



COUNCIL ON LINKAGES BETWEEN ACADEMIA AND PUBLIC HEALTH PRACTICE

Council on Linkages Between Academia and Public Health Practice (Council) DRAFT Deliverables and Activities for the Fiscal Year October 1, 2005 – September 30, 2006

This document is divided into two sections. Pages 1 and 2 describe core Council activities to be carried out this fiscal year. Pages 3 and 4 list potential activities, which, if deemed high priority by Council members and their organizations, would require the Council to secure additional funding.

Action Requested:

Council staff request that prior to the September 19 Council conference call each Council member seek guidance from your organization, and come to the call prepared to provide feedback on 2-3 high priority items from the list of potential activities on pages 3 and 4.

Deliverables

By September 30, 2006, the Council on Linkages will achieve the following:

Advancing Public Health Systems Research (Objective 10)

- ◆ Reconvene the National Public Health Systems Research Leadership Forum at the 133rd annual American Public Health Association meeting.
- ◆ Assist AcademyHealth in reconvening the Public Health Systems Research Affiliate meeting.
- ◆ Conduct follow-up activities related to the September 2005 meeting with representatives of funding organizations designed to foster greater collaboration on leveraging resources for public health systems research.
- ◆ Publish an article discussing the need for public health systems research and summarizing Council efforts in this area.

Implementing Public Health Competencies (Objectives 3, 5, 8, 9)

- ◆ Document and disseminate examples of competency efforts.
- ◆ Provide data on Healthy People 2010 Objective 23-9, which addresses competencies use in public health education programs, for the Midcourse Review.
- ◆ Improve the usability of the Core Competencies website.

Publicizing Academic/Practice Linkages (Objectives 1, 4, 8)

- ◆ Work collaboratively with the Association of Schools of Public Health's Public Health Practice Council on the Award for Student Excellence in Public Health Practice.
- ◆ Represent the Council during at least four national meetings via sessions, presentations, and/or information in the exhibit hall.
- ◆ Continue to publicly recognize "best practice" linkage activities through the annual Linkages Awards.

Supporting Public Health Recruitment and Retention Efforts (Objectives 2, 11)

- ◆ Continue to gather and publicize resources designed to help the practice and academic communities address worker shortages.
- ◆ Focus the 2006 Linkages Awards on recognizing exemplary partnerships between academic institutions and practice organizations to strengthen recruitment and retention.

Council Infrastructure (Objective 6)

- ◆ Identify and secure additional funding for core Council activities.
- ◆ Update the content of the Council website.
- ◆ Maintain regular communication with Council members and others.

Additional Activities

Council members, please be prepared at the September 2005 meeting to discuss which of the following activities you and your organization consider to be high priorities for the Council in the upcoming fiscal year. Once we identify the highest priority areas, Council staff will work with member organizations in an effort to secure funding for those projects.

Advancing Public Health Systems Research

- ◆ Engage nontraditional partners (Departments of Labor and Homeland Security, businesses, foundations) in advocating/supporting public health systems research.
- ◆ Secure funding for a high-priority PHSR project. Such projects might include supporting the development of several Centers of Excellence in PHSR or identifying and seeking funding for a research project that the Council could carry out in partnership with one or more of its member organizations on competencies, worker recruitment and retention, or other critical public health infrastructure topics.

Implementing Public Health Competencies

- ◆ Conduct a demonstration project to assess the effectiveness of competency-based training in enhancing employee performance and, potentially, health outcomes.
- ◆ Locate high-quality examples of how institutions and organizations have used the competencies. Build on those examples to develop a set of recipes designed to better assist schools and public health agencies in the implementation of the competencies. This would include assistance with writing competencies-centered job descriptions, assessing individual and organization-wide competencies gaps, crafting learning plans, and developing curricula and courses.

Publicizing Academic/Practice Linkages

- ◆ Convene a forum to examine the Institute of Medicine reports *Who Will Keep the Public Healthy* and *The Future of the Public's Health in the 21st Century* to assess how much progress has been made towards meeting the goals laid out in those reports and to develop and publish a set of recommendations for how the Council should proceed to maximize its impact in priority areas related to its mission and objectives. These recommendations would focus the Council on addressing the most pressing problems facing the public health academic and practice communities.

Supporting Public Health Recruitment and Retention Efforts

- ◆ Based on existing practices and available evidence, develop recommendations and/or model programs in partnership with Council member organizations on the best ways to:
 - a. Quickly introduce new workers to public health practice; and/or
 - b. Upgrade the current workforce to fill leadership and expertise voids created by high retirement rates.

- ◆ Develop a toolkit to assist governmental public health agencies in their efforts to recruit and retain public health workers. The tools and resources (e.g., checklists, performance management processes, guidelines/policies, case examples, summaries of evidence) would be designed to help agencies focus on areas that tend to influence workers' decisions to take a position and remain within a governmental public health agency. Based on the evidence, salaries often have far less influence than an organization's internal environment, mission, management structure, and leadership. Hence, the toolkit would focus on these areas, rather than salary.
- ◆ Compile case studies and other resources to help schools and agencies raise awareness about public health and recruit students, workers, and faculty members. This might include sample promotional materials, lists of potential partners (high school guidance counselors, college career offices, AHECs), tips for working with the media, etc.
- ◆ Raise awareness about the need for research related to public health worker shortages.