the PHTC

The activities initiated by the Upper Midwest Public Health Training Center (UMPHTC) during this past year reflect efforts to continue to strengthen an infrastructure that supports a wide range of training and education activities. This includes strengthening relationships with partners from state and local health departments, academic institutions and primary care associations; developing focused qualitative assessments of the public health workforce and planning and implementing training offerings to strengthen the competence of the public health workforce in Iowa, Nebraska and South Dakota. The results of the efforts are discussed below and demonstrate the ability of the UMPHTC to continue to meet its identified goals.

Impact of the PHTC

· **In this grant year, 3978 practitioners participated in 49 conferences, lectures, workshops, or other specific training offerings, these include both face-to-face and distance learning courses.**

· **“Excellence in Public Health Practice: Lessons from the Field” is based upon a collective need for foundational public health training for an increasingly diverse workforce in the Upper Midwest, along with the need to create an awareness of public health for others, i.e. Board of Supervisors, Boards of Health members.** A 12-part series, “Excellence in Public Health Practice: Lessons from the Field,” was developed and launched in November 2004. This innovative training tool illustrates how the Ten Essential Services provides a basic framework for public health practice. The use of first-person stories to demonstrate how fellow practitioners working in the same region confront similar public health challenges and develop effective solutions offers practitioners a comprehensive overview of the field. It demonstrates how their roles and responsibilities connect to the work of other public health professionals, and promotes a strong, well-trained workforce that will ensure the public’s health and well-being.

“Excellence in Public Health Practice” is being used to provide baseline training to new members of the workforce and to provide continuing education for public health professionals currently in practice. The program also serves as an educational tool for students of public health and related disciplines.

The series is available in a variety of formats, including CD-ROM, DVD, videotape, and web-streaming. Enduring continuing education credit for the course is available through the Office of Continuing Medical Education, School of Medicine, University of South Dakota. Those who want more information can visit the UMPHTC’s recently redesigned web site at: <http://www.public-health.uiowa.edu/UMPHTC/>.

Tri-state distribution of the series in various formats has begun. Preliminary distribution numbers include 500 DVDs, 300 CD-ROMs and 100 sets of VHS tapes. The largest numbers of users are expected access the training series online via the UMPHTC website.

· **The video, “Public Health-Science in Action,” produced by the University of Iowa Hygienic Laboratory (UHL) to promote public health career opportunities to high school and college students, was created specifically for Iowa, but has been embraced nationally as a tool to increase the awareness and interest in public health careers.** The Missouri State Public Health Laboratory confirmed this: *“In Missouri we are challenged to find qualified young people to fill various positions in public health. Consequently, we here at the State Public Health Laboratory have decided to take a proactive approach in trying to interest Missouri students in the field of public health. Your program will be a great tool for us to use.”*

To date, “Public Health-Science in Action” has been shared with middle schools, high schools and colleges throughout Iowa, as well as to public health labs and training coordinators in every state. In addition, the Centers for Disease Control and Prevention and the Association of Public Health Laboratories are using the video to promote this critical topic at the national level.

The use of the video in presentations to high school and college students has generated considerable positive feedback. One high school teacher, whose class studies health occupations wrote, *“This was an EXCELLENT presentation of a variety of options in public health. I thought it was EXCEPTIONALLY well done!”* Another teacher who noted that it served as an excellent learning activity wrote, *“This fit into our science curriculum perfectly.”*