

Argosy University

COURSE SYLLABUS

PH6514

Public Health in the 21st Century

Faculty Information

Faculty Name:

Campus:

Contact Information:

Office Hours:

Short Faculty Bio:

Course description:

This course examines the public health leadership role in promoting access to care, advancing health equity, improving the quality of health services, and improving health outcomes in the 21st century. Students learn how factors such as demography, environment, the economy, globalization, bioterrorism, migration, syndemics, technology, health care and pharmaceutical industries, heightened accountability, and changing priorities have impacted public health operations, its viability and success in the 21st century.

Course Pre-requisites: All MPH courses excluding the Capstone and Practicum Course

Required Textbook/Readings:

IMPORTANT: Effective Summer II (July 1, 2010): You are not required to purchase the textbook for this course. Your textbook will be available to you as an electronic book with your fully online or blended course on the eCollege platform.

- Rowitz, L. (2006). *Public health for the 21st century: The prepared leader*. Jones & Bartlett. ISBN-13: 9780763747787; ISBN-10: 0763747785

Additional Readings:

- Barry, C.L., Brescoll, V.L, Brownell, K.D. & Schlesinger, M. (2009) Obesity metaphors: How beliefs about the causes of obesity affect support for public policy, *Milbank Quarterly*, 87 (1). <http://www.milbank.org/quarterly/8701feat.html>
- Boufford, J.V. & Lee, P.R. (2001) Health policies for the 21st century: Challenges and recommendations for the U.S. Department of Health & Human Services. Milbank Memorial Fund. <http://www.milbank.org/010910healthpolicies.html>
- Committee on Assuring the Health of the Public (2002). *Future of the public health in the 21st Century*. National Academies Press. **Available through Argosy online ebrary.**

- Coye, M.J., William H.F. & Roper, W.L. (1994). *Leadership in public health*. Milbank Memorial Fund. <http://www.milbank.org/mrlead.html>
- Duplaga, M., Zielinski, R., and Ingram, D. (2004). *Transformation of health care with information technologies*. IOS Press. **Available through Argosy online ebrary.**
- World Health Organization (2007). *World Health Report 2007: A Safer Future: Global Public Health Securities in the 21st Century*. <http://www.who.int/whr/2007/en/index.html>

Course length: 7.5 Weeks

Contact Hours: 45 Hours

Credit Value: 3.0

Program Outcomes:

1. Health Policy Management

- a. Examine public health problems and develop proposed policies that illustrate pertinent legislative issues, advocacy opportunities, communication, media management and system issues to successfully pass, communicate, and implement the policy.
- b. Align policies that contribute and promote health and well being with local cultures and realities to guide effective practices that improve health status.

2. Healthcare and Organizational Management

- a. Assess organizational norms and values, and build coalitions and consensus around organizational vision, priorities, state and national health and wellness agendas with clear performance impacts.
- b. Manage and determine costs and implications for public health programs with un-met needs, and develop plans to meet customer needs and improve health outcomes.

3. Communication and Informatics

- a. Develop proposals for public health organizations to invest in and implement integrated information systems that collect, track, and share information across critical networks of providers and IT systems, to improve processes, quality of care, and service outcomes.
- b. Examine customer/community needs and apply a ‘systems approach’ in successfully addressing those needs by aligning the organization and

customer needs with leading information technology and communicating the improvements to key stakeholders.

4. Systems Thinking

- a. Analyze the make-up of organizational systems and its characteristics, evaluating the impact of changes in the input, processes, and output on the health outcomes.
- b. Analyze the interrelations among public health systems and key stakeholders to influence the political, social, economic, and educational factors that impact public health systems.

5. Performance Improvement

- a. Propose a performance improvement system that includes assessment of the organizational capacity, culture, readiness, and planning to establish performance baseline, goals and performance management process for monitoring progress and continuous improvements.
- b. Integrate public health informatics, information systems and technology, and communication strategies in the design, implementation, evaluation, and replication of best practices for monitoring and improving overall practice, performance, and outcomes of the program/organization.

6. Interpersonal Effectiveness

- a. Examine the importance of interpersonal relationships with key stakeholders to establish, build, and sustain effective alliances to successfully address priority health problems in the community.

Course Objectives:

1. Examine systemic and strategic public health issues to identify cause and effect of multi-related factors. ST2
2. Analyze a given situation and address the problem by breaking it into smaller components, implementing solutions, tracking implications and progress. ST2
3. Develop effective and responsive internal and external communication plans. PI2
4. Differentiate between data and information, and apply appropriate information using epidemiologic and ethnographic approaches to address public health issues. C&I2; PI2
5. Utilize economic, business and organizational management skills to determine the return on investments in public health. HOM2; C&I2; ST2; PI2
6. Analyze market, business, globalization, and information technology opportunities and apply them in improving health access, quality, safety, and other aspects of public health performance. C&I2; HP2; PI2

Course Outline/overview:

The course is organized in seven (7) topic areas:

- (1) Understanding public health changes and the need for prepared leadership
- (2) Population health, its determinants and relation with public health assurance.
- (3) Health care delivery systems and public health
- (4) Business solutions to public health
- (5) Using informatics and technology to advance public health
- (6) Global health and its implications
- (7) Public health accountability for health improvements and outcomes

Activities/Assignments/Assessments Table

Unit	Topics	Resources
1	<p>Understanding Public Health Changes and the Need for Prepared Leadership</p> <ul style="list-style-type: none"> • Future of public health in the 21st Century • Forces of change in public health and the competencies required to prepare future public health leaders 	<p>Reading Resources/Digital Assets</p> <ul style="list-style-type: none"> • Rowitz, (2006) Public Health for the 21st Century – Chapter 3: The Changing Public Health System • Rowitz, (2006) Public Health for the 21st Century – Chapter 1: The new Public Health: A Prepared Approach
2	<p>Population Health, Its Determinants and Relation with Public Health Assurance</p> <ul style="list-style-type: none"> • Meaning of population health and its determinants • Relationship between population health and public health assurance roles • Public health's ability to assure collective public health in America and globally and its 	<p>Reading Resources/Digital Assets</p> <ul style="list-style-type: none"> ○ <u>Future Of the Public Health in the 21st Century</u> (2002) – Chapter 2: Understanding Population Health and its Determinants. ○ <u>Future Of the Public Health in the 21st Century</u> (2002) – Chapter 1: Assuring America's Health ○ Rowitz, (2006) Public Health for the 21st Century – Chapter 10: Public Health Law and Ethics.

	<p>limitations</p> <ul style="list-style-type: none"> • Mobilizing the future public health system into action 	
3	<p>Health Care Delivery Systems and Public Health</p> <ul style="list-style-type: none"> • Roles & functions of public health vs health care delivery systems • Synergy between prevention and treatment in advancing individual and population health • Strategies to enhance public health and health care delivery system relationships 	<p>Reading Resources/Digital Assets</p> <ul style="list-style-type: none"> ○ <u>Future Of the Public Health in the 21st Century</u> (2002) – Chapter 5: Health Care Delivery System ○ Rowitz, (2006) Public Health for the 21st Century – Chapter 12: Tipping Point Awareness. ○ Rowitz, (2006) Public Health for the 21st Century – Chapter 14: Building Communities.
4	<p>Business Solutions for Public Health</p> <ul style="list-style-type: none"> • Communication plan to address a public health crisis or risks issue • Communication to promote public health issue with the media. 	<p>Reading Resources/Digital Assets</p> <ul style="list-style-type: none"> ○ Rowitz, (2006) Public Health for the 21st Century – Chapter 15: Change Strategies ○ Rowitz, (2006) Public Health for the 21st Century – Chapter 11: Risk and Crisis Communication. ○ <u>Future Of the Public Health in the 21st Century</u> (2002) – Chapter 7: Media. <p>LASA Assessment 1 (Objectives 1, 2, 3, 6; 20%) : Assess a given public health issue, identify cause and effects of the issue, its implications on the health of the people and the environment, who is impacted, internal and external resources needed to address the issue and propose a corrective action, including communication plan to improve the related public health systems.</p>
5	<p>Using Informatics and Technology to Advance Public Health Outcomes</p> <ul style="list-style-type: none"> • e-health and its value to public health • Use of web-based health system for 	<p>Reading Resources/Digital Assets</p> <ul style="list-style-type: none"> ○ Duplaga, M., Zielinski, R., and Ingram, D. (2004) <u>Transformation of Health Care with Information Technologies</u>: Chapter 1: pp 3-11. ○ Duplaga, M., Zielinski, R., and Ingram, D. (2004) <u>Transformation of Health Care with Information Technologies</u>: Chapter 1: pp27-37. ○ http://www.phii.org/resources/doc/18181_ShepProd%20Trifold7.pdf

	<p>decision support to advance health for the public</p> <ul style="list-style-type: none"> informatics strategies to integrate e-health records and system into population health records and system 	
6	<p>Global Health and Its Implications</p> <ul style="list-style-type: none"> Emerging threats of global health securities in the 21st Century Infectious disease control of international concerns and improvement strategies Effective global partnerships and the implications on global public health 	<p>Reading Resources/Digital Assets</p> <ul style="list-style-type: none"> WHO Report (2007) <i>A Safer Future: Global Public Health Securities in the 21st Century</i> - <u>Chapter 3: New Health Threats in the 21st Century</u> (2007) <i>A Safer Future: Global Public Health Securities in the 21st Century</i> - <u>Chapter 4: Lessons Learned – Thinking Ahead.</u> WHO Report (2007) <i>A Safer Future: Global Public Health Securities in the 21st Century</i> - <u>Chapter 5: Towards a Safer Future.</u>
7	<p>Assuring Accountability for Public Health Outcomes</p> <ul style="list-style-type: none"> Leadership and organizational challenges and opportunities for improving the health of the public in the 21st century Strategies for system and 	<p>Reading Resources/Digital Assets</p> <ul style="list-style-type: none"> Jo Ivey Boufford and Phillip R. Lee (2001) <i>Health Policies for the 21st Century: Challenges and recommendations for the U.S.</i> Department of Health & Human Services. Milbank Memorial Fund. Molly Joel Coye, William H. Foege & William L. Roper (1994) <i>Leadership in Public Health.</i> Milbank Memorial Fund. Colleen L. Barry, Victoria L. Brescoll, Kelly D. Brownell, and Mark Schlesinger (2009) Obesity Metaphors: How Beliefs about the Causes of Obesity Affect Support for Public Policy. . Rowitz, (2006) <i>Public Health for the 21st Century</i> – Chapter 9: People Skills. Rowitz, (2006) <i>Public Health for the 21st Century</i> – Chapter 16: A Vision for Tomorrow. <p>LASA Assessment 2 (All Course Objectives; 30%) Using an emerging public health issue, such as growing aging population, uninsured</p>

	human development for advancing public health agenda	population, health information technology, propose a plan for your community to address one of these emerging needs, analyze current and future implications of this issue and propose strategies and roles for public health systems to play in the solution.
8	Assuring accountability for public health outcomes	Final Draft of Summative Assignment

Grading Criteria

Grading Scale

A	100 – 93 %
A-	92 – 90 %
B+	89 – 88 %
B	87 – 83 %
B-	82 – 80 %
C+	79 – 78 %
C	77 – 73 %
C-	72 – 70 %
F	69 and below

Grading requirements

<i>Attendance/participation</i>	<i>0%</i>
<i>Weekly Assignments</i>	<i>0%</i>
<i>LAS Assessment(s)</i>	<i>50%</i>
	<i>100%</i>

Library

All resources in Argosy University's online collection are available through the Internet. The campus librarian will provide students with links, user IDs, and passwords.

Library Resources: Argosy University's core online collection features nearly 21,000 full-text journals and 23,000 electronic books and other content covering all academic subject areas including Business & Economics, Career & General Education, Computers, Engineering & Applied Science, Humanities, Science, Medicine & Allied Health, and Social & Behavior Sciences. Many titles are directly accessible through the Online Public Access Catalog at <http://library.argosy.edu>. Detailed descriptions of online resources are located at <http://library.argosy.edu/libweb/resources/>

In addition to online resources, Argosy University's onsite collections contain a wealth of subject-specific research materials searchable in the Online Public Access Catalog. Catalog searching is easily limited to individual campus collections. Alternatively, students can search combined collections of all Argosy University Libraries. Students are encouraged to seek research and reference assistance from campus librarians.

Information Literacy: Argosy University's Information Literacy Tutorial was developed to teach students fundamental and transferable research skills. The tutorial consists of five modules where students learn to select sources appropriate for academic-level research, search periodical indexes and search engines, and evaluate and cite information. In the tutorial, students study concepts and practice them through interactions. At the conclusion of each module, they can test their comprehension and receive immediate feedback. Each module takes less than 20 minutes to complete. Please view the tutorial at <http://library.argosy.edu/infolit/>

Academic Policies

Academic Dishonesty/Plagiarism: In an effort to foster a spirit of honesty and integrity during the learning process, Argosy University requires that the submission of all course assignments represent the original work produced by that student. All sources must be documented through normal scholarly references/citations and all work must be submitted using the current edition of the *Publication Manual of the American Psychological Association*. Students are encouraged to purchase this manual and become familiar with its content as well as consult the Argosy University catalog for further information regarding academic dishonesty and plagiarism.

Scholarly writing: The faculty at Argosy University is dedicated to providing a learning environment that supports scholarly and ethical writing, free from academic dishonesty and plagiarism. This includes the proper and appropriate referencing of all sources. You may be asked to submit your course assignments through "Turnitin," (www.turnitin.com), an online resource established to help educators develop writing/research skills and detect potential cases of academic dishonesty. Turnitin compares submitted papers to billions of pages of content and provides a comparison report to your instructor. This comparison detects papers that share common information and duplicative language.

Americans with Disabilities Act Policy

It is the policy of Argosy University to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA). If a student with disabilities needs accommodations, the student must notify the Director of Student Services. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request.

Students will be notified by the Director of Student Services when each request for accommodation is approved or denied in writing via a designated form. To receive accommodation in class, it is the student's responsibility to present the form (at his or her discretion) to the instructor. In an effort to protect student privacy, the Department of Student Services will not discuss the accommodation needs of any student with instructors. Faculty may not make accommodations for individuals who have not been approved in this manner.

The Argosy University Statement Regarding Diversity

Argosy University prepares students to serve populations with diverse social, ethnic, economic, and educational experiences. Both the academic and training curricula are designed to provide an environment in which students can develop the skills and attitudes essential to working with people from a wide range of backgrounds.