

# THIS IS PUBLIC HEALTH Newsletter



Summer 2011

<b>TIPH – There’s an App for That!</b> .....	2
<b>TIPH – Campaign Updates</b> .....	2
<b>Your Videos Showcasing TIPH in Action</b> .....	3
<b>Spotlight on People Making TIPH Materials a Success</b> .....	4
<b>Where Are They Now?</b> .....	7
<b>TIPH Video Inspires Student to Enter Public Health Field</b> .....	7
<b>Feedback</b> .....	7

## **TIPH – There’s an App for That!**



This spring, ASPH launched the This is Public Health iPhone application through Apple’s iTunes store. This innovative application allows users to digitally place an image of the TIPH sticker in photographs on their mobile device, so they no longer need to have physical stickers with them everywhere they go in order to participate in the campaign. To download this app, search “This is Public Health” in the store or click [here](#).

ASPH developed the application from Ms. Wendy Pramik’s winning idea in [last year’s contest](#). The app’s digital stickers, which are available in more than 30 languages, can be placed anywhere in a photo and then resized. Finished photos can be sent directly to the TIPH campaign’s [Facebook page](#), [Flickr](#) group or [email box](#). ASPH hopes that this free iPhone app will make it easier for people to send in more public health photos.



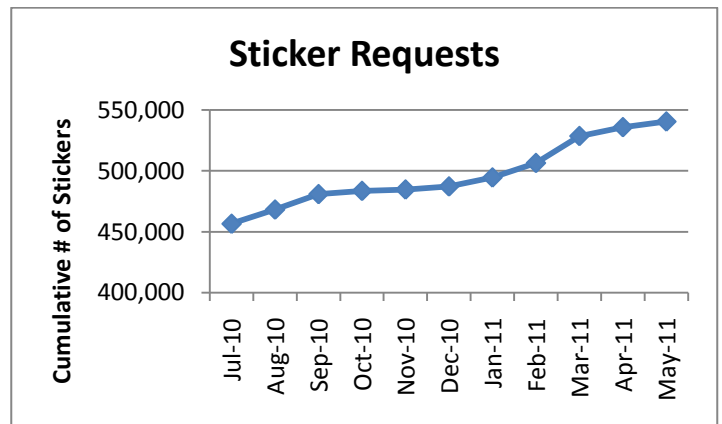
ASPH will continue to mail out physical stickers in English and Spanish on request and the iPhone app’s languages will be updated periodically. Please direct any questions or recommendations for new languages via email to [stickers@asph.org](mailto:stickers@asph.org).

## **TIPH – Campaign Updates**

### **State of TIPH Stickers**

To date, ASPH has distributed over 540,000 stickers to all 50 states, the District of Columbia, Puerto Rico and to 50 countries. With over half a million ordered through our websites and hundreds more distributed at various conventions, the campaign has seen an upward trend.

One of our favorite aspects of the campaign is seeing how far and wide the stickers have gone. This is evidenced by the number of languages into which the “This Is Public Health” slogan has been translated. Many of these can be found on the webpage [www.thisispublichealth.org/TIPHStickers.html](http://www.thisispublichealth.org/TIPHStickers.html)



### **Help Us to Help You**

We also created the [This Is Public Health Toolkit](#) to help you spread the word about public health through interactive opportunities. The toolkit offers:



- Ideas for the implementing the TIPH sticker campaign in your community;
- Solutions to frequently asked questions regarding the campaign; and
- Resources to use in your community activities, including public health quizzes, games and a presentation template.

If you would like to share a resource or a tip on how to enhance the campaign, email us at [stickers@asph.org](mailto:stickers@asph.org) and we will post your ideas on the website.

### TIPH Exhibiting in Washington, DC

Representatives from the This is Public Health campaign will be exhibiting in Washington, DC at the American Public Health Association’s annual meeting. We love meeting campaign participants in person so if you will be at the APHA meeting, please come by just to say hi! You can also pick up a free copy of the 2012 TIPH Calendar that will feature the public health workforce. We’ll be at booth 7111!



PS –We’ll have periodic drawings for free TIPH t-shirts so drop off your card if you would like to win a free TIPH t-shirt.

### Your Turn

We asked for examples of how the This is Public Health campaign is being used in your community and received some great responses. We hope the stories about [videos](#) and various [projects](#) in this newsletter give your teams some ideas on how to take the TIPH campaign to the next level and send in updates on your own projects, which we’d love to share them in our Winter 2012 newsletter.

### Your Videos Showcasing TIPH in Action

#### UAB Uses Stickers to Show the Variety and Power of Public Health



To mark the end of National Public Health Week 2011, students at the University of Alabama at Birmingham’s School of Public Health organized the filming of a LipDub video as a way to build on the “This is Public Health” message. TIPH stickers were proudly displayed to compliment “Public Health Is \_\_\_\_\_” signs created by students in an effort to bring awareness to the interdisciplinary nature of public health in practice. The LipDub video and outtakes can be found at: [www.soph.uab.edu/lipdub2011](http://www.soph.uab.edu/lipdub2011)

In recent months, the UAB School of Public Health turned its focus to helping those affected by April’s



tornadoes by organizing ongoing donations drives and participating in community outreach efforts. The Cards of Compassion project, which collects donated cards created by individuals in the Birmingham area and distributes them to communities currently rebuilding from the tornado disaster in Alabama, utilized TIPH stickers to help connect the act of community outreach to public health in practice.

## Central Michigan's Eta Sigma Gamma Society

The Central Michigan University's Eta chapter of the Eta Sigma Gamma Society (National Health Education Honorary) created [this video](#) for the TIPH campaign.

We love how the students use public health information in conjunction with images of public health and TIPH stickers. They also created a similar display for the Central Michigan Health Professions Building atrium.

## Spotlight on People Making TIPH Materials a Success

### University of Puget Sound Student Puts TIPH Stickers across Indonesia



"I am a student at the University of Puget Sound in Tacoma, WA and have been able to post the stickers throughout campus as well as around the town and Seattle. I also had the advantage of traveling through Indonesia earlier this summer where I left a substantial amount of stickers. Hopefully leaving behind a trail of useful information that gets people thinking about their own public health and how it can be potentially improved for themselves and others."

During Mr. Sherry's trip to Indonesia he engaged in language classes and research projects. This photograph was taken during his stay in a village near the top of the volcano, Mt Merapi. Mr. Sherry is standing in the back row, second from the left.

*Ned Sherry, student at the University of Puget Sound*

### Brigham Young University Keeping Stickers on Class Blog and Facebook

"We created a TIPH Health 100 class [blog](#), which has over 200 postings. Students used the stickers to identify examples of public health and uploaded the pictures to our blog, along with a short explanation. Students in Health 100 receive points for posting their sticker ideas to the class blog. For National Public Health Week, we had students across campus post to our Facebook page ([www.facebook.com/BYUPHA](http://www.facebook.com/BYUPHA)). Awards of gift cards to our campus bookstore and TIPH T-shirts were given based on creativity and the explanation of the picture."



*Stephanie Fugal, Brigham Young University*

## Youth Public Health Institute Using Stickers in Public Health Scavenger Hunt



Last summer, the Metro Public Health Department of Nashville/Davidson County in Tennessee sponsored a pilot project by the Youth Public Health Institute (YPHI), which aims to increase people’s knowledge and awareness of post-secondary career and academic pathways for public health opportunities. One of YPHI’s core components was the Music City Scavenger Hunt. This activity was designed to help students make tangible connections between the public health core functions and ten essential services to practical examples of

public health throughout the city. YPHI found the TIPH stickers to be the perfect tool to make the scavenger hunt both engaging and fun.

“The TIPH campaign is one of the most innovative set of materials available to local health departments, academic institutions and communities to raise awareness of how public health systems’ impact our daily lives. It is a true delight to see the ripple effect of this project and how the students and teachers have become excited about public health!” said Ms. D’Yuanna Allen, director of Adolescent Health Programs for the Metro Public Health Department and YPHI project principal investigator.

*D’Yuanna Allen, youth development specialist at the Metro Public Health Department*

## Texas A&M Uses TIPH to Launch “Friends of the School of Rural Public Health” Campaign

The Texas A&M Health Science Center School of Public Health recently launched a “Friends of the School of Rural Health” campaign to increase the public’s awareness of the school’s faculty, students and programs. In February, the school hosted a lunch and program to kick off the public awareness campaign, which was attended by Texas A&M Chancellor and Mrs. Mike McKinney, First Lady of Texas, Anita Perry, first honorary chair.



“I have a deep appreciation for public health and where we are as a country, state, and community – especially compared to so much of the world. Most of us have the luxury of taking things like clean water for granted, but we should always challenge the status quo and seek out creative, practical, cost-effective solutions to everyday health issues that affect our world,” said Mrs. Perry.

The Friends of SRPH will serve as ambassadors of the school. For the full story, click [here](#), or watch this [news clip](#) that includes an interview with Dean Craig Blakely of Texas A&M.

*Rae Lynn Mitchell, director of communications and institutional advancement for Texas A&M University School of Rural Public Health*

## University of Georgia Promotes Safe Driving with Stickers and Suckers



The Future Health Promoters at the University of Georgia passed out TIPH stickers on campus during National Public Health Week. They focused on texting while driving by handing out flyers, Dum Dum lollipops with a note saying "Don't be a Dum Dum, STOP texting while driving!" and a TIPH sticker. The students loved the stickers, and several of them came to the table to get larger bumper stickers.

*Ms. Joanna Hilimire, marketing intern with the University of Georgia*

## South Florida College of Public Health Challenges Students with TIPH Activities

The University of South Florida College of Public Health developed a creative assignment for its popular introductory public health course, which challenged students to work in small groups to identify public health in action, take photos of the scene (with a TIPH sticker of course!) and write blogs about their public health discoveries. Some of their strategic locations included: restaurant bathrooms; public parks; social service offices; blood pressure machines; hand sanitizers; and more. This photo comes from a [blog post](#) about public health and pet waste disposal.



The complete student blog can be viewed at <http://thisispublichealthusf.blogspot.com> and instructors plan to build upon this assignment and the blog in future Introduction to Public Health courses.

In another creative application of the TIPH campaign, the college designed a game where participants could spin a "Public Health is Your Health" prize wheel, answer questions about public health, and receive prizes (including the TIPH 2011 calendar, stickers and postcards). The game has been a hit in a number of settings, including a fall 2010 event for prospective donors, educational/recruitment events where high school students visit the college and interactive educational displays in the college's lobby during National Public Health Week.



Next year, South Florida plans to use the game and TIPH prizes in even more settings, such as the college's annual flu shot drive for the university and the community, orientations for new students, and a variety of recruitment events. New photos will be added to this [online photo album](#) throughout the year.

*Ellen Kent, coordinator for University of South Florida*

## **Where Are They Now?**

In 2008, we created the popular "This Is Public Health" [video](#) featuring students of the Columbia University Mailman School of Public Health. We have been wondering what these students have been up to since the video and have started reconnecting with them. We are pleased to present an update from Ms. Bernice Ravache, and will provide updates on the other students in future newsletters.



"At the time of the TIPH video, I was in my second year of my Master in Public Health degree at the Columbia University Mailman School of Public Health. I was focused on childhood obesity prevention and adolescent mental health promotion program design, implementation and evaluation. Since the shooting of the TIPH video, I embarked on my journey to pursue my doctoral degree at the Harvard School of Public Health. I am currently a fourth year doctoral candidate at Harvard in the Department of Society, Human Development and Health. I have maintained my applied research interests in community health promotion programs aimed at promoting healthy weight maintenance. In addition, I have taken a more holistic approach to childhood obesity prevention by focusing on weight based discrimination and teasing as a shared risk factor for both eating disorders and obesity. My doctoral dissertation is examining the intersection between racial and weight based discrimination and its association to eating disorders, obesity and mental health outcomes among ethnically diverse youth. Finally, I am very interested in health communication and the role of social media, as a vehicle to promote health and wellness among adolescents and their communities."

*Bernice Raveche, student at Harvard School of Public Health*

## **TIPH Video Inspires Student to Enter Public Health Field**

When Ms. Jessie Warner Cohen graduated from Barnard College in 2004, she thought she had her career path set. She immediately began a doctoral program in clinical psychology at University of Maryland, Baltimore County and developed an interest in mental health service utilization among youth. As she started researching the discipline, two words kept popping up: public health. She began to wonder what this "public health" thing was, so she typed "what is public health" into Google.

"Suddenly I was watching a video titled, 'This is public health,'" she said. "The video showed me that public health is the systematic study of health on a macro-level. Just what I was looking for! I was so intrigued, I took a year off of my doctoral work to complete a Master in Public Health from Johns Hopkins. Who knew that one video could change the course of my career!"

## **Feedback**

We welcome your feedback on the TIPH materials and the campaign. Feel free to send your thoughts, comments or questions to [stickers@asph.org](mailto:stickers@asph.org). We also encourage you to continue taking pictures, captioning and posting your photos to our [Flickr site](#) to further the "This Is Public Health" campaign.