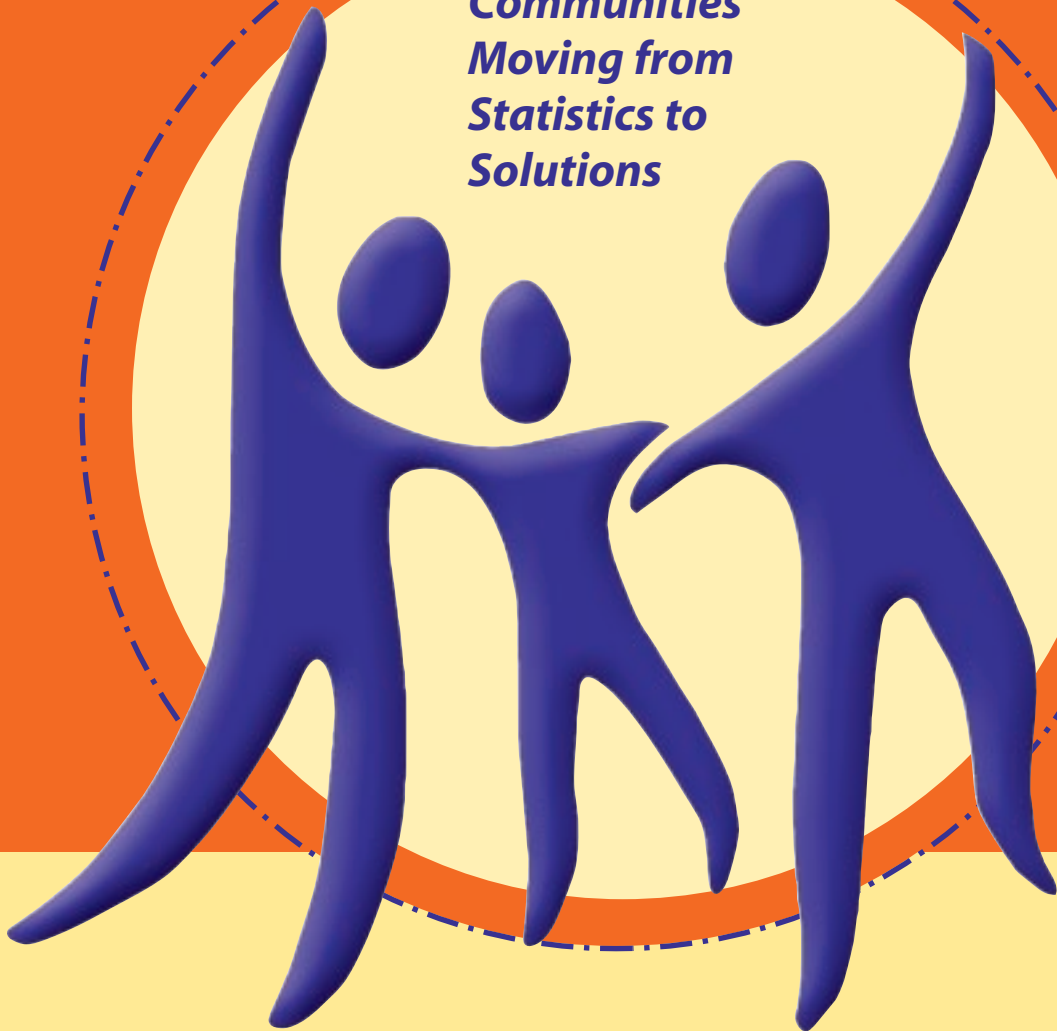


Eliminating *Health
Disparities*

**Communities
Moving from
Statistics to
Solutions**



NATIONAL PUBLIC HEALTH WEEK

April 5-11, 2004

STUDENT TOOLKIT

APHA Student Caucus National Public Health Week Toolkit

Contents

Highlights from 2003
National Public Health
Week Activities2

EVENT PLANNING

Tips for Creating a
Film Forum4

Tips for Creating a
Health Disparities
Poster Contest5

Tips for Creating a
Brown Bag Seminar ..6

Tips for Cultural
Competency
Training7

LEGISLATIVE TOOLS

Tips for Legislative
Advocacy8

Sample Talking
Points9

Sample Letter to a
Public Official10

During National Public Health Week (NPHW), communities, universities, health agencies and other organizations across the country join together to promote and commit to the public's health. As you know, this year's theme is promoting solutions that are working to eliminate health disparities. We're providing you with examples of what other colleges have done for NPHW in the past and tips on how to organize some of your own events.

For more information on how you as a student can be involved with National Public Health Week, please contact Jay Bhatt, Public Health Student Caucus (PHSC) Action Committee Co-Chair, at action1@phsc.org or visit the PHSC website at www.phsc.org.



American Public Health Association
800 I Street, NW
Washington, DC 20001
www.apha.org
Phone: (202) 777-2742

National Public Health Week 2004 is sponsored in part by

Commonwealth Fund
Josiah Macy, Jr. Foundation
National Association of Community Health Centers, Inc.
Pfizer Public Health Group
Robert Wood Johnson Foundation



Message from PHSC

March 1, 2004

Dear Colleague:

As public health students and young professionals, we are often called on to take action – community health education and promotion, state and national health policy. 2004 is no exception. National Public Health Week (NPHW) is April 5-11, 2004, and the Public Health Student Caucus (PHSC) is encouraging you to get involved! The theme for NPHW 2004 is “Eliminating Health Disparities: Communities Moving from Statistics to Solutions.” PHSC has partnered with our parent organization, the American Public Health Association (APHA), to promote student participation in NPHW.

PHSC is supporting this important event by supplying examples of student-led projects and activities to celebrate NPHW. PHSC has provided a student supplement to the APHA Planner’s Guide, available online at <http://www.apha.org/nphw/>, to help students promote health and organize around the challenges health disparities pose to communities. PHSC Action Committee Co-Chairs Jay Bhatt and Mary Alexander worked closely with APHA to include a set of examples in the NPHW tool kit and on our website at www.phsc.org. The suggested projects and activities in the supplement offer step-by-step implementation instructions for your campus and/or community. Additional information will be available on our website at www.phsc.org.

After you have completed your outstanding programs and initiatives in your community, PHSC would like to hear from you. We ask that you send information on the NPHW events in your community to us to recognize in our newsletter, *News & Views*, and to compile in the PHSC Project Idea Book. Thank you for your continued commitment to improving the health of your community.

Sincerely,

Toni Rhodes Leeth, MPH
President
Public Health Student Caucus
American Public Health Association



Highlights from 2003 National Public Health Week Activities

Getting in Shape for the Future: Healthy Eating and Active Living

These are all activities held by colleges and universities to celebrate NPHW 2003. The theme for 2003 was "Getting in Shape for the Future: Healthy Eating and Active Living." These ideas can all be adapted and revised in order to fit this year's theme.

University of Alabama at Birmingham School of Public Health

- Held six days of activities to draw attention to healthy eating and active living. These included a healthy breakfast kick-off, Jazzercise class, street cleaning project and family hike.

University of Southern California's Masters of Public Health Student Association

- Provided health information at a local farmer's market in Crenshaw. The Students passed out cookbooks and brochures with healthy eating tips and conducted free blood pressure screenings. They also talked about nutrition and exercise during visits to a local high school.

Urban Health Program at the University of Illinois at Chicago's School of Public Health

- Held a series of events focusing on preventing obesity in children and adults. Activities included an opening ceremony with local dignitaries, a brown bag seminar on the health status of low-income women, a poster contest, a conference focusing on the health of black women and a program on health career opportunities.
- A health fair involving more than 40 community organizations featured screenings for blood pressure, bone density and cholesterol and demonstrations of yoga, aerobics and martial arts.

The University of New England College of Osteopathic Medicine and Maine Medical Center's Family Practice Department

- Sponsored a symposium called "Obesity Prevention and Interventions: The Latest Research, Tools and Strategies" for health care providers, school health coordinators, public health professionals and health care consumers. The program included strategies and tools for dealing with obesity in children and adults.

St. Louis University of Public Health

- The Multicultural Public Health Student Association held a blood drive that resulted in more than 40 pints of blood. The association also encouraged faculty, staff and students to get 30 minutes of exercise five days a week for 6 weeks.

Salish Kootenai College

- Nursing and dental students held an annual health fair with the theme of "Walk a Healthy Path." The students provided a range of information on traditional and alternative therapies. The event was held in three buildings on campus, and participants that walked to all three were awarded t-shirts.

University of North Carolina at Chapel Hill's School of Public Health

- The school sponsored a bike-to-school day, a 5K race, low-fat bake sale and a panel discussion on childhood and adolescent obesity as well as an ad in the school newspaper that gave students tips to improve their eating habits and physical activities.

Northeastern Ohio University's College of Medicine

- Students created the first student-organized health fair at an Akron mall. The fair included a variety of student groups and 15 tables with information and screenings on diabetes, weight reduction, heart disease, blood pressure, fall prevention, dermatology, breast self-exams and sexually transmitted diseases.

Philadelphia College of Osteopathic Medicine

- Students educated grammar school students on topics such as diabetes, violence and obesity. The students also lead a health fair at a high school in West Philadelphia, educating on issues like alcohol and tobacco use and sexually transmitted diseases.

University of Pittsburgh Graduate School of Public Health

- In conjunction with the Allegheny County Health Department, students and staff worked to pro-

access advocacy
african american
asian american bone
density cancer children
cardiovascular
cholesterol chronic
disease churches
collaboration community
cultural competence
DIABETES diet disability
disparities
diversity education
environment evaluation
ethnicity exposure faith
community financial
need goals grassroots
health insurance
healthcare providers
heart disease higher
rates healthy hispanic
american hypertension
HIV/AIDS insurance
infant mortality
initiative intervention
language barriers LEAD
life expectancy lifestyle
low birthweight
literacy malnutrition
medicare/medical men
mental health native
american nutrition
obesity partnership
overweight pollution
prenatal prescription
drug prevention quality
of care race risk factors
RURAL schools self-
esteem socioeconomic
solutions stereotypes
surveillance technology
teenagers tobacco
trading transportation
treatment TRUST urban
underutilization
unequal care under-
representation
unlabeled vaccinations
water quality welfare policy
women wellness white
workplace diversity



Highlights from 2003

access advocacy
african american
asian american bone
density cancer children
cardiovascular
cholesterol chronic
disease churches
collaboration community
cultural competence
DIABETES diet disability
disparities
diversity education
environment evaluation
ethnicity exposure faith
community financial
need goals grassroots
health insurance
healthcare providers
heart disease higher
rates healthy hispanic
american hypertension
HIV/AIDS insurance
infant mortality
initiative intervention
language barriers LEAD
life expectancy lifestyle
low birthweight
literacy malnutrition
medicare/medical men
mental health native
american nutrition
obesity partnership
overweight pollution
prenatal prescription
drugs prevention quality
of care race risk factors
RURAL schools self-
esteem socioeconomics
solutions stereotypes
surveillance technology
teenagers tobacco
tracking transportation
treatment TRUST urban
underutilization
unequal care under-
representation
violence vaccinations
water quality welfare policy
women wellness white
workplace diversity

mote awareness of a healthy lifestyle through a film festival, news conference on the state of public health in the country, self-defense class, clothing drive and educational events on healthy eating and health careers.

University of South Dakota School of Medicine

- Dr. Sara K. Dye gave a lecture titled "Diabetes Mellitus Type II and Obesity in the Native American Population."

College of Health Services at Old Dominion University

- Provided screenings at a Suffolk community health fair. In a survey given after the fair, more

than half of the participants reported that they had received a screening that made them aware of a possible health condition.

George Washington University School of Public Health and Health Services

- Held five days of public health lectures and workshops. The sessions covered topics such as bioterrorism, disease tracking, body image, universal health care, reproductive health, HIV and obesity.

Below are some tips on some activities that your organization can do at your campus. Remember, these are just suggestions. You can be as creative as you want to be and hold many other NPHW activities.



Event Planning

Tips for Creating a Film Forum

ACCESS advocacy
african american
asian american bone
density cancer children
cardiovascular
cholesterol chronic
disease churches
collaboration community
cultural competence
DIABETES diet disability
disparities
diversity education
environment evaluation
ethnicity exposure faith
community financial
need goals grassroots
health insurance
healthcare providers
heart disease higher
rates healthy hispanic
american hypertension
HIV/AIDS insurance
infant mortality
initiative intervention
language barriers LEAD
life expectancy lifestyle
low birthweight
literacy malnutrition
medicare/medicaid men
mental health native
american nutrition
obesity partnership
overweight pollution
prenatal prescription
drugs prevention quality
of care race risk factors
RURAL schools self-
esteem socioeconomic
solutions stereotypes
surveillance technology
teenagers tobacco
tracking transportation
treatment TRUST urban
underutilization
unequal care under-
representation
violence vaccinations
water quality welfare policy
women wellness white
workplace diversity

GETTING STARTED

You should start planning early for your film forum—at least one month before the meeting date. Here are some tips on how to start planning and organizing the forum:

Select a time and date. Try to avoid conflicts with other regularly scheduled group meetings in your area.

Determine film to be viewed with subject around the health disparities theme. Discussion materials can be obtained by contacting Jay Bhatt, PHSC Action Committee Co-Chair, at action1@phsc.org. PHSC has recommended that any of the following films be used.

- *"The Angry Heart: The Impact of Racism on Heart Disease among African Americans"* spotlights the modern epidemic of heart disease among African-Americans through the story of 45-year-old Keith Hartgrove, who has already experienced two heart attacks and quadruple bypass surgery. The film analyzes the impact of a wide variety of factors, but makes clear that, for African-Americans, such factors are inseparable from racism, and from the discrimination, poverty, segregation, sub-standard education, and day-to-day tensions which racism engenders.
- *"A Closer Walk"* is the first film to depict humankind's confrontation with the global AIDS epidemic. A Worldwide Documentaries production, *A Closer Walk* has been produced in association with the Global Health Council.
- *"Miss Evers' Boys"* tells the story of the staff of a syphilis treatment center in Tuskegee, Alabama, which when faced with having their federal funding cut off entirely, is forced to institute a government-mandated research project in which they study—without the

patients' knowledge—the effects of the disease on untreated black patients.

Reserve a room and the proper equipment for the day and time of the film forum. Make sure to get proper audio and visual equipment that will be available on the date of the forum.

PUBLICITY

Audience. Advertise the film forum via flyers, e-mails, class announcements. Use your club or organization's contacts to attract an audience.

LOGISTICS

Set-up. Important set-up items for your town hall meeting include chairs for the audience and panelists, microphones for audience and panelists and audio/visual equipment for the film.

Refreshments. If you want to provide light refreshments, like juice and cookies, you may be able to get them donated.

PROGRAM

Moderator. You should select a moderator that can describe National Public Health Week and this year's theme of health disparities, introduce the film and the purpose of the film forum, introduce the panelists, ask each panelist to briefly comment on the film, and invite the audience to ask questions of the panelists relating to the topic presented in the film.

Panel of Experts. You should secure a diverse panel of professionals from the school and the community who can participate in discussion of the particular topic in the film.

Time: Approximately 2 hours 30 minutes (2 hours for film, 30 minutes for questions and discussion)



Tips for Creating a Health Disparities Poster Contest

advocacy african american asian american bone density cancer children cardiovascular cholesterol chronic disease churches collaboration community cultural competence DIABETES diet disabilities disparities diversity education environment evaluation ethnicity exposure faith community financial need goals grassroots health insurance healthcare providers heart disease higher rates healthy hispanic american hypertension HIV/AIDS insurance infant mortality initiative intervention language barriers LEAD life expectancy lifestyle low birthweight literacy malnutrition medicare/medicaid men mental health native american nutrition obesity partnership overweight pollution prenatal prescription drugs prevention quality of care race risk factors RURAL schools self-esteem socioeconomics solutions stereotypes surveillance technology teenagers tobacco tracking transportation treatment TRUST urban underutilization unequal care underrepresentation violence vaccinations water quality welfare policy woman wellness white workplace diversity

GETTING STARTED

Select a time and date. Schedule a day and location to display submitted posters with your school. Posters can be displayed in school hallways, lobby, lounge or auditorium.

PUBLICITY

Advertise You will need to attract participants through flyers, e-mails, posters and class announcements. Ask students/staff/faculty to create pictorial displays with the theme health disparities.

LOGISTICS

Set-up. Have participants bring and set-up their posters by a 9:00 am on the day of the contest.

PROGRAM

Judges. You should assemble a small group (approximately 6 judges) of community members, alumni, students, faculty and staff to judge the entries. Create a judging sheet for judges to score entries.

Winners. Announce the winner(s) via e-mail and/or an awards ceremony. Provide an award for the winning poster(s) (optional).

Time: Leave the posters up for the remainder of the week.



Event Planning

Tips for Creating a Brown Bag Seminar

advocacy african american asian american bone density cancer children cardiovascular cholesterol chronic disease churches collaboration community cultural competence DIABETES diet disabilities disparities diversity education environment evaluation ethnicity exposure faith community financial need goals grassroots health insurance healthcare providers heart disease higher rates healthy hispanic american hypertension HIV/AIDS insurance infant mortality initiative intervention language barriers LEAD life expectancy lifestyle low birthweight literacy malnutrition medicare/medicaid men mental health native american nutrition obesity partnership overweight pollution prenatal prescription drugs prevention quality of care race risk factors RURAL schools self-esteem socioeconomics solutions stereotypes surveillance technology teenagers tobacco tracking transportation treatment TRUST urban underutilization unequal care underrepresentation violence vaccinations water quality welfare policy woman wellness white workplace diversity

("brown bag" means that lunch is not provided and participants are encouraged to bring their own lunch)

GETTING STARTED

Select a time and date. Schedule a day and time identified by the speaker(s) with the school for a room.

PUBLICITY

Audience. Attract an audience for the Brown Bag Seminar through flyers, e-mails, and class announcements.

LOGISTICS

Refreshments. Provide drinks (soda and/or tea and/or water) for seminar participants (optional).

PROGRAM

Introductions. Introduce the speaker(s) to the audience.

Speakers. Speakers can include representatives from local public health offices, such as your state department of public health, American Heart Association, American Cancer Society, or the American Diabetes Association, or local health professionals, such as a cardiologist and/or chronic disease epidemiologist. Allow time at the end for questions from the audience to the speaker(s).

Time: 1 hour



Event Planning

Tips for Cultural Competency Training

access advocacy
african american
asian american bone
density cancer children
cardiovascular
cholesterol chronic
disease churches
collaboration community
cultural competence
DIABETES diet disability
disparities
diversity education
environment evaluation
ethnicity exposure faith
community financial
need goals grassroots
health insurance
healthcare providers
heart disease higher
rates healthy hispanic
american hypertension
HIV/AIDS insurance
infant mortality
initiative intervention
language barriers LEAD
life expectancy lifestyle
low birthweight
literacy malnutrition
medicare/medical men
mental health native
american nutrition
obesity partnership
overweight pollution
prenatal prescription
drugs prevention quality
of care race risk factors
RURAL schools self-
esteem socioeconomics
solutions stereotypes
surveillance technology
teenagers tobacco
tracking transportation
treatment TRUST urban
underutilization
unequal care under-
representation
violence vaccinations
water quality welfare policy
women wellness white
workplace diversity

GETTING STARTED

Find information. Determine agency (i.e. Planned Parenthood) in your area with the tools to conduct cultural competency training.

Select a date and time. Reserve a room for the day and time of the session with your school.

PUBLICITY

Audience. Advertise a cultural competency training through the local Public Health Department in conjunction with campus/com-

munity health organization(s) via flyers, e-mails, class announcements.

PROGRAM

Moderator. Introduce the instructor(s) At the end of the session, invite the audience to ask questions.

Instructors. Secure instructor(s) from a local agency to conduct the training.

Time: Approximately 3 hours



Legislative Tools

Tips for Legislative Advocacy

access advocacy
african american
asian american bone
density cancer children
cardiovascular
cholesterol chronic
disease churches
collaboration community
cultural competence
DIABETES diet disability
disparities
diversity education
environment evaluation
ethnicity exposure faith
community financial
need goals grassroots
health insurance
healthcare providers
heart disease higher
rates healthy hispanic
american hypertension
HIV/AIDS insurance
infant mortality
initiative intervention
language barriers LEAD
life expectancy lifestyle
low birthweight
literacy malnutrition
medicare/medicaid men
mental health native
american nutrition
obesity partnership
overweight pollution
prenatal prescription
drugs prevention quality
of care race risk factors
RURAL schools self-
esteem socioeconomics
solutions stereotypes
surveillance technology
teenagers tobacco
tracking transportation
treatment TRUST urban
underutilization
unequal care under-
representation
violence vaccinations
water quality welfare policy
women wellness white
workplace diversity

- **Personal Letter.** Send a letter to Congressional representatives advocating for an issue (e.g., specific health disparities in your area). When sending a letter, be brief, tell them what you want, don't forget to give them your address and always ask for a response. Most public officials will not send you a response if you don't show that you reside in their district. Due to increased security mechanisms, it is recommended that you fax in addition to mail personal letters. See the sample letter below.
- **Telephone Call.** Secure and organize a day in which students contact their legislators via phone and/or personal visits. If you don't have time to send a letter or set up a meeting, make a telephone call. A telephone call is a quick way to let your public official know about your commitment to public health and the issue of overweight and obesity. A telephone call can be made anytime. If you get voice mail, leave your message, address and request a response. See the sample talking points below.
- **Rally.** Seek out and participate in or organize a rally surrounding an identified health issue in your community.
- **Meet With a Public Official.** Meet with a public official to discuss health disparities issues. A meeting allows you to meet face-to-face with the official and tell him/her about the importance of your issue. Nevertheless, in many cases the official will not be available and you will have to meet with staff that handles public health issues. Don't take this as a missed opportunity, because staff are very crucial in providing information that allows the public official to make a decision on how he/she will vote on a piece of legislation or view an issue. When you attend the meeting, make sure you have prepared talking points so you do not leave out anything important and provide them an educational packet on National Public Health Week. See the sample talking points on the next page.



Legislative Tools

Sample Talking Points

access advocacy
african american
asian american bone
density cancer children
cardiovascular
cholesterol chronic
disease churches
collaboration community
cultural competence
DIABETES diet disability
disparities
diversity education
environment evaluation
ethnicity exposure faith
community financial
need goals grassroots
health insurance
healthcare providers
heart disease higher
rates healthy hispanic
american hypertension
HIV/AIDS insurance
infant mortality
initiative intervention
language barriers LEAD
life expectancy lifestyle
low birthweight
literacy malnutrition
medicare/medicaid men
mental health native
american nutrition
obesity partnership
overweight pollution
prenatal prescription
drugs prevention quality
of care race risk factors
RURAL schools self-
esteem socioeconomics
solutions stereotypes
surveillance technology
teenagers tobacco
tracking transportation
treatment TRUST urban
underutilization
unequal care under-
representation
violence vaccinations
water quality welfare policy
women wellness white
workplace diversity

- Throughout history, public health has been making a difference in the lives of Americans. Due in part to public health, the United States has been successful in identifying and addressing patterns of disease, illness and injury in populations. As a result, Americans now live 25 years longer.
- April 5-11, 2004, is nationally recognized as National Public Health Week. Public health professionals and agencies use this time to celebrate the successes of public health as well as bring attention to health issues that have serious consequences on Americans.
- During National Public Health Week this year, we will be focusing our efforts on eliminating health disparities. Did you know that infant death rates among African Americans are more than double that of whites? Even more startling are the disparities in deaths from HIV/AIDS. For instance, the death rate from HIV/AIDS for African Americans is more than seven times that for whites.
- People in low-income communities often have less healthy surroundings than people

in other communities. Low-income communities are often located in or near polluting industrial areas and have cheap older housing where lead paint and pests are a threat.

- Environmental factors ranging from tobacco smoke to chemicals to dietary habits can cause serious health issues. Mexican Americans are much more likely to be exposed to pesticides, herbicides, and pest repellants and to be exposed at higher levels.
- In order to combat these problems, Congress must work to help us eliminate disparities in health by expanding health coverage, removing language and cultural barriers, improving workforce diversity, improving data collection and funding programs to reduce disparities.

Utilize tools on effective lobbying prepared and provided by the Public Health Student Caucus (PHSC) at <http://www.phsc.org> to assist in preparing and educating participants for advocacy efforts.



Legislative Tools

Sample Letter to a Public Official

Date

The Honorable John Smith
United States Senate
Address
Washington, DC 20015

Dear Senator Smith:

As a constituent, a member of the American Public Health Association's Public Health Student Coalition and a student at _____, I want to make you aware that April 5-11, 2004, is recognized as National Public Health Week. During this week, public health organizations around the country celebrate the success of public health and inform the public about serious health concerns affecting Americans.

This year's focus is on the issue of eliminating health disparities. Health disparities have persisted for years despite major advances in public health, biotechnology, and economic wealth and prosperity and the overall improvement in the health status of the American population over the last century. Disparities in health are a considerable cost to society. Premature deaths can have devastating social and economic effects on families. Disparities in disease, disability, and death for six key health conditions (cardiovascular disease, diabetes, breast/cervical cancer, HIV/AIDS, immunization, and infant mortality) alone are enormous: death rates for racial and ethnic minority populations due to these key conditions are up to nearly 8 times the rates for non-minority populations.

We believe the time is right for Congress to consider legislation to increase health insurance coverage, significantly reduce chronic diseases in minority populations, strengthen health care services in minority communities, and to improve diversity in the health care workforce. We urge you to work with your colleagues to move forward with legislation to address these and other health disparities this year.

Throughout history, public health has been making a difference in the lives of Americans by identifying and addressing patterns of disease, illness and injury in populations. Public health is about ensuring healthy living and working environments. Today, Americans live 25 years longer due in part to public health.

I hope you will consider looking at options to help fund more research, prevention and intervention to work towards the elimination of health disparities. I appreciate all your hard work on Capitol Hill and look forward to hearing your position on this issue.

Sincerely,

Your Name
Address
Phone Number

access advocacy
african american
asian american bone
density cancer children
cardiovascular
cholesterol chronic
disease churches
collaboration community
cultural competence
DIABETES diet disability
disparities
diversity education
environment evaluation
ethnicity exposure faith
community financial
need goals grassroots
health insurance
healthcare providers
heart disease higher
rates healthy hispanic
american hypertension
HIV/AIDS insurance
infant mortality
initiative intervention
language barriers LEAD
life expectancy lifestyle
low birthweight
literacy malnutrition
medicare/medicaid men
mental health native
american nutrition
obesity partnership
overweight pollution
prenatal prescription
drugs prevention quality
of care race risk factors
RURAL schools self-
esteem socioeconomics
solutions stereotypes
surveillance technology
teenagers tobacco
tracking transportation
treatment TRUST urban
underutilization
unequal care under-
representation
violence vaccinations
water quality welfare policy
women wellness white
workplace diversity

