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New Opportunities for Collaboration:



Schools of Public Health Assisting the Frontline

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New Items in the Mix— The P-Front

- Increased awareness about the role and importance of public health
- Focus G of the State Supplemental Grants
- Expansion of Centers for Public Health Preparedness Program
- The New-Old Project Link

(B) T – Education and Training

- Performance-based; competency-driven
- Target audience specific
- Delivery-mixed modalities
- Hot topics: Smallpox; Incident Command Systems; Crisis Emergency Risk Communication; NPS
- Needs: Training database; toolkits—plans, procedures, exercises/drills, criteria for preparedness

HOT Topics

- Smallpox
- Incident Command Systems
- Crisis Emergency Risk Communication
- National Pharmaceutical Stockpile

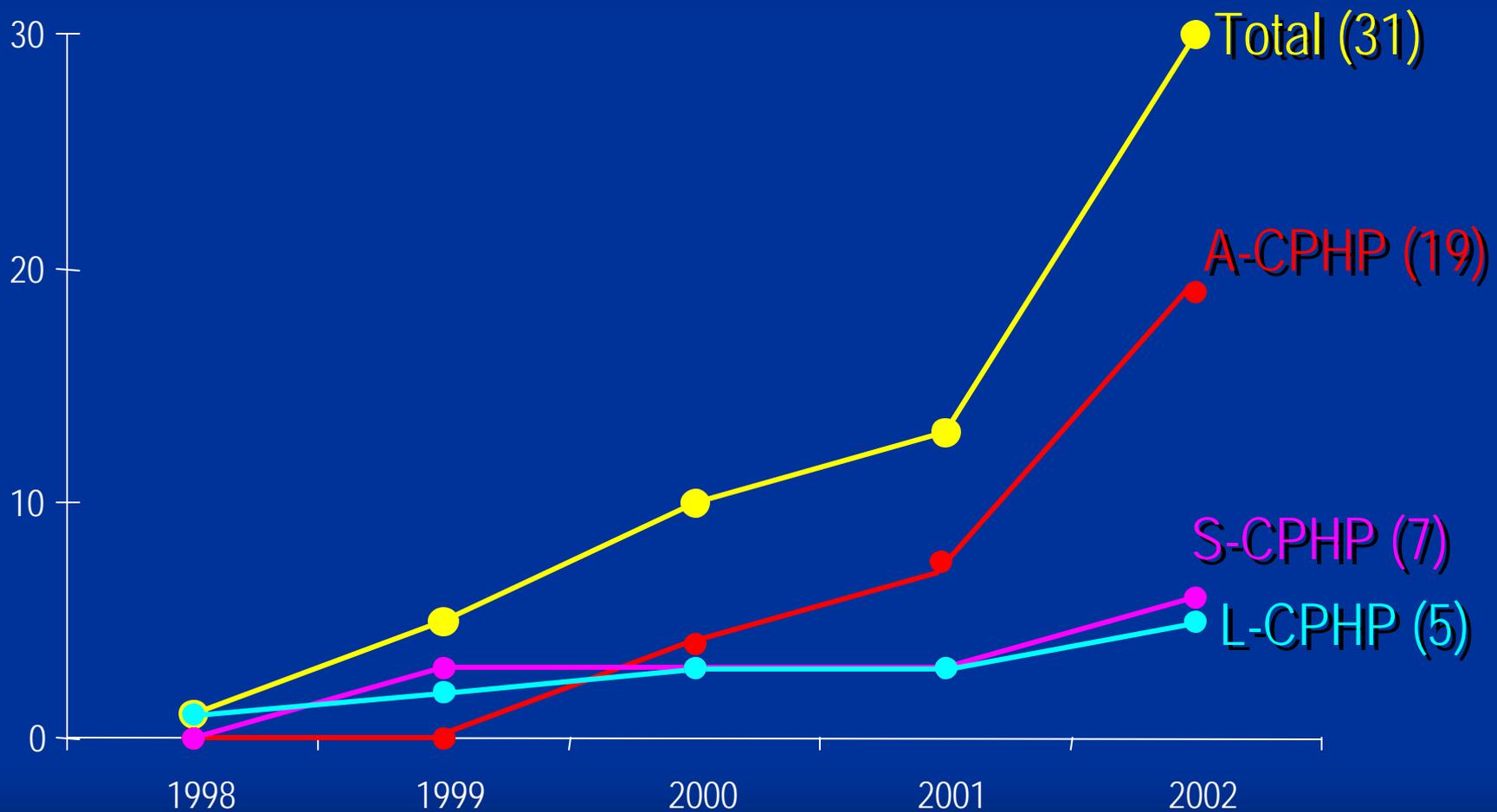
Training Needs

- Training database
- Toolkits
 - Plans
 - Procedures
 - Exercises/drills
 - Criteria for preparedness

Facing Reality

- Flexibility, accountability, and speed
- National standardization – local customization
- Workforce – needs, competency, surge capacity

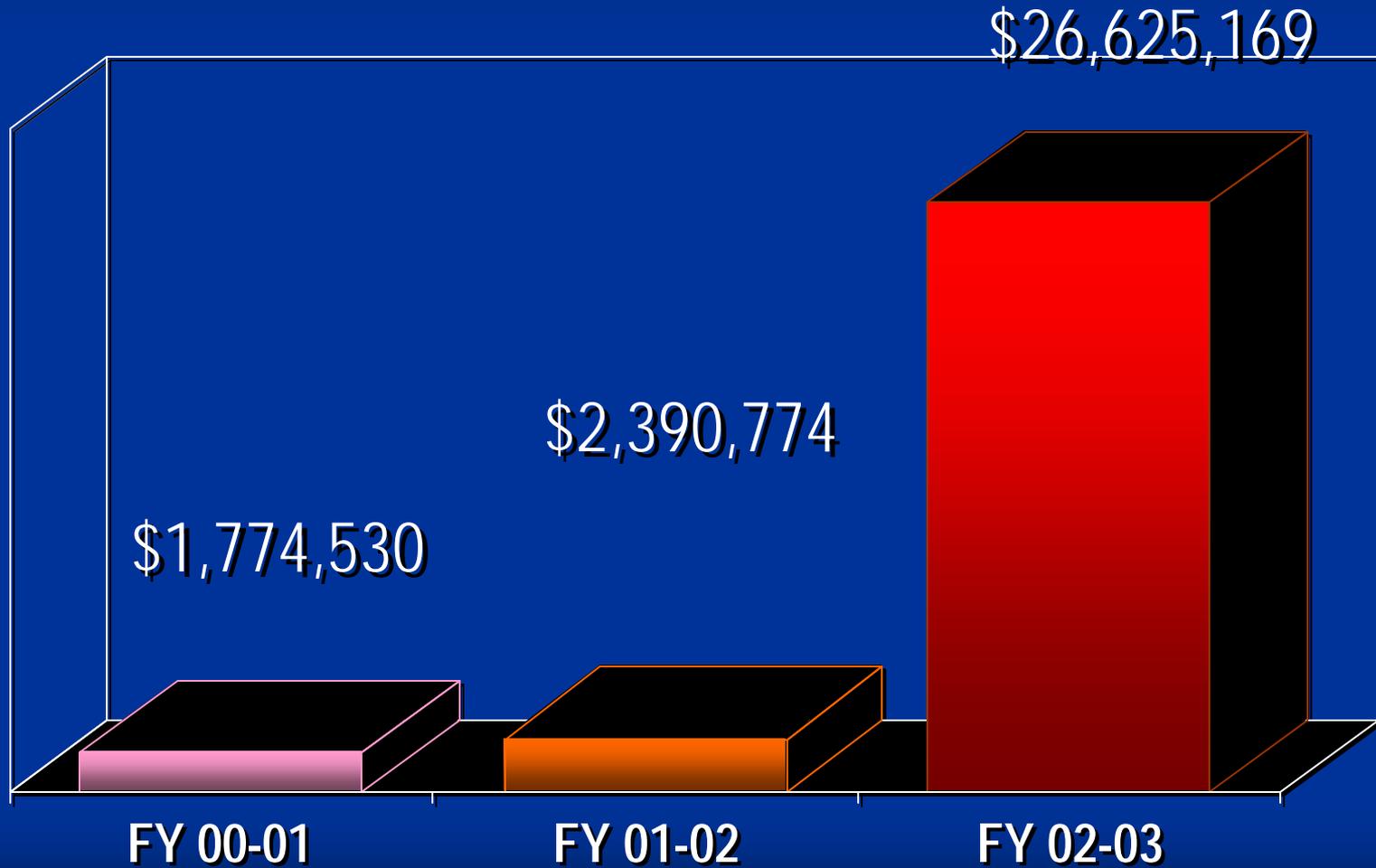
CPHP Growth at a Glance....



Project Link: Key Programs

- ASPH Council of PH Practice Coordinators
- APHA PH Caucus
- Trans-Association Partnership Project
- ASPH Intern/Fellow Tracking Project
- Invited experts and consultants
- Research linkages between academia and PH practice: meetings, presentations, publications

Project Link Funding



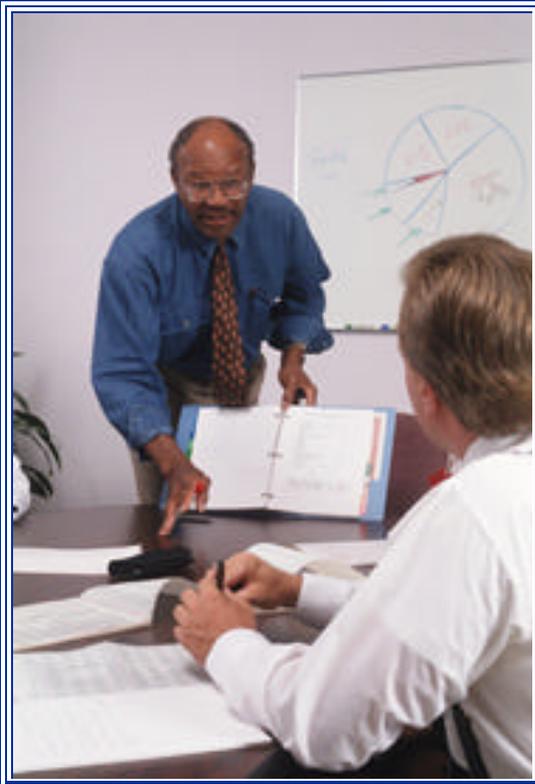
IOM Recommends-- Workforce Needs and Trends



Re: Competency-based training and education

- For 8 critical content areas, identify competencies

IOM Recommends



Re: Competency Certification

- Voluntary certification in the ecological approach to public health to encourage development of new MPH graduates

IOM Recommends

Re: Emerging Content areas of

- Informatics, Genomics, Communication, Cultural Competence, Community-based Participatory Research, Global Health, Policy and Law, Ethics
- Review curricula to ensure these areas are addressed

IOM Recommends

- Enhance faculty involvement in policy development and implementation
- Embrace public health-medicine linkages
- Assure access to life-long learning opportunities

IOM Recommends

- Participation in community-based research, learning, and services
- Involve community-based organizations
- Reward faculty for experiential excellence and practical training

Advantages for Schools of Public Health

- Increased interaction with practice sector bolstered by IOM mandate
- Incentives and credentialing movements drive interest in advanced education and life-long learning
- Frontline issues can inform research and curricula

Advantages for Practice

- Increased interaction with those in academia who are helping to shape future leaders in public health
- Access to surge capacity expertise
- Access to assessment and evaluation expertise
- Access to advanced training modalities, such as E-learning
- Access to/participation in current research

What does This All Mean for Practice Coordinators?

- Unique opportunities to advance “The Link”
- Need to act with flexibility and speed
- Need to produce results and measurable outcomes

A Challenge for FY 03

- Develop 3 very specific strategies for strengthening academic/practice linkages in the current climate



The logo features the letters 'CDC' in a large, white, serif font. The background is a dark blue square with a pattern of white diagonal lines that create a sense of depth and movement, radiating from the bottom left towards the top right.

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