

Fall 2009

Dear This Is Public Health Campaign Participants,

Thank you for your participation in the "This Is Public Health" (TIPH) sticker campaign. When introducing the campaign in 2008, the Association of Schools of Public Health hoped to provide a fun and easy way for individuals to illustrate the many ways in which public health has a role in their daily lives. We also hoped to express how public health plays an important part in our own backyards, and show how public health is everyone's concern.



The response we received to the campaign was astounding. So far, we have distributed over 200,000 stickers and continue to send out more stickers every day. A multitude of organizations and individuals have requested to take part in the campaign, resulting in countless others becoming more knowledgeable of what public health can do for us all.



In November, we exhibited at the American Public Health Association Annual Meeting and Exposition and were thrilled to meet many of you in person. Your enthusiasm for the campaign inspired us to launch some new ideas in 2010. We were also delighted to meet the new U.S. Surgeon General, Dr. Regina Benjamin, who stopped by the TIPH booth and said that she was a big fan of the campaign.

NEW LOOK

Check out the new look of the TIPH website! Based on your feedback, we added some new material to the site. Most notably:

- See who else is using the stickers in the updated "Sticker Community Page";
- Share your ideas on how to use the stickers on our TIPH [Facebook](#) page; and
- View the TIPH videos that have been created by campaign participants on our YouTube channel you can access [here](#).

CALENDARS AND T-SHIRTS



The 2010 TIPH calendar, featuring pictures posted to 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. We plan to publish a 2011 calendar so please continue to upload new pictures onto our Flickr site [here](#).

The TIPH T-shirts were so popular that we will continue their availability in 2010.

Both calendars and T-shirts can be ordered at: <http://www.thisispublichealth.org/>



GLOBAL HEALTH IS PUBLIC HEALTH

We were blown away by the requests from so many countries in addition to the United States. Stickers have been sent to 35 countries, including Australia, Belgium, Brazil, Bulgaria, Canada, Chile, Denmark, France, Germany, Ghana, India, Italy, Kenya, Mexico, Nigeria, Pakistan, Peru, Philippines, Romania, Serbia, Singapore, The Netherlands, Uganda, United Kingdom, and Vietnam.



In response to demand, we developed a poster of our TIPH message in many different languages that you are welcome to download and reprint, click [here](#). Additionally, stickers are available for purchase in any language in increments of 1,000. Click [here](#) for more details and pricing.



HELP US TO HELP YOU

We also created a **This Is Public Health Toolkit** to help you spread the word about public health and create interactive opportunities. The toolkit offers the following:

- Ideas for the implementing the "This Is Public Health" sticker campaign in your community through Campaign Ideas;
- Solutions to frequently asked questions regarding the campaign; and
- Resources including public health quizzes, games and a presentation template to use in your community activities.

If you have a resource or a tip on how to spread the word about public health that you would like to share with others, please email us at stickers@asph.org and we'll post your ideas on the website.

We welcome your feedback on the materials and the campaign. Please feel free to send your thoughts, comments or questions to stickers@asph.org. Furthermore, we encourage you to continue taking pictures, captioning and posting them to our Flickr [site](#) to further the "This Is Public Health" campaign.

NATIONAL PUBLIC HEALTH WEEK 2010

We have some exciting and interactive plans for National Public Health Week – details will be sent out soon so that you can get involved!

Again, thank you for your participation and your efforts to educate the public on the importance of public health and to help others understand that *Public Health is Your Health*.