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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

Master of Public Health (MPH) Introduction and Orientation— September 7th, 2007

Approximately 50 students, faculty, and community members participated in the MPH program introduction and orientation on Fri. Sept. 7th. Dr. David Nash, Co-Director of the MPH Program Committee and Dr. Richard Wender, fellow Co-Director, introduced Dr. Rob Simmons, new MPH Director. Dr. Simmons discussed the recent growth of the MPH program that now includes a full-time option, a joint program with Widener University for a JD/MPH and MJ/MPH combined program, our MD/MPH combined program beginning next year, and future collaborative programs. Dr. Simmons discussed his vision of a “learning community” and discussed planned Public Health education seminars to create an expanded public health learning environment not only at Jefferson but in the greater Philadelphia region. He also highlighted program materials for students that were distributed including a Public Health book with major Public Health milestones, a Jefferson notebook, a fact sheet on Public Health careers and web-based career links, summary information on the Public Health credentialing exam to be offered for the first time in Aug. 2008, MPH Skills Workshops that will be offered to all students, and Department of Health Policy calendar of events and newsletter.

Dr. Walter Tsou, MD, MPH, Former Commissioner of the Philadelphia Department of Public Health and Former President of the American Public Health Association was introduced as the keynote speaker. Dr. Tsou presented on past accomplishments, present actions, and future challenges of Public Health as he focused on key Public Health principles and roles of public health practice. Dr. Tsou was followed by Michelle Davis, PhD, Deputy Regional Health Administrator, US Dept. of Health & Human Services, U.S. Public Health Service, Region III. Michelle high-

lighted the federal role in Public Health and the responsibility for Region III headquartered in Philadelphia. She



MPH Faculty members Drs. Jim Diamond and Helen Black, MPH Program Director Dr. Rob Simmons, and new MPH students

summarized the Healthy People 2010 national public health prevention agenda and the priority area of determinants of health for Healthy People 2020. Michelle then presented data on health dis-

parities. That lead to small group discussions among students, faculty, and community members about strategies for addressing this complex Public Health issue which is one of the two overarching goals of Healthy People 2010. Groups reported out on their discussions and Michelle and Walter provided responses to those recommendations.

In the final hour of the program, Mona Sarfaty, MD, MPH, Curriculum Committee Chair, discussed the new MPH program. Dr. Sarfaty provided a conceptual framework for the revised, 42-credit MPH program applicable for students taking the program both full-time and part-time. She also highlighted the new MPH Skills Workshops that are being made specially available to MPH students via the Jefferson library. Faculty members introduced themselves and highlighted the Public Health courses that they will be teaching. Dr. Jim Plumb discussed the revised clerkship and capstone project including the required capstone seminar in preparation for the capstone project. Dr. Rickie Brawer presented on student faculty advisors and encouraged all students to connect with their advisors as soon as possible. Dr. Simmons capped the program by encouraging student engagement in one's education and welcomed all new Public Health students to Jefferson.



From left to right: Drs. Rob Simmons, Richard Wender, Michelle Davis, Walter Tsou, David Nash

The Global Burden of Infectious Diseases and Its Implications for Public Health

Thurs. Nov. 8th, 1:30 PM – 3:00 PM

Jefferson Alumni Hall, M-61

Presenter:
Davidson Hamer, MD,
FACP Associate Professor of International Health and Medicine,
Boston University Schools of Public Health and Medicine

Please RSVP to
Rob.Simmons@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 AM—

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

OR

Dr. Tanya J. Morgan, (610) 436- 2931

Tmorgan@wcupa.edu

Public Health Perspective: Community Engagement and Men's Health—the SHAPE-IT Project

To paraphrase a landmark book title – *Why are Some People Healthy and Others Not? The Determinants of Health of Populations* – why are some men healthy and others not? The definition of health is complex; the answer to this question is equally complex. Health and health status is, more often than not, a result of health behavior. Too many men smoke, drink, and eat too much; place themselves in risky situations; exercise too little; and seek preventive care infrequently. Too many men of color are dying younger than they should. The challenge for health care providers and public health practitioners is to better understand the determinants of men's health, the factors that influence positive and negative health behaviors, and to find ways to effectively modify the social and behavioral factors that influence the health of their male patients. One method to improve men's health is through community engagement. According to the Centers for Disease Control, "community engagement is defined as the process of working collaboratively with groups of people who are affiliated by geographic proximity, special interests, or similar situations with respect to issues affecting their well-being."



The SHAPE-IT (Stroke, Hypertension and Prostate Evaluation and Intervention Team) Project, funded by the Pennsylvania Department of Health and a collaborative effort between Thomas Jefferson University's Department of Family and Community Medicine and Medicine, the Hospital's Office to Advance Population Health, the Health Promotion Council and the Philadelphia Department of Public Health, created a partnership between community-based organizations, community members and health care providers to reduce the incidence of stroke and morbidity and mortality from prostate cancer in a high risk targeted group of 27,000 African American men in several low income Philadel-

phia neighborhoods. The project provided substantial opportunities for community planning, linked community plans to Pennsylvania State resources where possible, established partnerships that included coordination of a spectrum of health and community resources, and used a shared responsibility model of community health planning.

As a mechanism to understand how to reach and engage those men most at risk, a key component of the project was a Project Advisory Council (PAC) formed to provide guidance/expertise for the Project Team during program development, implementation and evaluation. Seventy five percent (75%) of PAC members were community members and representatives of community organizations. It included men with and without hypertension, community change agents such as clergy, the NAACP, business, social-support networks of men, and men with hypertension and survivors of prostate cancer. Remaining PAC members were representatives of partnering agencies and organizations. The PAC had three major tasks:

1. Overseeing the assessment of community/ individual attitudes, beliefs, behaviors and barriers/ opportunities/ assets related to knowledge and information needs, screening/prevention, and compliance with treatment.
2. Planning, developing and assisting in the implementation of a comprehensive community Action Plan based on its findings. The Action Plan was designed to increase knowledge, change attitudes, modify behaviors and support a social change process related to hypertensive cardiovascular disease, stroke and prostate cancer death prevention in African American men.
3. Assisting in the development and implementation of program evaluation methodologies. The 2.5 year project reached over 7,500 men with screening and educational programs, and 900 men with intense educational programs. Changes in men's knowledge, attitudes and behavior were significant. For further information about the project, contact Dr James Plumb at James.Plumb@jefferson.edu

—James Plumb, MD, MPH

If you are interested in sharing your Public Health Perspective on an important issue in the field, please e-mail Dr. James Plumb.

MPH Program Says Farewell to Dr. Jennifer Lofland and Ms. Jennifer Ravelli

The Jefferson College of Graduate Studies, Master of Public Health (MPH) Program wishes Dr. Jennifer Lofland and Ms. Jennifer Ravelli farewell and good luck as they move on to other career opportunities.

Jennifer H. Lofland, PharmD, MPH, PhD, a member of the MPH Program and Curriculum Committees and an advisor to Public Health students, conducted Health Services Research and was a leader of the MSPH program in its formative years. As an Associate Professor for the Department of Health Policy, she



Dr. Jennifer Lofland receiving the Georganne K. Buescher Memorial Faculty Recognition Award at the SAPHE Luncheon in 2006

taught Introduction to Health Services Research.

After 10 years with the Department of Health Policy, Dr. Lofland accepted a position at the Children's Hospital of Philadelphia in the newly formed Institute to Transform and Advance Children's Healthcare (iTACH) as the

Senior Health Service Analyst.

Jennifer Ravelli, MPH, joined the Jefferson College of Graduate Studies in 2002 to assist with the development of the Public Health program. By September of that year the program was off to a great start and had 14 students enrolled. "It has been a very exciting and rewarding opportunity to start with an idea and watch it grow into the program we offer now." Ms. Ravelli is a 22-year veteran of Thomas Jefferson University. "The best part of my job was being able to work with such talented and diverse faculty, and students, I will really miss them." Ms. Ravelli will be joining a local biotech firm where she will be assisting in product development. Most importantly, she will be spending more time with her three young boys.



Ms. Jennifer Ravelli receiving the Service Recognition Award at the SAPHE Luncheon in 2006

We wish Dr. Lofland and Ms. Ravelli well in their new endeavors.

Public Health is Global Health:

An Innovative Approach to Fighting Disease in Uganda

Thurs., Sep. 27th 2:00 PM—3:30 PM • Jefferson Alumni Hall • M-61 (Mezzanine Level)

Please join us for this web presentation from the University of North Carolina from 2-3 PM, followed by a discussion of the applications for public health, medicine, and other health professions.

**TO RSVP, please send e-mail to:
Rob Simmons, DrPH, MPH, CHES, Director MPH Program at
Rob.Simmons@Jefferson.edu**

Edited By: Lisa Chosed, Comments & Suggestions: Lisa.Chosed@Jefferson.edu or 3-0154.

Information Session

Tell your friends!

**Wed., November 14th 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**

Health Policy Forum

**October 10th,
8:30 AM—9:30 AM
218 Curtis
1015 Walnut St.**

**Pharmaceutical Management Program:
Kevin Caviston,
Program Director
Drexel University,
LeBow College of Business**

Light Breakfast Available