



The Council on Linkages Between Academia and Public Health Practice

Meeting Summary March 29, 2011

On the Strategic Planning Session—The [Council on Linkages Between Academia and Public Health Practice](#) (Council) was pleased with the outcome of its March 28 strategic planning session. There was general agreement on the outline of objectives and strategies developed for the next few years. Four draft objectives were developed: fostering collaboration; enhancing practice-oriented education and training; supporting development and retention of a competent public health workforce; and promoting and strengthening collaborative research.

Council members were invigorated by the session, and excited about opportunities which lie ahead. Staff will send Council members an initial draft of the new objectives and strategies and request feedback about the draft. In addition, Council members will have an opportunity to suggest potential tactical initiatives that can be used to achieve the Council objectives for the next 3 to 5 years.

The Centers for Diseases Control and Prevention (CDC) informed the Council about:

- Its [Learning Connection](#): a new website designed to help locate learning products developed by CDC and CDC partners for the public health community.
- Experiential learning programs for high school and college students and CDC fellowships such as the Applied Epidemiology fellowship (a year-long program in applied epidemiology for medical students).
- The Association of Schools of Public Health's "Undergraduate Public Health Learning Outcomes Model." A comment period is underway. Comments on the model should be sent to learningoutcomes@asph.org by **Tuesday, April 12, 2011**.

The Health Resources and Services Administration (HRSA) noted:

- It is delighted to have been able to provide funding for the Council's strategic planning activity.
- That with Affordable Care Act funding, it (HRSA) is supporting the Healthy Weight Collaborative, which provides opportunities for public health and primary care to work together using quality improvement methods to address our nation's childhood obesity crisis.
- Two new funding opportunities are available. One is for the Public Health Training Centers and the other is the Health Careers Opportunity Program (HCOP). Grant applications for the PHTCs are **due May 23, 2011**, while those for the HCOP are **due May 25, 2011**.
- Two HRSA funded Institute of Medicine (IOM) studies with public health implications are underway. They include an oral health initiative (consensus study) and an allied health workforce and services workshop.

CDC and HRSA affirmed that they are happy to be jointly supporting the Council on Linkages and several other initiatives, including:

- An IOM study on Integrating Primary Care and Public Health.
- Theme issues of the AJPM and AJPH that will focus on integrating public health and primary care.
- Surveillance/enumeration of the public health workforce.

In Other Business, the Council Learned About:

- **The Pipeline Workgroup**—Vincent T. Francisco, PhD noted the purpose of the Pipeline Workgroup: to assist the Council with developing evidence-assisted recruitment and retention strategies for public health. He also outlined workgroup accomplishments and acknowledged the harsh realities facing public health, including the permanent elimination of positions. The workgroup's next steps include expanding the Council's survey of public health workers, reviewing peer reviewed and grey literature to identify possible recruitment and retention strategies, and contributing to the public health workforce research agenda. The Robert Wood Johnson

Foundation is supporting expansion of the Council's survey of public health workers and the Association of State and Territorial Health Officials is helping staff reach out to states not previously included in the survey.

- **The Core Competencies Workgroup**—C. William Keck, MD, MPH outlined the original purpose of the Core Competencies Workgroup: to develop Core Competencies for Public Health Professionals. He indicated that the workgroup has expanded its reach to include developing tools to assist with Core Competencies use. Dr. Keck listed some of the tools being developed and praised Council member organizations for their efforts to promote Core Competencies use. He encouraged Council member organizations to increase their involvement by continuing to promote the Core Competencies, contributing to Core Competencies discussions through the PHF Pulse Blog, and sharing with Council staff new examples of Core Competencies use.
- **The Academic Health Department (AHD) Learning Community**—Dr. Keck introduced the AHD Learning Community, a national community of public health professionals interested in the AHD model. He discussed the AHD Learning Community's accomplishments thus far, as well as its future initiatives, which include collecting and creating materials to support AHD development and growth, and hosting both distance and in-person meetings. He noted that he looks forward to continued member engagement and welcomes new members.
- **Improving and Measuring the Impact of Training**—Ron Bialek, MPP indicated that HRSA has requested the Council to assist with identifying methods and tools to effectively measure the impact of training. Mr. Bialek noted that a preliminary literature search conducted by staff showed that focusing on measurement alone is insufficient. Addressing ways to improve the impact of training prior to the delivery of training (e.g., increasing learner motivation) is an important “up stream” consideration for the Council to address in this effort. Mr. Bialek proposed that the Council establish a Task Force to identify methods and tools to help the public health community improve and measure the impact of training. He called on Council members to identify experts in this area for the Task Force and requested that names, and reasons for nomination, be sent to Lynne Stauff at lstauff@phf.org by **April 22, 2011**.
- **The Guide to Community Preventive Services**—Mr. Bialek indicated that PHF and other organizations are helping CDC promote the *Community Guide*. One strategy PHF is employing to promote use of the *Community Guide* is through “Public Health Works” a web-based video series. This series will demonstrate how health departments are using the *Community Guide* and quality improvement methods to improve the impact of public health programs (with emphasis on CDC's winnable battles). Mr. Bialek proposed that the Council serve in an advisory role, which will include making suggestions on how best to evaluate and improve the quality and impact of the series. Hugh Tilson, MD, DrPH will serve as the moderator for the “Public Health Works” series.
- **Feedback from Council member organizations**—Feedback was solicited from Council member organizations about issues they might wish for the Council to respond to, strategies they employ to engage their leadership in Council activities, and mechanisms staff can use to facilitate dissemination of Council information to the leadership and constituents of Council member organizations.
- **The New Website**—Mr. Bialek gave the group a tour of the new Council website. To access the Council's new website, please visit <http://www.phf.org/programs/council/>. Want to view the online agenda and meeting materials for the March 29 Council meeting? [Click here](#).