

**Public Health Administration & Practice****11:375:406**

Spring 2013

Thursday 5:35 – 8:30

1/24/13 – 5/9/13

Peter N. Tabbot

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Sciences Building – Room 223**Required Text:**

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

<b>Grading:</b>	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](http://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. 24	<b>Defining Public Health; Public Health Practice</b> Background, Determinants of health, Core public health functions, Essential services, Minimum Standards, Practice Standards, Definitions. <i>Reading:</i> Chapter 1, Chapter 2 (pp. 35-61), Chapter 3, Chapter 8 (pp. 233-248), <i>Achievements in Public Health</i>
Class 2	Jan. 31	<b>Infectious Disease, Data Management &amp; Surveillance</b> Basic background, Data sources, Chain of infection, Epidemiological triangle, Methods and steps of surveillance, Significance of systems. <i>Reading:</i> <a href="http://bmj.bmjournals.com/collections/epidem/">http://bmj.bmjournals.com/collections/epidem/</a>
Class 3	Feb. 7	<b>Veterinary Public Health &amp; Zoonotic Disease</b> <b>Colin Campbell, DVM, NJ Department of Health &amp; Senior Services</b> Leading veterinary public health concerns, Modes of transmission, Zoonoses and vectors, Rabies, West Nile Virus. <i>Reading:</i> <a href="http://www.cdc.gov/az.do/id/0900f3ec8000e035#S">http://www.cdc.gov/az.do/id/0900f3ec8000e035#S</a>
Class 4	Feb. 14	<b>Public Health Nursing</b> <b>Colleen Hintz &amp; Ginny Maico, Randolph Health Department</b> Core activities, Health services for children, adults and the elderly, Emergency preparedness, Three core functions in nursing context.
Class 5	Feb. 21	<b>Health Education &amp; Promotion</b> <b>Colleen McKay-Wharton, MPH, CMW Consulting</b> Theory and models, Practice and competencies, Careers. <i>Reading:</i> Chapter 21, <i>Theory at a Glance, Education Matters for Health.</i>
Class 6	Feb. 28	<b>Environmental Health Administration; Leadership</b> Definitions, History, Scope of problems, Risk vs. surveillance approach, Environmental services and organization, Concepts in leadership. <i>Reading:</i> Chapter 10
Class 7	March 7	<b>Midterm Exam</b>
Class 8	March 14	<b>Quality, Infrastructure &amp; Accreditation in Public Health</b> <b>Natalie Pawlenko, NJ Department of Health &amp; Senior Services</b> Statewide public health, Organizational capacities, Evaluation of infrastructure, Delivery of public health services, Accreditation. <i>Reading:</i> Chapter 17 (specific pages to be assigned)
NO CLASS	March 21	<b>Spring Break</b>
Class 9	March 28	<b>Partnerships in Public Health: Risk Communication &amp; the Media</b> <b>Bill Jamison, Jamison Communications</b> <b>Jim Morris, Rutgers Office of Continuous Professional Education</b> Media relations, Effective writing in public health, Risk communication, Getting the right attention from the press. <i>Reading:</i> Chapter 20

Class 10	April 4	<p><b>Emergency Management &amp; Public Health</b>  <b>Kevin Sumner, MPH, Middlebrook Regional Health Commission</b>          Preparing for the unexpected, Increasing the scope of 'traditional' health services.</p> <p><i>Reading:</i> Chapter 23 (pp. 657-670, 673-703)</p>
Class 11	April 11	<p><b>Public Health &amp; Environmental Law</b>          History and definitions, Legislative process, Police power, Emergency Health Powers Act.</p> <p><i>Reading:</i> Chapter 4</p>
Class 12	April 18	<p><b>Managing Organizations</b>  <b>Gregory Poff, MPA, Township of Rockaway</b>          Human resources management, Community-based programming.</p> <p><i>Reading:</i> Chapter 8 ( cursory review), Chapter 9</p>
Class 13	April 25	<p><b>Pandemic Influenza &amp; Public Health Infrastructure</b>  <b>Assignments Due</b>          Pandemic and avian influenza, History and virology, Control of influenza and emerging diseases, Challenges for the public health system.</p> <p><i>Reading:</i> Chapter 23 (pp. 703-708)</p>
Class 14	May 2	<p><b>Assessment, Marketing, Futuring &amp; Workforce Development</b>  <b>Kevin Sumner, MPH, Middlebrook Regional Health Commission</b>          Tools and outcomes of assessment, Marketing public health to the public and stakeholders, Defining needs, Assuring a workforce.</p> <p><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 9	<p><b>Final Exam</b></p>