

THIS IS PUBLIC HEALTH Newsletter



Winter 2010

Looking Back

What a year this has been! Over the past year, we have focused on responding to the feedback we received from you during a 2009 campaign evaluation. Your enthusiasm for the campaign inspired us to get busy and launch some of your great ideas in 2010.

Many asked for more TIPH "stuff." Those of you who have visited our website since then may know that we now offer TIPH buttons. The buttons feature the TIPH logo and are available for \$.50. Attached to your coat, gym bag or sweater, the buttons are a great way to wear the TIPH message.



More recently, the 2011 TIPH calendar is now available! We were inspired by the pictures we have been receiving from around the world, so we decided to focus the 2011 calendar on the theme "Global Health is Public Health." Each month features a striking example of the global nature of public health. Both the calendar and the buttons can be ordered at: www.shoppublichealth.org

We received far more pictures for the calendar than we could print so we decided to create a TIPH Global Health power point presentation of the submissions. Check it out at <http://www.thisispublichealth.org/TIPH-Slide.html>. This power point is an excellent backdrop to use while giving a formal presentation or just talking informally with a group about public health.

We also heard from you that we should create a **TIPH iPhone application** so we launched a contest in the spring to find the best idea. The winning submission was sent in by Wendy Pramik, Communications Coordinator at The Ohio State University College of Public Health. Wendy's suggestion was to create an iPhone app that will allow an image of the sticker to be digitally placed in a photograph. We loved this idea! The app, once finished, will include stickers in over 30 languages which can be repositioned and resized. We're nearly done with development and will send out a special message as soon as the TIPH app is available on iTunes.



Moving Forward

We exhibited at the 2010 American Public Health Association annual meeting in Denver, CO and received marvelous feedback which has inspired us to do more. Our first "to do" item after we returned was to revamp the "This Is Public Health" site, which has grown quite a bit since its original launch. Please take a quick look at www.thisispublichealth.org and let us know how you like the new layout.

We're also busy working on a few new ideas.....to help us focus our efforts, please take a few moments to answer some questions at: <http://www.surveymonkey.com/s/FMRHW6S>

Team TIPH at the 2010 AIDS Walk



On Saturday, October 2, "This Is Public Health" team members took to the streets to help raise awareness and support for those affected by HIV/AIDS in Washington, DC. Team members also distributed "This Is Public Health" stickers and buttons to remind people of the role public health plays in addressing epidemics such as HIV/AIDS, and more broadly in their everyday lives.

According to the Centers for Disease Control and Prevention (CDC), one in 20 adults within the District of Columbia have HIV and every nine and half minutes a person becomes infected with HIV in the U.S. This fact encouraged the "This Is Public Health" team to raise more than \$2,400, all of which was donated to the Whitman-Walker clinic, a local health center that offers educational and affordable health care programs for those affected or at-risk in the D.C. community.

More photos from the walk can be found on the "This Is Public Health" campaign's [Flickr page](#).

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 these stories inspire you to send in your own ideas, which we'll be happy to share in the Spring 2011 newsletter.

University of Hawaii School of Public Health Alumni Association (SPHAA)



The University of Hawaii School of Public Health Alumni Association (SPHAA) with the "This Is Public Health Hawaii" project of the UH Office of Public Health Studies produced t-shirts to promote public health in Hawaii. All proceeds go to the SPHAA to provide scholarships for public health students and for other activities to promote public health education in Hawaii.

The shirts are part of Hawaii's effort to show how public health impacts our daily lives, while highlighting the importance of public health education in Hawaii.

Modeled after the national “This Is Public Health” campaign designed by the Association of Schools of Public Health, the t-shirt lets people know that public health affects them on a daily basis. And, truly, as the back of the shirt states, “Public Health is everyone’s kuleana (responsibility).”

Designed and coordinated by MPH student Rebecca Knight, it captures concepts of what is public health in Hawaii. The front of the tee adapts the national campaign logo to “This is Public Health Hawaii.” The back depicts the main isles of the State of Hawaii. Each island is encircled with conceptual phrases developed from an open solicitation to Hawaii’s public health community that asked them to describe what is public health in Hawaii.

In one of the first events featuring people wearing the t-shirt, the SPHAA made an appearance at the first UH Alumni Association (UHAA) Day held in August. Alumni organizations from the University System worked tables at Windward Mall.



UHAA Day was informative and fun. UH students in attendance at UHAA Day, or should we should say “alumni in the making” shared what they enjoy about the programs they represented. Community members that stopped to chat were intrigued with the variety of professions and academic opportunities the University of Hawaii can offer across all campuses. SPHAA displayed the Office of Public Health Studies Academic programs and informed visitors to the table that Public Health is everyone’s kuleana. (Photo – left: Angela Sy, Jeremy Porter, Grace Matsuura,

Sheri Gon. Photo by Gerald Ohta)

Mennonite College of Nursing at Illinois State University



Mennonite College of Nursing at Illinois State University utilized ideas from the “This Is Public Health” (TIPH) website to assist students to conceptualize the core functions of nursing and the ten essential services of public health in their clinical sites. Originally suggested to faculty by Margie Harris, Assistant Administrator of Logan County Public Health Department, the project aimed to educate community members and students about public health functions.

For the project, students were divided into small groups in order to observe and analyze the services and functions of public health. To enhance awareness, the students applied the ten essential services of public health, and were able to identify, apply and synthesize how the essential services and functions of public health occur in the community, nation and world. Each group took pictures in their assigned community to visually represent public health services in a PowerPoint presentation. For students, TIPH was a fun opportunity to apply theory to clinical and to enhance their skills of observation and application regarding those every day services we take for granted.



Grand Valley State University



The “This Is Public Health” campaign has made a huge impact on Health Professions students at Grand Valley State University and in the greater Grand Rapids, MI community in 2010. In an effort to help her undergraduate health students fully understand the meaning of public health, Dr. Ranelle Brew, Assistant Professor at GVSU has used this campaign as an awareness opportunity.

In a Community Health course at GVSU, Dr. Brew and her students rallied throughout Grand Rapids and Allendale, MI with red stickers in hand, talking to people about public health. The students’ challenge? To place the “This Is Public Health” stickers throughout the community and spread the message about how public health is working in our community. The impact was immediate as students and community members were intrigued by the red stickers being photographed throughout campus and the city.

In addition, Dr. Brew travelled to Ghana, West Africa with the campaign stickers in hand. “Teaching the Ghanaians about public health and bringing that experience back to the classroom really brought the challenge full circle both locally and internationally for us,” Dr. Brew stated. “I’m so happy with the impact that the campaign has made on my students and at GVSU. I plan to continue to use this as an awareness assignment in my future classes too!”

What’s Old is New

Just a reminder about some of the resources that we haven’t mentioned in a while - - -

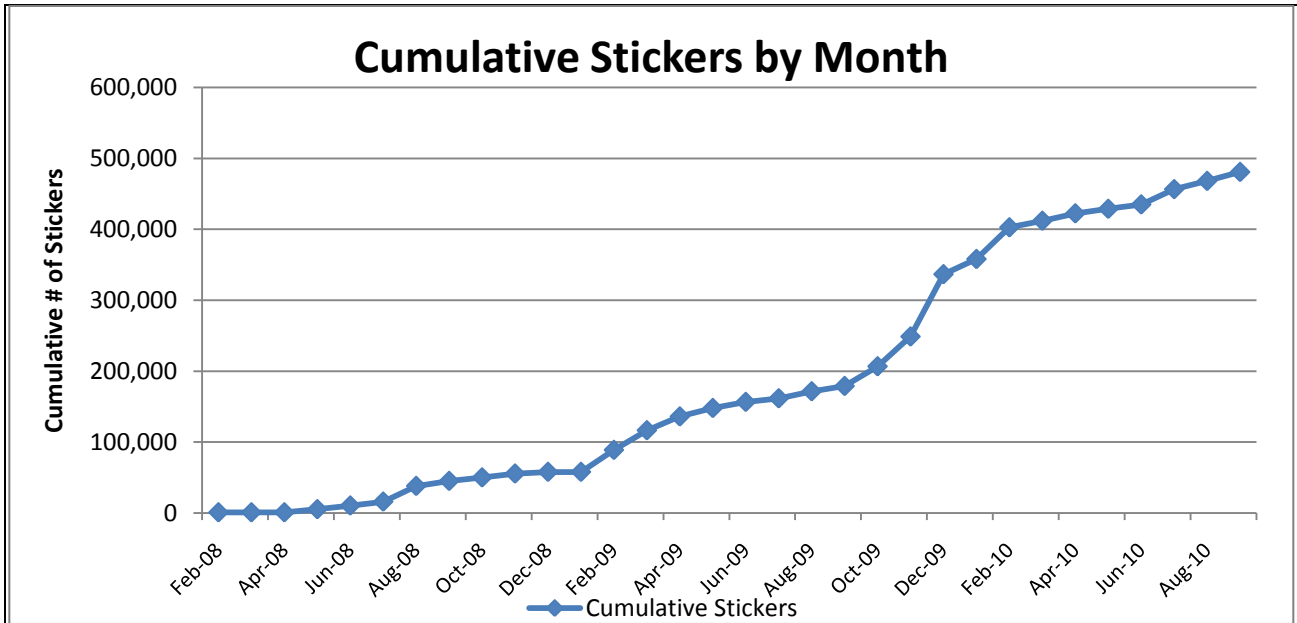
The TIPH YouTube channel <http://www.youtube.com/thisispublichealth> is a great place to view and share videos about public health. If you have a video you would like to see posted on our channel, please send the link and a description to: stickers@asph.org



Also, you can reach out to other campaign participants and keep up-to-date through our Facebook page at: <http://www.facebook.com/ThisIsPublicHealth>.

Sticker Stats

The campaign shows no sign of slowing down. Since 2008, we have distributed over 500,000 stickers to over 1,000 organizations and individuals in all 50 states, the District of Columbia, Puerto Rico and to 46 countries on six continents. We can't wait to see how fast this will grow once the free iPhone application is available.



We 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.