

Council on Linkages Between Academia and Public Health Practice

**Virtual Meeting
February 20, 2025**

Welcome to Our Zoom Meeting!

- Audio:
 - Computer or phone
 - Please keep your audio on mute when you are not speaking
- Feel free to use the Chat box to share comments or questions
- We are recording this meeting

Council on Linkages

Mission:

- To improve the performance of individuals and organizations within public health by:
 - Fostering, coordinating, and monitoring collaboration among the academic, public health practice, and healthcare communities
 - Promoting public health education and training for health professionals throughout their careers
 - Developing and advancing innovative strategies to build and strengthen public health infrastructure

Council on Linkages



Agenda

- Welcome and Overview of Agenda
- Introduction of New Representatives
 - Dr. Dee Jordan, SOPHE
 - Larry Jones, NNPHI
- Approval of Minutes from September 16, 2024 Meeting
 - **Action Item:** Vote on Approval of Minutes
- Rebuilding the Public Health Workforce
 - Alameda County Public Health Department, AHD Environmental Scan Project
- Council Member Organization Workforce Development Updates
 - Council of State and Territorial Epidemiologists (CSTE)
 - Council on Education for Public Health (CEPH)
- Council on Linkages Activities Update
 - Core Competencies for Public Health Professionals
 - Academic Health Department Learning Community
 - Retention and Recruitment Learning Community
- Other Business and Next Steps

Welcome New Council Representatives!

Dee Jordan Ph.D., MPH, Instructor

*Harvard Medical School, Department of Global Health and Social
Medicine, Society for Public Health Education*

Larry D. Jones, MPH, Senior Advisor

*Missouri Public Health Institute, National Network of Public Health
Institutes*

Approval of Minutes from September 16, 2024 Meeting

➤ Action Item: Vote on Approval of Minutes

Rebuilding the Public Health Workforce: Alameda County Public Health Department, AHD Environmental Scan Project

Ron Bialek, MPP, Council Director

Mayela Arana, MPH, Senior Program Manager, Workforce Development, PHF

Evette Brandon, MPH, Director, Quality Improvement and Accreditation, Public Health Department, Alameda County Health

Mia Luluquisen, DrPH, MPH, RN, Office of the Director, Public Health Department, Alameda County Health

Local Public Health and Academia

The Alameda County Public Health Department's Journey

Presented to the Council on Linkages Between Academia and Public Health Practice

February 20, 2025

Presented by

Mia Luluquisen, DR.PH, MPH, RN

Evette Brandon, Division Director



AGENDA

- Our Approach
- Past and Existing Partnership
- Academic Health Department
- Environmental Scan
- Questions & Answers



BACKGROUND

- Inequities are ALARMING, primarily affecting African Americans and other communities that face poverty.
- Create and support an entry point for those affected by inequities to become public health professionals.
- A mandate to address inequities in communities that bear the greatest burden of early deaths and chronic diseases.
- Over 25 years of academic partnership with high schools, community colleges, and universities throughout the Bay Area.



PARTNERS (alphabetical order)

- Alameda County Office of Education
- California Academic Health Department
- California Department of Public Health
- Centers for Disease Control and Prevention
- California State Universities: Chico, East Bay, San Francisco, San Jose
- Howard University
- Mills College / Northeastern University
- Merrit College
- Oakland Unified School District
- University of California Berkeley: Davis, Los Angeles, San Diego, San Francisco
- Touro University

ACPHD BEST PRACTICES

- Involvement with several health professions schools
- Formal written partnership agreements between partnering institutions
- Shared personnel, faculty or staff are jointly appointed and funded
- Sharing and exchange of resources among partnering institutions
- Joint proposal and implementation of research projects
- Shared support for and participation in providing public health services

LESSONS LEARNED

CLARITY OF INTERNSHIP

TYPES OF INTERNSHIP ACTIVITIES

ONBOARDING PROCESS

PRECEPTOR-STUDENT RELATIONSHIP



Academic Health Department

The Next Level of Partnership

Background

- PHIVE request as part of the PHIG Program
- Assessment of current and potential relationships between the Alameda County Public Health Department and educational institutions.
- Objectives:
 - Conduct interviews with key institutions
 - Analyze findings to support future partnerships.

Timeline

September -
October

Development of
Interview Guide &
Identify Key
Informants

November - Early
December

Conduct 10
Interviews with 3
Academic
Institutions

December

Code and analyze
interview data and
develop report.

January - February

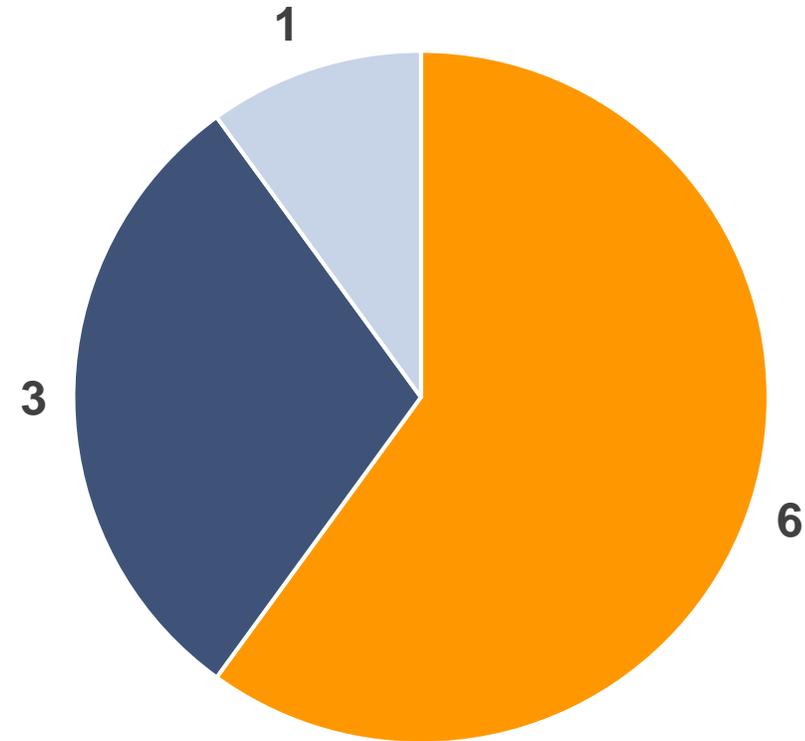
Submit report to
Alameda County &
meet to discuss
next steps.

Interview Goals

- Relationships based in reciprocity
- Foster partnerships that facilitate CEs & matriculation of health department staff into academic programs
- Creating a flexible/organized workforce pathway that is attractive for students, particularly those from minority serving institutions
- Explore opportunities for research & publishing community research

Key Informant Interviews

- 3 Academic Institutions:
 - University of California, Berkeley
 - California State University, East Bay
 - Touro University, Online
- 10 total interviews
- 13 individuals



■ UC Berkeley ■ Cal State East Bay ■ Touro

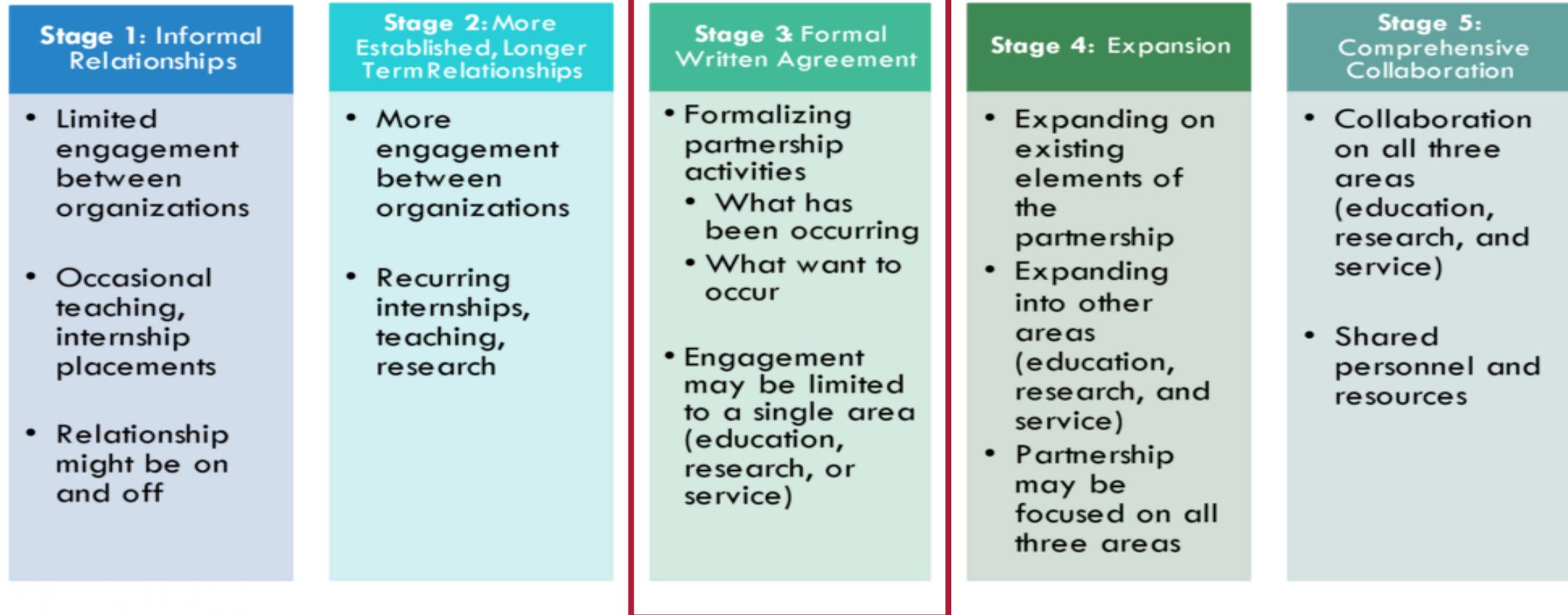
AHD Summary Benefits

- ✓ Workforce Development
- ✓ Supported Pipeline
- ✓ Applied Research Opportunities
- ✓ Expanded Universe of Partners and Resources



STAGED MODEL FOR IMPLEMENTING ACADEMIC HEALTH DEPARTMENT

SAMPLE



Public Health Infrastructure Grant (PHIG) TA

Environmental Scan

- Leveraged resources provided by PHIG to initiate steps to move ACPHD to the next stage
- Public Health Foundation (PHF) conducted an environmental scan to better understand areas of opportunity
- 10 interviews with 14 key informants from three academic institutions
- Emphasis on building reciprocally beneficial relationships

ENVIRONMENTAL SCAN FINDINGS

- Value ACPHD partnership
- History of placements; shared desire for more structure
- Pipelines contribute to a well-prepared workforce
- Different strengths: locality, research, flexibility
- Navigating bureaucracy in two different large systems is tough

RECOMMENDATIONS AND NEXT STEPS

1. Prioritize, start small, be deliberate
2. Create a team
3. Formalize existing partnerships and duplicate what's working
4. Assess and evaluate progress

Next Steps

- Create internal governance structure
- Learn more about what is working locally

CONTACT INFORMATION

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Evette Brandon, Division Director, evette.brandon@acgov.org

Bonnie Mencher, Workforce Development Director,
bonnie.mencher2@acgov.org

Council Member Organization Workforce Development Updates: Council of State and Territorial Epidemiologists (CSTE)

*Erica Smith, PhD, MPH, Deputy State Epidemiologist
Delaware Department of Health and Social Services*

Council Member Organization Workforce Development Updates: Council on Education for Public Health (CEPH)

*Laura Rasar King, MPH, MCHES, Executive Director
Council on Education for Public Health*



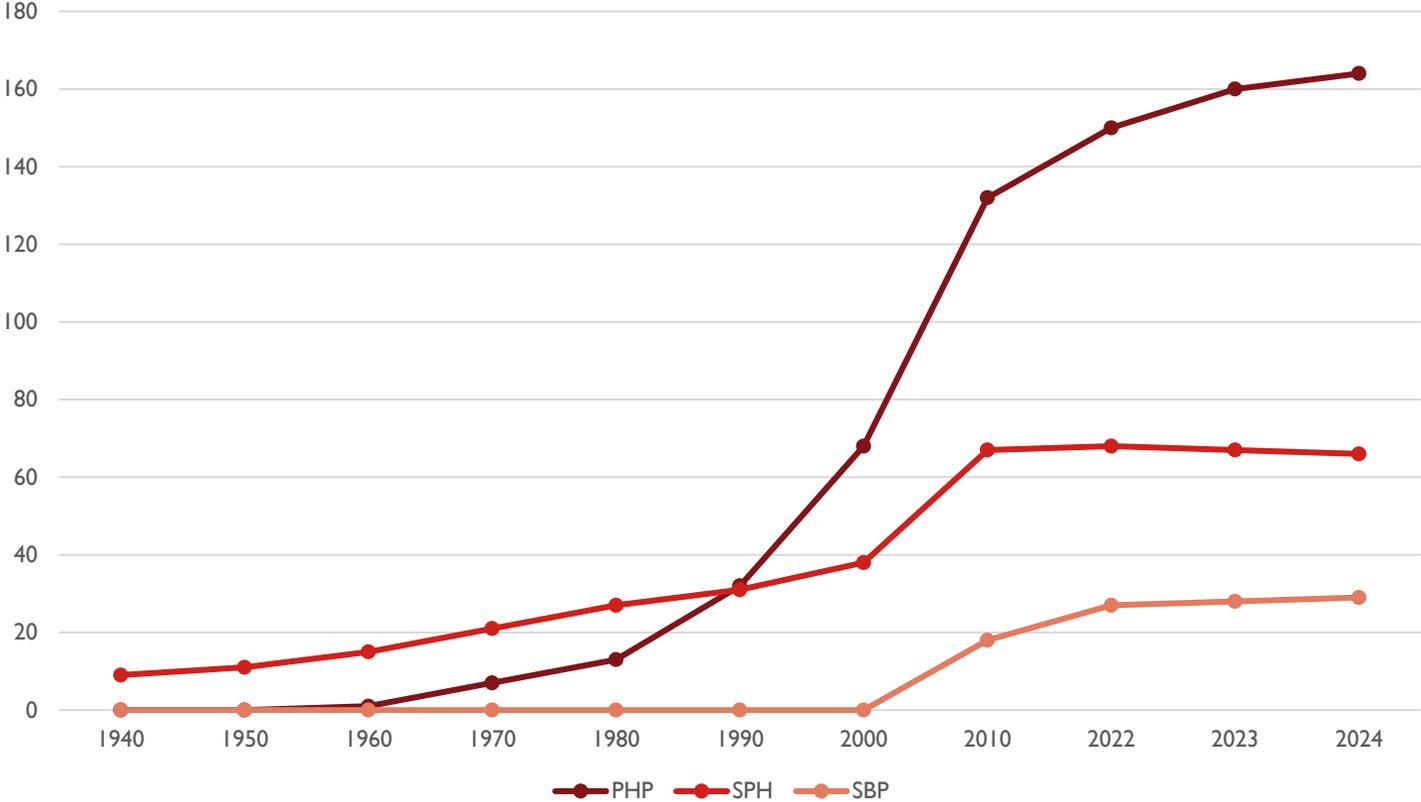
2025 UPDATE
COUNCIL ON LINKAGES
FEBRUARY 20, 2025

LAURA RASAR KING, EDD, MPH, MCHES
EXECUTIVE DIRECTOR



- Accredited 259 total units
 - Accredited 66 schools of public health
 - Accredited 164 public health programs
 - Accredited 29 standalone baccalaureate programs
- Over 30 schools and programs are currently new applicants
- Accredited in 48 states plus DC & PR (still missing Wyoming & Delaware - applicant)
- Accredited in 7 countries outside US (Canada, Mexico, Lebanon, Grenada, Taiwan, Hong Kong, Ghana) with programs in Saudi Arabia and Qatar currently applicants

Growth in Schools and Programs 1946 - 2024



GROWTH IN
SCHOOLS &
PROGRAMS
1946-2024



50TH ANNIVERSARY!



STRATEGIC PLAN 2024-2028



FIVE PILLARS



- **CEPH's Scope**
 - Non-degree credentials, international
- **Community Engagement**
 - Supporting all accredited schools and programs and their unique needs
- **Expectations & Standards**
 - Process improvement, criteria revision
- **Training, Education & Support**
 - Excellent support, robust training
- **Value to the Field**
 - Engaged and visible in public health and accreditation, demonstrate value of accreditation



CRITERIA REVISIONS



CRITERIA REVISIONS



DEI Criteria Revisions (SPH/PHP Criteria)

- Adopted in March 2024
- Incorporated aspects of DEI throughout the criteria, focus on preparing students to work with diverse populations, cultural humility



SBP Criteria Revisions

- Adopted in December 2024
- Regular 5-year review – updated curriculum requirements, new workforce preparation criterion



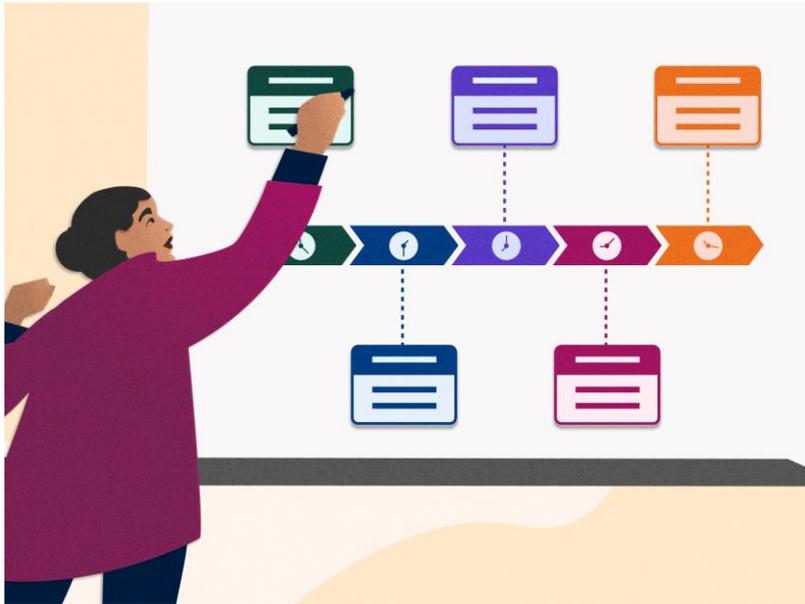
SPH/PHP Criteria Revision

- Target date is 2026 to have revisions well underway
- Data gathering on competencies completed in January 2025

GUIDING PRINCIPLES FOR CURRICULAR REVISION

- Will revise as needed to reflect current knowledge, practice and workforce needs
- Sufficiently modest to preserve current foundational curricula
- Maintain current number of competencies
- Preserve basic architecture of degree including foundational knowledge, foundational competencies, concentration competencies, applied practice experiences, integrated learning experience

TIMELINE AND PLANS



- January 2025 – Council prioritized areas in need of revision
- Throughout 2025 – Working on one area at a time with plan to put out related “chunks” for comment – possible surveys for feedback
- By end 2026 – criteria draft for comment
- We will always slow down if more feedback is needed before proceeding

Contact us to learn more

- At the office
 - Call us! 202-789-1050
 - Email CEPH Staff: <http://ceph.org/about/staff/>
 - lking@ceph.org
- On the web
 - www.ceph.org
 - Join our mailing list
 - <https://ceph.org/join-mailing-list/>

www.ceph.org

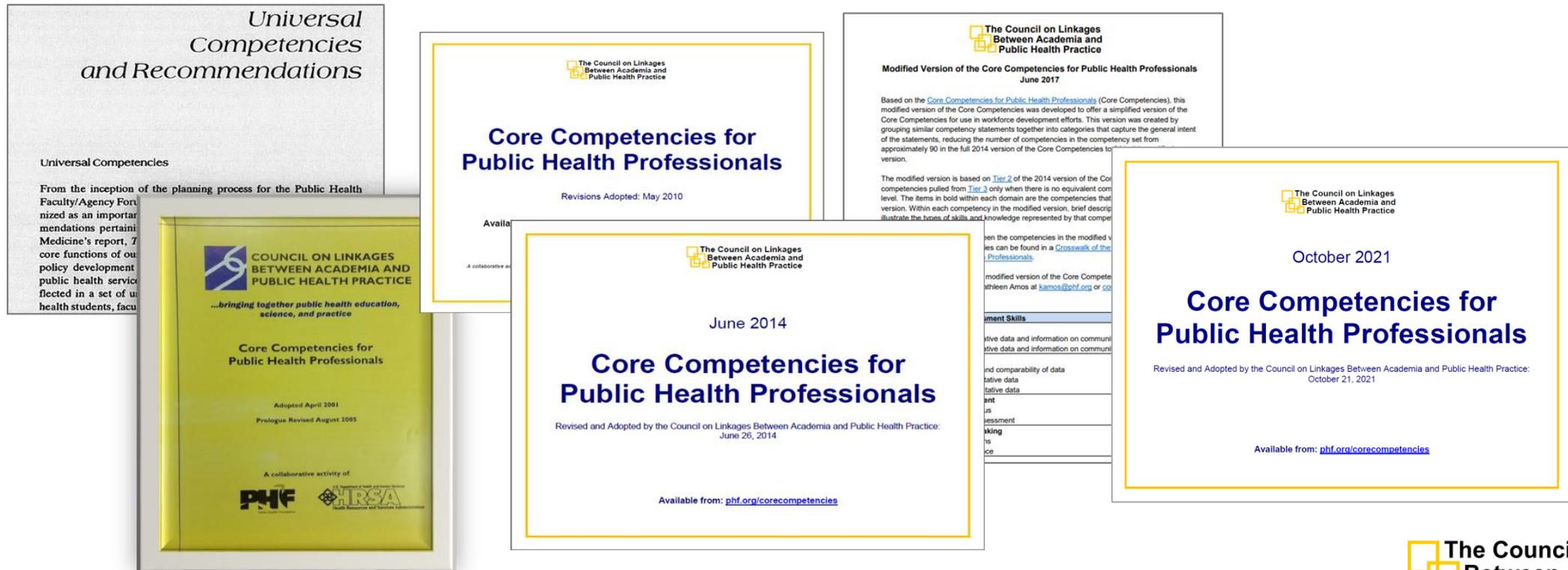


Core Competencies for Public Health Professionals

Mayela Arana, MPH, Senior Program Manager, Workforce Development, PHF

Core Competencies for Public Health Professionals

- Consensus set of foundational or crosscutting knowledge and skills for public health professionals



Core Competencies Use

➤ Used by:

- ~80% of state health departments
- ~43% of tribal health organizations
- ~55% of local health departments
- ~25% of territorial health departments
- ~90% of academic public health-focused programs

➤ Used in developing:

- Job descriptions
- Performance objectives
- Workforce competency/needs assessments
- Education and training
- Workforce development plans
- Discipline-specific competency sets

National Initiatives

➤ Healthy People 2030

- Public Health Infrastructure Objectives: Increase the proportion of state/local/tribal/territorial public health agencies that use Core Competencies for Public Health Professionals in continuing education for personnel

➤ Accreditation

- PHAB Domain 8/Standard 8.2: Build a competent public health workforce and leadership that practices cultural humility
- CEPH: Core Competencies were used in developing foundational competencies for accreditation criteria

➤ TRAIN Learning Network

- Course providers can select competencies aligned with their courses and learners can search by competencies to build their knowledge and skills

➤ 10 Essential Public Health Services

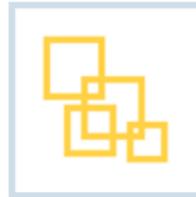
Training and Conferences

- 2024 Public Health Learning Forum: Workforce Development in Action
 - *Maximizing Workforce Excellence: Leveraging the Core Competencies for Public Health Professionals and TRAIN Learning Network*

Core Competencies Resources and Tools

Programs
About the TRAIN Learning Network
Academic Health Department Learning Community
Antibiotic Stewardship
CDC Learning Connection
The Community Guide
Core Competencies for Public Health Professionals
Council on Linkages Between Academia and Public Health Practice
Drinking Water Program Improvement
Driver Diagrams to Improve Population Health
E-learning Institute Fellowship
Future of Population Health Award
Future of Public Health Award
The Guide to Community Preventive Services
HOSA – Future Health Professionals
Immunization Center
Increasing Use of Oral Health Care
Lead Poisoning Prevention

Core Competencies Tools



Overview

The Core Competencies for Public Health Professionals (Core Competencies) are a consensus set of foundational or crosscutting knowledge and skills for the broad practice of public health. These competencies support workforce development within public health and can help public health organizations prepare for accreditation, meet training needs, and improve performance. Competencies can be integrated

into public health practice to enhance workforce development planning, workforce training, and performance evaluation, among other activities. Tools to assist public health professionals and organizations with using the Core Competencies in their workforce development efforts are provided below.

Please Note: Resources and tools are being developed and updated using the 2021 version of the Core Competencies. As these tools are completed, they will be available below. Access to resources and tools for the 2014 version of the Core Competencies is still available.

Understanding the 2021 Core Competencies

- [Core Competencies for Public Health Professionals](#)
- [Domain Definitions](#)
- [Putting the Core Competencies for Public Health Professionals into Practice](#)
- [Crosswalk of the 2021 and 2014 Core Competencies for Public Health Professionals](#)
- [The Relationship Between the Core Competencies for Public Health Professionals, 10 Essential Public Health Services, and Foundational Public Health Services](#)

Workforce Development Tools

- [Competency Assessments for Public Health Professionals \(2021, Modified, 2014, and 2010 versions\)](#)
- [Determining Essential Core Competencies for Public Health Jobs: A Prioritization Process \(2021 Core Competencies\)](#)
- [3-Step Competency Prioritization Sequence](#)
- [Competency-Based Workforce Development Plans](#)
- [Competency-Based Job Descriptions](#)
- [Competency to Curriculum Toolkit](#)

Academic Health Department Learning Community

Mayela Arana, MPH, Senior Program Manager, Workforce Development, PHF

Helping AHD Partnerships Grow



- National community of practitioners, educators, and researchers exploring AHD partnerships
- >1,500 members

Variety of Activities:

- Examples and stories of AHD partnerships
- Webinars by and about AHD partnerships
- Partnership agreements
- Listserv
- Technical assistance

Training and Conferences

- 2024 Public Health Learning Forum
 - *Unlocking Potential: Enhancing Capacity Through Academic Health Department Partnerships*
- APHA 2024 Annual Meeting
 - Academic and Practice Linkages in Public Health Caucus Sponsored AHD Roundtable Session & Luncheon

Webinars

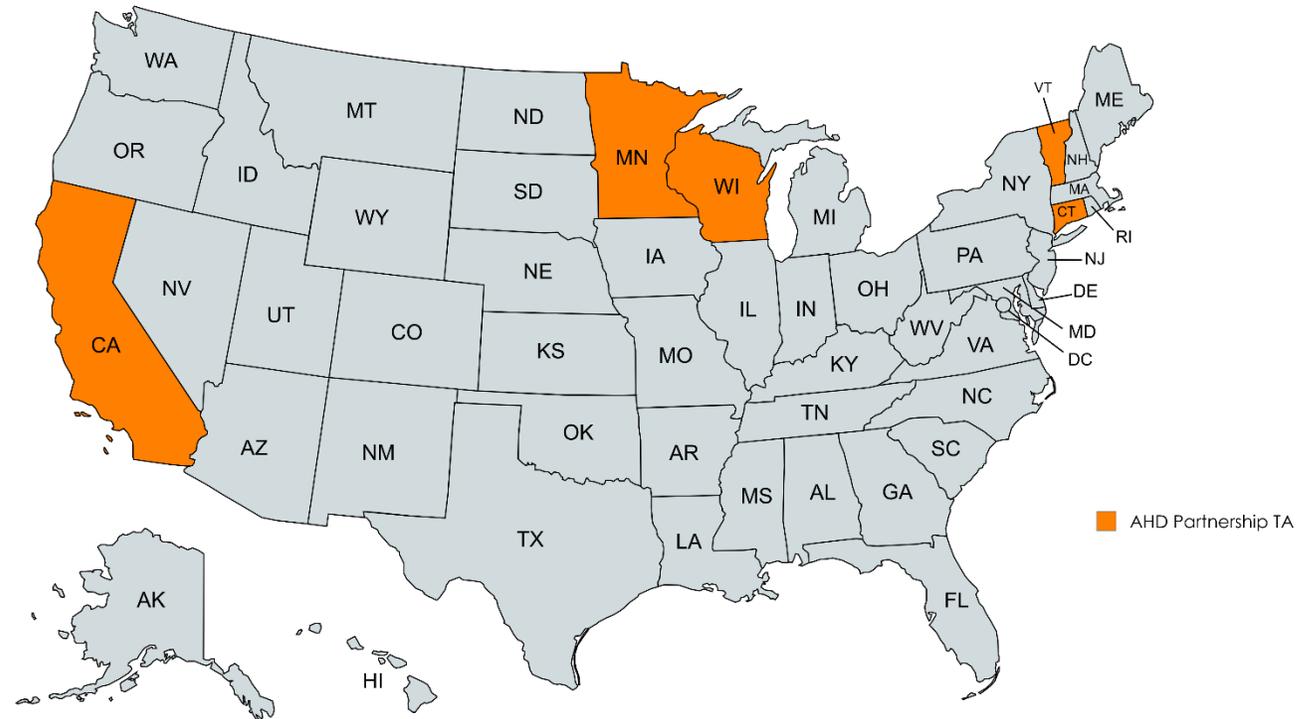
- AHD Webinar Series

- AHD Webinar Training Plan Now Available in TRAIN

- ASTHO Webinar Series in Development

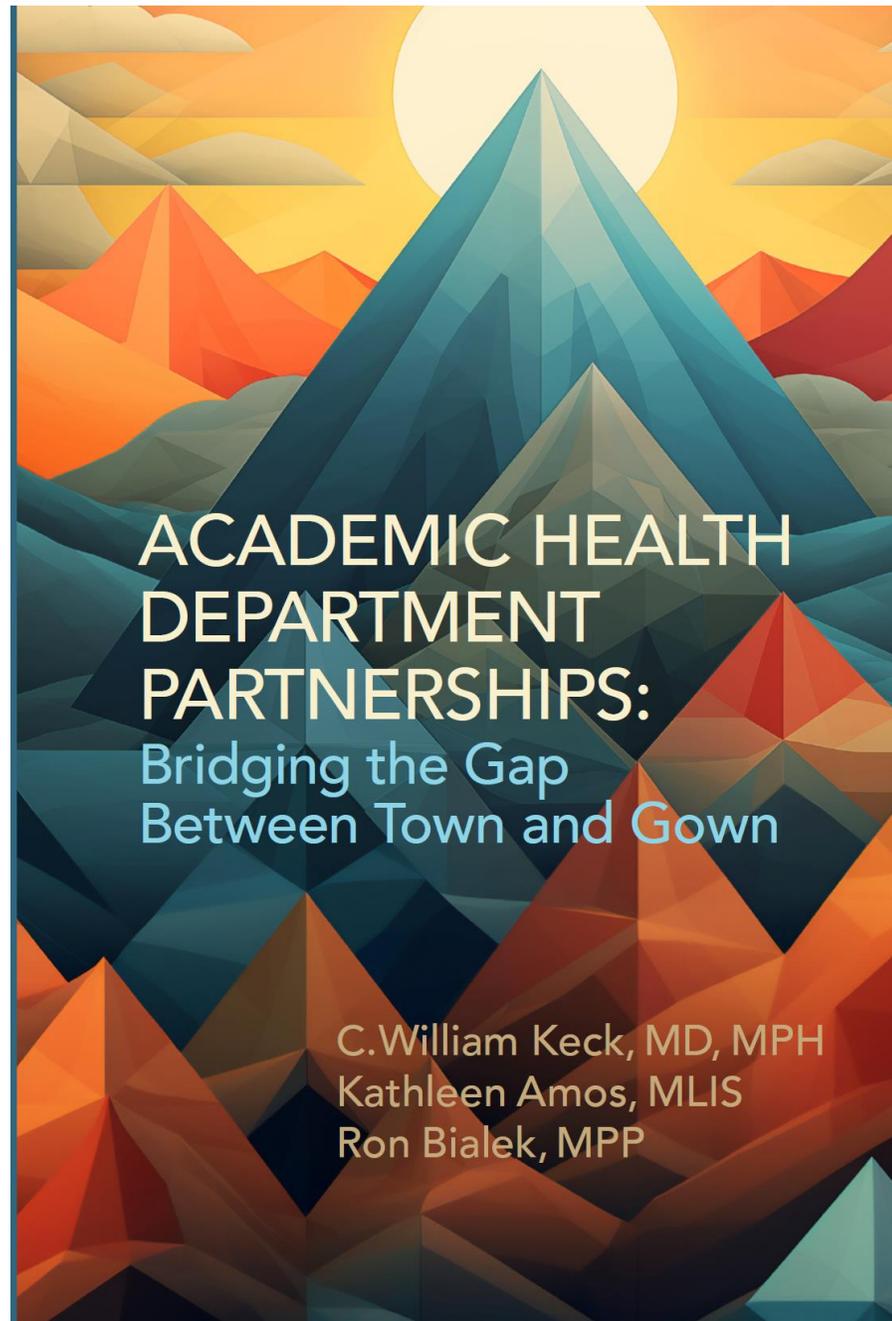
AHD Learning Community TA (Since September 2024)

- 5 requests, serving organizations in California, Wisconsin, Minnesota, Vermont, and Connecticut



Created with mapchart.net

*Academic Health Department
Partnerships: Bridging the Gap
Between Town and Gown*



ACADEMIC HEALTH
DEPARTMENT
PARTNERSHIPS:
Bridging the Gap
Between Town and Gown

C. William Keck, MD, MPH
Kathleen Amos, MLIS
Ron Bialek, MPP

Retention and Recruitment Learning Community

Terry Brandenburg, MBA, MPH, Retention and Recruitment Workgroup Chair

Mayela Arana, MPH, Senior Program Manager, Workforce Development, PHF

Retention and Recruitment Learning Community

Purpose

- Foster a collaborative environment for sharing effective strategies, highlighting successes, and discussing current challenges related to retention and recruitment in governmental public health
- Provide a platform for participants committed to supporting health departments in meeting their workforce needs

R&R Workgroup Progress

Focus Areas:

- Organizational Culture, Workplace Environment, & Employee Experience
- Professional Development
- Human Resource Policies & Processes
- Academic Health Department Partnerships
- Workforce Pathways & Recruitment

Training and Conferences

- 2024 Public Health Learning Forum: Workforce Development in Action
 - *Laying the Groundwork: Essentials of Public Health Workforce Development*
- APHA 2024 Annual Meeting
 - *Supporting Retention and Recruitment of the Public Health Workforce: The Role of the Council on Linkages Between Academia and Public Health Practice*

Other Business and Next Steps

Thank You!

Questions: Mayela Arana at marana@phf.org