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### Student Objectives

Graduates of the MPH program are expected to be able to:

- Articulate the principles that are basic to public health, including methods for assessing the determinants of the population's health;
- Communicate effectively with colleagues, in and out of public health, and the lay public, about the scientific principles that form the basis of the discipline;
- Analyze published literature in public health, including the application of relevant aspects of epidemiology and biostatistics;
- Explain the variability in access to care and public health resources, including the workforce in the United States and abroad;
- Articulate the role of psychosocial factors as they relate to personal behavior, public health communications, education and impact;
- Describe the major environmental health hazards, their effects on individuals, their assessment and development of policies for protection of the public's health;
- Serve as a resource for information on health services, including aspects of healthcare financing and outcomes measurement;
- Delineate the legal and ethical principles that inform public health practice.

# Public Health Link

JEFFERSON COLLEGE OF GRADUATE STUDIES  
MASTER OF PUBLIC HEALTH E-NEWS

## MPH Spotlight

The Jefferson MPH program welcomes Rob Simmons, DrPH, MPH, CHES as the new MPH Program Director. Rob comes to Jefferson with over thirty years of public health experience in California, in the Mid-Atlantic region, and in Latin America.

A native of Los Angeles, Rob graduated from the University of California at Santa Barbara (UCSB) with a major in Political Science and Education. He focused on education and received his California Teaching Credential after graduation at UCSB. After some travel and work at a health resort in Mexico, Rob combined a keen interest in health with his education background and completed his Master in Public Health degree at Loma Linda University, School of Public Health with a specialization in Health Education. Rob then worked for four years with San Diego County Department of Public Health as a regional office director of health education in substance abuse education and a public health training director.

Feeling an urge to work internationally and giving up the comfortable life in San Diego, Rob joined the Peace Corps in Colombia, South America and directed an emergency medical response team for the city of Medellin, Colombia for the Central American and Caribbean Games as well as provided training in chronic disease prevention and control for government, health care facilities, and voluntary health organizations throughout Colombia. A major long-term "outcome" of the Peace Corps experience for Rob is that he met his wife of 26 years, Roselena, while in Colombia. As a follow-up to the Peace Corps, Rob trained U.S. and native health care workers providing infectious and chronic disease

services in Costa Rica, Dominican Republic, Ecuador, and Paraguay.

Returning to the U.S., Rob served as the Program Director for the American Lung Association (ALA) in Los Angeles while working on his Doctorate in Public Health in Community Health Sciences at the UCLA School of Public Health. His work included professional development for clinicians in pulmonary disease prevention and control, initiating self-help respiratory support groups, developing a pediatric asthma curriculum and game, and particularly extensive work on tobacco prevention and cessation. Rob served as the ALA coordinator for Proposition 99, the tobacco tax ballot initiative in 1988, the landmark state tobacco excise tax earmarked to health that generated \$600 million annually for health promotion and health care services and funded the development of California's noted tobacco control program.

Rob, Roselena, and family (3 children) moved to Northern California as he worked for non-profit health foundations on school and community health promotion initiatives. Prior to moving his family to the east coast, Rob returned to government service as the Chief of the Office of School Linked Services with the California Department of Health Services and Department of Education and implemented a program for school-linked health services for school districts in California that generated \$7 million annually. Later with the California De-

partment of Health Services, Tobacco Control Section, Rob helped develop statewide tobacco control ethnic networks for African Americans, Latinos, Asian Pacific Islanders, Native Americans and served as the manager for California's clean indoor air act (known as Assembly Bill 13), the first comprehensive state environmental tobacco smoke law in the nation.

Moving to Delaware from California, Rob served as the Chief of Health Education for the Medical Center of Delaware (now known as Christiana Care) Preventive Medicine and Rehabilitation Institute and later

served as manager of government and community relations, serving as an advocate and lobbyist for the health care organization.

Three years ago, Rob transitioned into academia, teaching at the University of Delaware, Delaware State University, West Chester University and most recently at Drexel University, School of Public Health. Courses Rob has taught include: Introduction to Public Health, Health Behavior Change, Community Health Assessment, Health Communications, Program Planning, Implementation, and Evaluation, and Health Care Delivery Systems. At Drexel, Rob played an active role in the development and refinement of the Doctorate in Public Health (DrPH) program in Community Health and Prevention.

*Spotlight Cont'd next page*



Rob Simmons, DrPH, MPH, CHES

## Summer Public Health Courses

You can currently register online for Summer 2007 courses until June 10th, after that time, please use paper registration.

- **PH 507:**  
Environmental Health
- **PH 606:**  
Qualitative Research Methods
- **PH 615:**  
Planning & Evaluation
- **GC 660:**  
Statistical Methods

More information, as well as course descriptions, can be found at the JCGS homepage:  
<http://www.jefferson.edu/jcgs>.

## MPH Spotlight Continued...

Rob has been active in community-based research initiatives throughout his career with an emphasis on chronic disease risk factor prevention and health promotion. He has a robust record of community and professional service having served as Board Chairperson of the American Heart Association Pennsylvania-Delaware Affiliate, a Board Member of the American Cancer Society in California and Delaware, President of the Healthy Delaware Foundation, Chair of the Delaware Tobacco Prevention Coalition, and President of the Northern California Chapter of the Society of Public Health Education (SOPHE).

Rob was recently elected as the President Elect of the national Society of Public Health Education and will take office as President of SOPHE at the annual meeting in Washington DC this fall.

Rob's hobbies include hiking, racquetball, and being a soccer referee on the weekends. He and Roselena, who serves as the Spanish Parent Liaison for the Kennett Consolidated School District in southern Chester County, are active volunteers to improve health and human services for our growing Latino/a population in the region.

### Health Policy Forum

June 13, 2007

218 Curtis, 8:30am-9:30am

Topic:

**Revolution Health Group Clinical Strategies**

Jeffery Gruen, MD, MBA—*President, Revolution Health Group*

### Congratulations, Public Health Graduates!

James Airoidi

Leah Beck

Francine Hanley



Elisa Moll

Dr. Phillip Marone

Lauren Rittenberg

Melissa Schneider

### Career Fair and Vendor Expo, Part of Postdoctoral Research Symposium

Please join your fellow graduate students and postdoctoral fellows at the day-long Postdoctoral Research Symposium on June 19th in Bluemle Life Sciences Building. There will be morning and afternoon oral presentation sessions as well as a late morning poster session. From 10AM-2PM, please visit the sponsor tables which include local pharmaceutical companies, a patent law firm (whose representative will be Peter Jackman, TJU MS alumnus), laboratory vendors, a financial institution, and several non-profit agencies. The pharmaceutical companies, the law firm, and one of the non-profit institutions will be actively recruiting that day.

If anyone needs help with updating or revising their resume, please contact one of the following people, Dr. Dennis Gross (MS basic science students) ([dennis.gross@jefferson.edu](mailto:dennis.gross@jefferson.edu)), Dr. Lisa Kozlowski (PhD students) ([lisa.kozlowski@jefferson.edu](mailto:lisa.kozlowski@jefferson.edu)), Dr. Jennifer Lofland (MPH students) ([jennifer.lofland@jefferson.edu](mailto:jennifer.lofland@jefferson.edu)). The day will be capped by the 4PM Keynote Address from Dr. Kenneth Fischbeck, Chief, Neurogenetics Branch of the National Institute of Neurological Disorders and Stroke. Immediately following the keynote address, there will be an awards ceremony and martini reception. For additional information, visit this website ([www.jefferson.edu/jcgs/postdoc](http://www.jefferson.edu/jcgs/postdoc)) or e-mail Dr. Kozlowski.