

2010 THIS IS PUBLIC HEALTH CHALLENGE



Global communications technologies are rapidly changing, which affects how we as public health professionals talk about public health. Smartphones/iphones are fast becoming one of the primary modes of communication and information. In fact, estimates are that 50 million people currently have a smartphone and within three years this number will double. Facebook has over 350 million users and is adding more every day.

Let's get public health and the "This is Public Health" message out to those millions of people! For National Public Health Week, we are hosting a contest to find the best ideas for either a smartphone/iphone application or a Facebook application that promotes public health using the "This is Public Health" message. ASPH will fund the development of the winning ideas.

See http://www.thisispublichealth.org/documents/TIPH_challenge_2010.pdf for contest information. We can't wait to hear your terrific ideas!

CAUSE|EFFECT RECRUITING VIDEO

Many of you may be familiar with the question "What kind of a career can I have in public health?" You may have had this question at some point in your life, or you might have heard it from others who are interested in public health, but are unsure about where it may lead them. To answer this question, ASPH has developed a CAUSE|EFFECT video featuring current students and recent graduates of schools of public health discussing their careers and experiences.



Because ASPH wants you to be able to use the video, we created a toolkit to accompany the new recruitment video. The CAUSE|EFFECT toolkit includes key messages and ideas how to use the toolkit.

To view the video and the toolkit and to download one of several versions of the video, please see: <http://www.thisispublichealth.org/toolkit/video.htm>

2010 TIPH CALENDARS AND T-SHIRTS



The 2010 TIPH calendar, featuring photographs posted on the TIPH website, was a big hit. We loved the pictures you uploaded so much that we knew we needed to create something fun and educational with them. Thank you to all who uploaded pictures. See below for an announcement about the 2011 calendar.

The TIPH T-shirts have been so popular that we are planning on continuing their availability throughout 2010. Through the end of National Public Health Week, the price for individually ordered T-shirts is just \$12.00. Both calendars and T-shirts can be ordered at:

<http://www.thisispublichealth.org/>



2011 TIPH CALENDAR

Because the 2010 TIPH Calendar was such a huge success, we're already starting to work on our 2011 calendar. The 2011 calendar will feature the best pictures uploaded to our [Flickr website](#) over the last year. We encourage you to continue to upload your best TIPH pictures by **June 1**. We'll review the pictures on the Flickr site in June to pick those that will be featured in the 2011 calendar.

Just a reminder, we'll need the original digital image (high-resolution at least 300 dpi) for the final publication, so if you upload a web quality picture to our Flickr site that you think we might like, please make sure you have a print quality image that you can send to us directly.

FACEBOOK

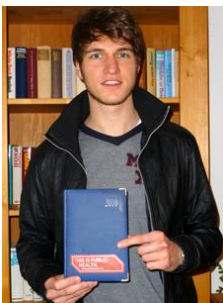


Join our [Facebook](#) page and connect with other TIPH campaign participants. If you are planning on hosting an event during National Public Health Week, you can discuss your plans with other TIPH participants on our Facebook Page and get real-time feedback or simply share a good idea.

CONTRIBUTE TO THE TIPH COMMUNITY

We love seeing TIPH in action in your communities and around the world. Several examples are provided below.

The Lawrence-Douglas County Health Department in Kansas incorporated many elements of the TIPH campaign into their [2009 annual report](#). They have been giving out the annual report and stickers to policymakers, community partners, etc., and are asking their stakeholders and partners to get involved in the campaign. We'd like to thank the staff of the Lawrence-Douglas County Health Department for sharing their activities and can't wait to hear from more of you.



Mr. Benjamin Kuntz (*left*), a graduate student in the Master of Public Health program and research assistant at the Department of Social Epidemiology and Health Systems at the Universität Bielefeld School of Public Health in Germany, wrote an article about the "This Is Public Health" campaign to highlight the importance of educating individuals within his community and country about public health issues and getting them involved in the campaign. For his project, he distributed stickers to his fellow students interested in public health concerns and those enrolled in introductory public health courses.

We would like to thank Mr. Kuntz for inspiring students and citizens within his community to raise awareness about public health issues and for sharing his story with us. To view Mr. Kuntz's article, please click [here](#).

We, at ASPH, are sure that there are many more examples of TIPH in action in your communities. We strongly encourage you to continue to share examples, feedback, and questions on the materials and

the campaign. Comments are always welcome and can be sent to stickers@asph.org. As always, we also encourage you to continue taking pictures, captioning, and posting them to our [Flickr site](#) to further the "This Is Public Health" campaign.

Thank you for your continued support. HAPPY NATIONAL PUBLIC HEALTH WEEK!