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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

### Public Health Symposium and Orientation

The Master of Public Health program (MPH) is hosting a **Public Health Symposium and Orientation** session on **Friday, September 7th** from **12:30 PM-3:45 PM** in room **105, Bluemle Life Sciences Building** located on the corner of 10<sup>th</sup> and Locust Streets. We invite all Public Health, current and new, to be an active participant in this exciting program.

The purpose of this program is to provide a national and local perspective of public health, an opportunity to network and discuss in small groups strategies to address a public

health issue, and to share information about our new full-time (1 Year Plus) and existing part-time MPH programs.



On behalf of Thomas Jefferson University, College of Graduate Studies, Master of Public Health program, we would like to welcome you to our Mas-

ter of Public Health Introduction and Orientation as we kick off the 2007-2008 academic year. We hope you will join us to be part of this exciting afternoon as we highlight public health and our MPH program. **Please RSVP by August 17th to [Jennifer.Ravelli@jefferson.edu](mailto:Jennifer.Ravelli@jefferson.edu)**

## JCGS New Graduate Student Orientation and Taste of Philly Reception

Following the Public Health Symposium and Orientation, **new students** who have started in the Public Health program since January 2007 are invited to the College of Graduate Studies Orientation at **4 PM** on the Mezzanine Level of Jefferson Alumni Hall.



All **current and new students** can then enjoy the Taste of Philly Reception at 5 PM. Please RSVP by August 17th to [Jennifer.Ravelli@Jefferson.edu](mailto:Jennifer.Ravelli@Jefferson.edu)

### Registration Reminder

Students can register online for courses in the Summer (online until June 10th) and Fall terms. To view a list of courses being offered, along with their day, time, and location, visit:

[http://  
www.jefferson.edu/  
jcgs](http://www.jefferson.edu/jcgs)

### Congratulations to Dr. David Woods!

JCGS' Scientific Writing

faculty and member of the Public Health Advisory Board has been appointed editor in chief of Rx Communications. Dr. Woods was formerly the editor in chief of the *Canadian Medical Association Journal* and the author of four books, including *Communication for Doctors*. He holds a doctorate in health policy.



faculty and member of the Public Health Advisory Board has been

Source:

[www.rxcomms.com](http://www.rxcomms.com)

## Public Health Perspective: Linking Public Health and Medical Education at Jefferson

Increasingly, leaders in medicine and public health are advocating for a new paradigm of health care delivery in America. While medical research offers greater promise than at any time in history for prevention and management of disease, elimination of disability, and increased lifespan, this vision goes unrealized for perhaps the majority of Americans. Americans suffer an increasing burden of preventable disease and disability, largely fueled by obesity, sedentary lifestyle, tobacco/drug use, as well as by determinants of health such as institutional racism, health literacy and socioeconomic status. Our healthcare financing system continues to reimburse healthcare based on an outdated model of acute, episodic treatment. While it is necessary to maintain clinical excellence in the traditional doctor-patient interaction, this approach will always be limited by waiting for patients to seek health care. Optimum prevention of disease and management of chronic illness must also include effective outreach to communities and populations.



Our society faces the twin crises of 45 million uninsured Americans, and a rapidly aging population, which will place increasing demands on an already overburdened system. Deficiencies of the current system include "rushed practitioners not following established practice guidelines, lack of care coordination, lack of active follow-up to ensure the best possible outcomes, and patients inadequately trained to manage their illnesses." The Institute of Medicine (Crossing the Quality Chasm, others), the discipline of Family Medicine (The Future of Family Medicine), and the Robert Wood Johnson Foundation (The Chronic Care Model) have defined a framework for creating a new model of delivering high quality, affordable care. This new model incorporates available technology (i.e.

EMR), is culturally competent and interdisciplinary, engages patients as active participants in their health and well-being, and incorporates community resources into the model. In addition, social epidemiologists argue that root causes of disease and disability, such as poverty, employment status, education and housing have produced growing disparities in the prevalence of disease and access to care and preventive service. The Community Preventive Services Task Force has developed guidelines and recommendations in over 70 areas for effective population-based prevention services.

For many years, medical and public health educators have called for increasing collaboration. The AAMC has developed recommendations for a Population Health Curriculum as part of the Medical School Objectives project (1998); the New York Academy of Medicine published a monograph – Medicine and Public Health- the Power of Collaboration (1997); the Institute of Medicine in its 2003b report – Who Will Keep the Public Healthy- recommends that all medical students receive basic education concerning the determinants of health and an introduction to the 13 content areas identified in the report. An IOM Report due to be released in the Summer of 2007 – Training Physicians for Public Health Careers – reinforces the 2003 recommendations.

With a growing MPH Program at Jefferson, a joint MD/MPH program and on-going curricular review in JMC, opportunities exist for linking the two disciplines in a positive and productive way to influence the health of local, regional, national and international populations.

—James Plumb, MD, MPH

*If you are interested in sharing your Public Health Perspective on an important issue in the field, please contact Dr. James Plumb at [James.Plumb@Jefferson.edu](mailto:James.Plumb@Jefferson.edu)*

#### Save the Date:

**Pennsylvania Society of Public  
Health Education (SOPHE)  
Fall Health Promotion Conference**

**Friday, October 12, 2007  
8:30 a.m. to 4:00 p.m.**

Registration and refreshments will start at 8:00a.m.—**West Chester University**

**Earn CHES credits and meet other educators!  
Students Welcome!**

#### Topics Include:

Health Education Advocacy, Health Literacy, Program Evaluation (Basic & Advanced), and Career Development for Young Professionals

#### For additional information contact:

Dr. Rick Schulze, PA-SOPHE President,  
(570) 893 - 2155 [fschulze@lhup.edu](mailto:fschulze@lhup.edu)  
OR

Dr. Tanya J. Morgan, (610) 436- 2931  
[TMorgan@wcupa.edu](mailto:TMorgan@wcupa.edu)

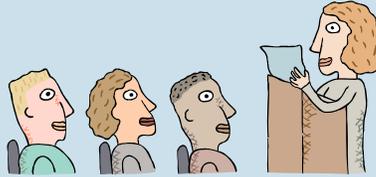
## Information Session

Tell your friends!

Wednesday, Aug 1st 2007, 5:30 PM – 7 PM  
Jefferson Alumni Hall, M-61

Learn about the school, our Master's programs, and financial aid opportunities.

Light dinner will be served.



RSVP: Lisa Chosed,  
3-0154 or  
[msbasicsciences@jefferson.edu](mailto:msbasicsciences@jefferson.edu)

## GSA Welcomes New Students

Following the Taste of Philly Reception on September 7th, and during the rest of that week, the Graduate Student Association will be holding various "Welcome Week" events. Details TBA.

## Congratulations, Thesis Presenters!



**Arunjot Singh** started in the Public Health program in the fall of 2004. He graduated from Haverford College in 2004 with a Biology degree. His thesis title was *Increasing Diabetes Awareness in the Homeless Population*. Arunjot is now going to start his second year at Jefferson Medical College.

**Joshua Gagne** started in the Public Health program in September 2005. He graduated from the University of Rhode Island in 2005 with a Doctor of Pharmacy. The title of his thesis was *A Retrospective Study of Prescription Drug Use among Pregnant Women in Regione Emilia-Romagna, Italy*. Next, Joshua is going to obtain a Doctor of Science in Epidemiology at Harvard School of Public Health.



## The College of Physicians of Philadelphia

### RECEPTION FOR FIRST YEAR MEDICAL, PUBLIC HEALTH, AND PHARMACY STUDENTS

Friday September 7, 2007 5:30 pm

19 South 22<sup>ND</sup> Street

Philadelphia, Pa 19103

- Meet your colleagues from other area schools
- Tour the world famous Mütter Museum
- View "The Medical World of Benjamin Franklin" Exhibit
- Stroll through the Benjamin Rush Medicinal Plant Garden

Food, drinks, and music will be provided.

RSVP by August 30<sup>th</sup>, 2007 – Space is Limited – [lweller@collphyphil.org](mailto:lweller@collphyphil.org)

JCGS welcomes ideas, suggestions, and comments for the MasterS Connection Newsletters. Let me know what you think! Contact me at [Lisa.Chosed@Jefferson.edu](mailto:Lisa.Chosed@Jefferson.edu) or by phone at 3-0154.

Edited By: Lisa Chosed, Comments & Suggestions: [Lisa.Chosed@Jefferson.edu](mailto:Lisa.Chosed@Jefferson.edu) or 3-0154.