

Public Health Administration & Practice

11:375:406

Spring 2009

Thursday 5:35 – 8:35

1/22/08 – 5/7/08

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Environmental & Natural Resource

Sciences Building – Room 223

Required Text:

Novick, LF and Mays, GP, *Public Health Administration: Principles for Population-Based Management*, 2nd Edition, 2008, Jones and Bartlett.

Grading:	Midterm Exam	30%
	Final Exam	40%
	Paper	20%
	Assignments & Participation	10%

This course examines public health as an organized system, pulling together the different areas of study, fields of work and governmental agencies that facilitate the delivery of public health services on a daily basis. Essential public health principles are discussed in the context of identifying and controlling community health problems.

Sakai Website:

A website for this course is available to enrolled students at www.sakai.rutgers.edu – select the tab “Public Health Administration and Practice” (11:375:406:01). Here, you will find lecture notes, ancillary readings and other materials under the “Resources” tab, which may be found in the left margin. You will also periodically find class announcements, assignments and other items, which I will generally email to you, as well. Please become familiar with our Sakai website and use it often.

Attendance & Participation:

Participation and attendance are expected in this course. Students who actively engage in class discussion and come prepared to contribute to the evening’s material will generally do well. All material assigned and presented in this class (i.e., readings, videos, lectures, web links) is subject to inclusion on course exams. Discussion topics may be posted to the course website, and students *are expected to contribute* via discussion threads. Additional contributions to the course website (i.e., resource documents, web links and relevant chat) may positively affect your grade, as well. Cell phones must be silenced in class, and students using their phones will be asked to turn them off or leave. Laptop computers may not be used for purposes other than taking notes while in class.

It is the responsibility of students who have been absent to find out what they have missed and obtain materials that may have been distributed in class. In the event of serious illness or emergency on the day of an exam, contact Mr. Tabbot *before the exam*. In case of examination scheduling conflicts, contact Mr. Tabbot at least *one week prior to the exam*. Students who do not make alternative arrangements before the exam will receive a 0 for that exam.

Plagiarism:

Plagiarism is a very serious academic matter, and one that can lead to a student’s failing grade and referral to his/her dean for disciplinary action. When referring to any ideas other than your own, always acknowledge your sources clearly and completely, whether you are quoting or paraphrasing. Please read the University’s policies on academic integrity at <http://academicintegrity.rutgers.edu/integrity/shtml>.

Schedule:

Class 1	Jan. 22	Defining Public Health; Public Health Practice Background, Determinants of health, Core public health functions, Essential services, Minimum Standards, Practice Standards, Definitions. <i>Reading:</i> Chapters 1, Chapter 2 (pp. 35-61), pp. 96-110, Chapter 3 (pp. 69-96), Chapter 8 (pp. 233-248), <i>Achievements in Public Health</i>
Class 2	Jan. 29	Epidemiology, Data Management & Surveillance Basic background, Data sources, Rates, Types of studies, Issues of study design and analysis, 2x2 tables, RR, OR. <i>Reading:</i> http://bmj.bmjournals.com/collections/epidem/
Class 3	Feb. 5	Infectious & Zoonotic Disease Colin Campbell, DVM, NJ Department of Health & Senior Services Theories of disease causation, Modes of transmission, Epidemiological triangle, Zoonoses and vectors, Rabies, West Nile Virus, Vaccination. <i>Reading:</i> http://www.cdc.gov/az.do/id/0900f3ec8000e035#S
Class 4	Feb. 12	Quality, Infrastructure & Accreditation in Public Health Natalie Pawlenko, NJ Department of Health & Senior Services Statewide public health, Organizational capacities, Evaluation of infrastructure, Delivery of public health services, Accreditation. <i>Reading:</i> Chapter 17 (specific pages to be assigned)
Class 5	Feb. 19	Public Health Nursing; Adult Health & Chronic Illness Colleen Hintz & Ginny Maico, Randolph Health Department Core activities, Health services for children, adults and the elderly.
Class 6	Feb. 26	Disaster Preparedness & Emergency Management Kevin Sumner, MPH, Middlebrook Regional Health Commission Preparing for the unexpected, Increasing the scope of 'traditional' health services. <i>Reading:</i> Chapter 23 (pp. 657-670, 673-703)
Class 7	March 5	Midterm Exam
Class 8	March 12	Health Education & Promotion Colleen McKay-Wharton, MPH, CMW Consulting Theory and models, Practice and competencies, Careers. <i>Reading:</i> Chapter 21
NO CLASS	March 19	Spring Break
Class 9	March 26	Partnerships in Public Health: Risk Communication & the Media Bill Jamison, Jamison Communications Jim Morris, Rutgers Office of Continuous Professional Education Media relations, Effective writing in public health, Risk communication, Getting the right attention from the press. <i>Reading:</i> Chapter 20

Class 10	April 2	<p>Environmental Health Administration; Right to Know Jean Walker, MS, Essex Regional Health Commission Regional environmental health services, County Environmental Health Act, Occupational health issues, Right to Know.</p>
Class 11	April 9	<p>Public Health Law; Sources of Data & Information Systems Daniel Chawner, International Network Systems History and definitions, Legislative process, Police power, Emergency Health Powers Act; Practical applications of computer resources. <i>Reading:</i> Chapter 4, Chapter 11 (cursory review)</p>
Class 12	April 16	<p>Leadership; Community-Based Prevention Concepts in leadership, Building relationships, Community coalitions, Evidence-based planning, Research design, Health interventions. <i>Reading:</i> Chapter 10, Chapter 19</p>
Class 13	April 23	<p>Pandemic Influenza & Public Health Infrastructure Pandemic and avian influenza, Virology, Control of influenza. <i>Reading:</i> Chapter 23 (pp. 703-708)</p>
Class 14	April 30	<p>Assessment, Marketing, Futuring & Workforce Development Kevin Sumner, MPH, Middlebrook Regional Health Commission Tools and outcomes of assessment, Marketing public health to the public and stakeholders, Defining needs, Assuring a workforce. <i>Reading:</i> Chapter 8 (pp. 226-236), Chapter 15 (pp. 411-424, 435-438), Chapter 17 (pp. 459-463, 473-480), Chapter 18 (pp. 529-539), Chapter 22 (pp. 621-635)</p>
Class 15	May 7	<p>Final Exam</p>