



CAUSE | EFFECT

A VIDEO DEVELOPED BY THE ASSOCIATION OF THE SCHOOLS OF PUBLIC HEALTH TO PROMOTE PUBLIC HEALTH EDUCATION AND CAREERS

Toolkit for Using the Video

BACKGROUND

In July 2009, the Association of Schools of Public Health (ASPH) commissioned SS+K to develop a video that could be used by its member schools to explain to potential students the value of a career in public health. The goal of the video is to build awareness about careers and degree programs in public health by showcasing real people who use their degrees and experience to protect and promote the health of us all.

The premise of the 'CAUSE | EFFECT' video is simple -- by pursuing your cause in public health you can have an effect on the world around you. The video describes public health in action by interviewing current public health students and professionals and asking them to describe the passion that drives their work and the impact/effect they have on the world we live in. The interviews are interspersed with visuals of public health in our communities and designed to build directly on the brand identity of ASPH's highly successful 'This is Public Health' campaign. The video also includes a short interview with Dr. Josef Reum, Interim Dean, George Washington University School of Public Health and Health Services, who summarizes how individuals with a passion and a cause for affecting the world around them can have a significant impact by pursuing a career in public health.

TOOLKIT

This toolkit is a resource for student services professionals, marketing and public relations professionals, administrative office staff and faculty within schools of public health to use when showing the video. It can also be used by others interested in educating the public about careers in public health. Included in this toolkit are:

- **Key messages.** This section contains key messages that can be used as talking points for presentations, brochures or slide shows.
- **Areas of Study That Support Your Cause.** This section contains talking points that can be used with the video to educate the audience on possible degree tracks and career choices.
- **How To Use This Video.** This section contains a description of ideas for activities that can be used to supplement the video, engage high school or undergraduate students and educate them about career choices in public health. These activities are both for local and national use.
- **Instructions for Personalizing the Video.** This section of the toolkit contains instructions for options to personalize the video to individual academic institutions.

KEY MESSAGES

Below are key messages on reasons to pursue a career in public health that can be used verbatim or as talking points for student recruitment presentations, brochures or slide shows.

Public health lets you pursue your passions. Public health professionals work to improve the conditions and behaviors that affect the health of each and every one of us. Public health professionals battle against deadly, contagious diseases and for healthier lifestyles. They work to reduce incidences of preventable diseases, minimize the consequences of catastrophic events, and provide the basics of sanitation, safe food and water. They are dedicated to improving access to health care and reducing the environmental hazards that threaten our communities.

Public health offers you many options. Public Health professionals come from a wide variety of educational backgrounds and can specialize in an array of fields. A host of specialists, including teachers, journalists, researchers, administrators, environmentalists, demographers, social workers, laboratory scientists, and attorneys work to protect our health every day.

Public health helps you make a difference. Public health professionals serve local, national, and global communities. They are leaders who meet the many exciting challenges in protecting the world's health today and into the future. Working towards improving people's health and well-being is definitely a rewarding day's work.

OTHER KEY MESSAGES REGARDING PUBLIC HEALTH CAN BE FOUND AT OUR COMMUNICATIONS TOOLKIT AT: <http://www.thisispublichealth.org/toolkit/KeyMessages.htm>

AREAS OF STUDY THAT SUPPORT YOUR CAUSE

In the video, there are interviews of current students and working public health professionals. The interviews allow for educational opportunities with audiences regarding possible degree and career paths. Below, for each interview, are examples of degree paths that might be pursued by those that have a similar passion for the described cause and effect. The examples are not meant to be exhaustive, but to stimulate conversation and thinking.

Two suggested options for incorporating the talking points in are:

- Stop the video after one or more of the interviews and describe degree options.
- Wait until the video is complete and stimulate a Q&A session in your audience.

Sara Alligood, MPH

Degree: Nutrition

Cause: Nutrition Communication

Public Health nutritionists promote healthy eating and regular exercise, and educate the public about the dangers of overeating and other bad eating habits. By combining education with science, public health nutritionists can reduce the number of preventable diseases and improve overall health. For those of you interested in following a similar career, you can pursue degrees in nutrition, health education, health policy and administration, maternal and child health, or epidemiology.

Nick Metheny, MPH candidate

Degree: Global Health

Cause: Global Health

Globalization has linked our health more closely to one another than ever before.

The rapid movement of people and food across borders and continents means that a disease can travel from a remote village to distant cities. Global public health seeks the most effective solutions to the rising number of health challenges that transcend national boundaries. For those of you interested in following a similar career, you can pursue degrees in global public health, nutrition, health education, health policy and administration, epidemiology, biostatistics, maternal and child health or environmental health.

Tara Graham, MPH

Degree: Health Behavior and Health Education

Cause: Abuse Prevention

Behavioral Health is the practice of selecting, applying and monitoring appropriate behavioral, social and political change strategies to enhance the health of populations. Behavioral scientists discover ways to encourage people to make healthy choices and develop educational programs that promote healthy lifestyles and prevent disease and injury that include halting the spread of sexually transmitted diseases such as herpes and HIV/AIDS, promoting seat belt use and educating youth about the dangers of alcohol abuse. For those of you interested in following similar career paths, you can pursue degree paths in health education, public health communications and marketing, social marketing, maternal and child health, health policy and administration, epidemiology or biostatistics.

Acasia Barrett, Degree Candidate

Degree: HIV/AIDS Prevention

Cause: HIV/AIDS Prevention

Degrees or certificates in HIV/AIDS prevention provides students with the opportunity to work effectively in HIV/AIDS public health organizations, community-based organizations, AIDS service organizations, and HIV/AIDS research. For those of you interested in following similar career paths, you can pursue degrees in epidemiology, biology, health communication, health policy and administration or biostatistics.

Aileen Orino, Degree Candidate

Degree: Prevention and Community Health

Cause: Obesity Prevention

Prevention and community health can involve the planning and delivery of health care to a defined community in response to the defined needs of that community. To do this successfully requires the planned integration of the classical public health roles of health promotion and disease prevention at population levels with the delivery of primary health care, which focuses on the clinical treatment of disease. Community health programs seek to share knowledge; develop, implement and evaluate state-of-the-art community health programs; communicate health information to the public; and, integrate research findings into public health education and practice. For those of you interested in following similar career paths, you can pursue degrees in health education, nutrition, public health communications and marketing, maternal and child health, public health nursing, epidemiology or biostatistics.

HOW TO USE THIS VIDEO

Below is a list of ideas for activities that can be used to supplement the video, engage high school or undergraduate students and educate them about career choices in public health. Some activities for a local or specific amplification activity include:

1. "MY CAUSE IS" BLACKBOARD/PINBOARD

Ask audience members to identify a cause about which they are passionate. Have them write it on a blackboard or Post-it notes and display them in front of the audience. Use the examples to explain how their cause has public health implications.

2. CAUSE|EFFECT INTERNSHIP

Create 'cause|effect' summer internships for high school students or undergrads in your community. Let people sample 10 different areas of public health over the course of a three-month internship. By teaming up with public health professionals and organizations, interns would be given a broad sampling of public health careers. The top 5 candidates would be asked to take videos, photos and maintain a blog during their internship.

3. MAKE IT PERSONAL/PERSONAL EXPERIENCE

Use a personal experience to demonstrate how you were affected by public health (i.e., training for a race/marathon, obesity of a family member, volunteer activity). Ask how many others are interested or participate in the same activity. Link it to a career in public health or why you were drawn to work with the school.

4. SPONSOR A LOCAL THIS IS PUBLIC HEALTH CAMPAIGN

The TIPH stickers can be used as the basis for a local campaign to either highlight the contributions of your school of public health and/or to engage prospective applicants to consider the contributions they can make as a public health graduate. More information can be found at: www.thisispublichealth.org

5. USE THE THIS IS PUBLIC HEALTH TOOLKIT MATERIALS

Quizzes, presentation materials and other resources can be found at: <http://www.thisispublichealth.org/toolkit/>

ASPH is also considering expanding some activities across all of the SPH for a national perspective. Suggestions for these activities include:

1. CAUSE|EFFECT PROJECT

Ask people to submit their ideas for a cause|effect projects - this can be any project within the field of public health that they believe can improve the health of their community. Tell us what your project is, why you think it's cause-worthy and how you propose to get it done. Post submissions and let the public vote for their favorite project. Schools could then help the winners turn their cause into a positive effect.

2. CAUSE|EFFECT FACEBOOK QUIZ

Develop a quiz (could be hosted on Facebook) asking a series of questions about different causes, passions, interests and goals. At the end of the quiz, the participant would be matched with either an area of study and/or public health career that is aligned with their causes and interests and will help them achieve their desired "effect" in their community.

3. VIDEO SHUFFLE

For National Public Health Week, ask people if they are able to upload a 60 second clip of their cause and effect on their local community onto ASPH's YouTube site. ASPH will hold a local contest for the best clip.

If you are interested in participating, please contact Allison Foster (afoster@asph.org) or Laura Biesiadecki (lbiesiadecki@asph.org).

INSTRUCTIONS FOR PERSONALIZING THE VIDEO

This section of the toolkit contains instructions for individualizing the video to your own academic institutions. The versions of the video include:

- 1) Version 1: The video as originally produced.
- 2) Version 2: The video without a last slide. This version will allow SPH to individualize the last slide with their school's name and logo. The graphic arts department should be able to help modify the clip. If not, an instructional video on how change the clip can be found at: <https://www.yousendit.com/download/MVNkUXVoSU83bUNGa1E9PQ>
- 3) Version 3: The video without Dean Reum's interview. This version allows for schools to personalize the video by injecting an interview with the Dean of your school or other appropriate spokesperson. You may develop your own talking points for the interview. In the original video, Dean Reum was asked to address the following questions:
 - Why should students pursue a career in public health?
 - Who should consider a degree in public health?
 - In what areas of public health can students get a degree?
 - How can a degree in public health enhance prospective student's career opportunities?
 - How should prospective students choose a degree that's right for them?