



Spring 2014

A Publication of the Department of Public Health | Grand Valley State University

A Message from the Chair...

What an exciting year it has been in Public Health at GVSU! The Master of Public Health program, housed under the newly-formed Department of Public Health within the College of Health Professions, kicked off its inaugural year in the Fall 2013. Interest in the new program was strong, with nearly 50 students admitted in the fall and winter semesters. Applications are even more plentiful for the next cohort as we plan to admit a full cohort of 60 students for the 2014-15 year. Faculty are growing too! The department plans to add two more full-time, tenure track Epidemiology faculty members for fall of 2014.

There were many highlights from our first year including the inception of the Public Health Society student organization, multiple "This is Public Health" campaign projects, a collaboration with the Centers for Disease Control's online CDC-ologist project, a community based participatory research data collection event in collaboration with the University of Michigan, an upcoming study abroad trip to Kenya, attendance to various professional conferences around the state, and so much more.

The M.P.H. program offers students a comprehensive public health curriculum catering to employability in popular and sought after careers in the field, such as epidemiology, research, health education, prevention and promotion. Growth will continue within our department with a Clinical Dietetics program, proposed for 2014-15.

We have had a very successful first year and we look forward to many more to come! Thank you to our first year students for making this year an exciting one in Public Health.

Dr. Ranelle Brew

eMPHasis Debut

Welcome to the introductory issue of our Department of Public Health/Masters of Public Health (MPH) newsletter! We think you will find it to be an invaluable source of information regarding many of the goings-on in the Public Health department and the MPH program. Within each issue you will find event notices and reports, student and faculty highlights, plus news and helpful information for each MPH track. We are excited to provide this new means of communication to our current and future students, staff and faculty of GVSU, and others within the public health community.

Thank you for taking time to check us out! We welcome your comments and suggestions for future issues. Contact us at mphdept@gvsu.edu.

Upcoming Public Health Events & Important Dates

April 21-26	Exam Week	June 13	MPH Program Update Meeting Time & Place TBD All MPH students expected to attend
April 25	MPH Fall '14 Application Deadline Visit www.gvsu.edu/grad/mph	July 14-17	sHaPe Camp 2014 Public Health sessions on July 16 Visit the sHaPe Camp webpage
May 5	Spring/Summer Semester begins	Aug 21	MPH Orientation/Fall 2014 class CHS 123 6:00—8:30 pm
May 20	MPH Fieldtrip: Lansing Office Of Public Health Preparedness 11:00 am—3:00 pm (approx.) RSVP by May 16: mphdept@gvsu.edu	Aug 25	Fall Semester begins
June 4	MPH Practicum Networking Breakfast CHS 123 7:30—8:30 am RSVP required: mphdept@gvsu.edu	Nov 15-19	APHA Annual Meeting New Orleans, LA Visit http://www.apha.org/

Student Highlight

Katie Olson was recently selected to receive the Public Health department's Honor Award at Grand Valley's Annual Awards celebration this month. Katie is an excellent MPH student and the current President of the GVSU Public Health Society. Her scholarly interests relate to the area of epidemiology. Katie worked on several research projects, including *Drosophila Genomics* and "How One Microbe Can Affect the World." Both of the projects were presented at the GVSU Student Scholars Day last year. Her bachelor's capstone thesis project was on alcohol-based sanitizers as a means of hand hygiene in hospitals. In 2013, Katie attended Michigan Premier Public Health Conference and Michigan Communicable Disease



Katie Olson

Conference. Katie's professional healthcare experience includes a job as a Certified Application Counselor for Affordable Care Act at Planned Parenthood, where she was responsible for community outreach, and a job at Kent County Health Department managing various projects.

Congratulations, Katie Olson!

An online pilot project by the Center for Disease Control and Prevention (CDC) could lead our 2013-14 cohorts into the unknown world of public health crowd-sourcing! The fall Introduction to Public Health class kicked off a start-up, grant-funded CDC project as the inaugural class to test the beta-website. The [website](#) is filled with educational and research-based tasks requested of them by the CDC. The winter class followed up their work by adding to the conversation on similar topics and addressing tasks not previously tackled by the now more than 1,000 students participating world-wide. This opportunity allowed GVSU MPH students to be engaged with the CDC virally and granted them CDC-*Ologist* status! The project was nationally recognized with an article in the USA Today in January. Read more about it [here](#).

MPH at Responsible Conduct of Research Boot Camp

RCR Boot Camp

On February 22, eight MPH students (along with Dr. Lara Jaskiewicz) attended a [Responsible Conduct of Research](#) (RCR) Boot Camp. The RCR advisory board, in partnership with the [Center for Scholarly and Creative Excellence](#) (CSCE), implemented a RCR program to inform and support ethical and professional standards of research at GVSU, in accordance to the requirements of both the National Institutes of Health (NIH) and the National Science Foundation (NSF). The boot camp provided lunch and a



Mary Whitworth, Danielle Gritters, Kelsey Peterson, Jennifer Shafer, Aaron Cooch, Erik Buczkowski, Ashley Heller, and Katie Olson at RCR Boot Camp

presentation on the responsible scientist as a member of society. Several topics were covered, including research misconduct, conflict of interest, responsible research involving animal or human subjects, data acquisition and storage, peer review and authorship, best practices for mentoring, and establishing effective collaborative research. Dr. Claudia Leiras, chair of the RCR Advisory Board for GVSU, enthusiastically reported that our students arrived early, were polite, asked appropriate questions, and overall provided a great representation of our program! Student response to the experience was also very positive. One student called it "wonderful" and "very informative," and stated, "[it] made me consider aspects of my career which I hadn't previously thought about." Visit www.gvsu.edu/rcr/ for more information on RCR at GVSU.

This Is Public Health

“This Is Public Health” at Art Prize 2013

Helping to educate the community about GVSU’s new program in Public Health, the PH 500 (Intro) class took to the Grand Rapids streets to promote the “This is Public Health” campaign. This red sticker campaign was launched through a collaborative YouTube video project in 2008 by NYU and Columbia University students in New York City. Since then, the campaign has gone viral and global! More history and information on this campaign can be found at www.thisispublichealth.org

Students at Grand Valley wanted in on the action and used Art Prize as their venue to reach out to the community. With TIPH stickers to disperse, they talked about public health and educated community members about the different places public health is present in their environments. By placing “This is Public Health” stickers on items such as drinking fountains, bus stops, traffic signs, fire hydrants and bicycle helmets, students were able to bring awareness to the areas in which public health is at work in our daily lives.

During this event, more than 30 MPH students gave out over 500 stickers, in English and Spanish, at 10 popular Art Prize stops; including the public museum, Amway Grand and the Van Andel Arena. Their effort also encouraged the use of social media by offering an Instagram hashtag, #gvsupublichealth, for people to post photos of their sticker placements. (See them [here](#)). Families, students, children and more were engaged in this community effort to learn more about public health and our new program. We continue to see stickers around town. Be on the lookout! You never know when you’ll see one!



Survey Saturday

On a chilly but pleasant Saturday, student volunteers from GVSU’s MPH program, along with their peers from the University of Michigan, hit the city streets to conduct a cooperative research project. Led by GVSU’s Dr. Jody Vogelzang and UofM’s Dana Thomas, students surveyed community residents in one Grand Rapids urban

neighborhood to measure food security within the household.

Dr. Vogelzang called the day a “big success” and was pleased with the neighborhood response and interest in the study. More than 200 surveys were completed over the course of a few hours. In addition, many residents indicated a desire to participate in future focus groups on the subject.



This Is Public Health GVSU Vine

This semester, the students in PH 500 class were challenged to participate in a “This Is Public Health” social media campaign through the creation of Vine video clips. They were asked to post several Vines promoting various themes on public health, and featuring the TIPH sticker. The result is 58 entertaining bits on such topics as allergen awareness, riding the bus, dental health, eating healthy, breast exams, hand washing and many more.

Vine is a mobile app, but the short looping video clips can also be viewed on your desktop. To view the MPH Vines go to our [Vine page](http://vine.page) (we suggest using Chrome or Firefox browsers), or search on [Vine.co](http://vine.co) for “Grand Valley State Public Health.”



Emphasis: Epidemiology

The field of epidemiology seeks to study the frequency, distribution, and determinants of disease in human populations. It provides the methods to study any disease that affects humans and seeks to identify both risk and protective factors for disease development. Epidemiologists are involved with study design, data collection, statistical analysis of data, and interpretation and dissemination of results. The field is considered the cornerstone of public health, with the goal of improving preventive healthcare by informing policy decisions and evidence-based practice.

Epidemiology traces its roots back to the 16th century when Girolamo Fracastoro first proposed a theory that very small, unseeable, particles that

caused disease were alive. Fracastoro proposed that these small living particles were able to spread by air, multiply by themselves, and could be destroyed by fire. It was not until 1675 that the microscope developed by Anton van Leeuwenhoek provided the visual evidence of these small living particles, thus providing evidence for the germ theory of disease. Although the focus of epidemiology is routed in infectious diseases, its focus within the past century has shifted to chronic diseases, with the recent integration of the role of human genomics on disease development.

One of the best approaches to learn more about the field of epidemiology is to review recent research. The [American Journal of Epidemiology](#) is

considered the premier journal for the dissemination of epidemiologic research. Recent articles on the role of epidemiology in the era of molecular biology and genomics are available for free on the journal's webpage. The journals' [most cited articles](#) (as of April 1, 2014) provide a comprehensive overview of the latest developments in the field. [Epidemiologic Reviews](#)' recent issues have focused on the obesity epidemic, epidemiologic research on health disparities, and epidemiologic approaches to global health. Recent publications in the [International Journal of Epidemiology](#) have generated widespread international press coverage.

For questions related to epidemiology, please contact Dr. Claudia Leiras, Ph.D. at leirasc@gvsu.edu

Faculty Updates

Dr. Ranelle Brew presented a paper entitled "Service Learning through International Partnership: Grand Valley State University and SHAWCO Health, South Africa," at the Fourth Annual International Conference on Health, Wellness & Society, in Vancouver, Canada.

Dr. Brew has received multiple grants for the 2014 Summer Health Activities and Professions Exploration (sHaPe) camp, totaling more than \$20,000. The week-long camp, held in the GVSU Cook-DeVos Center for Health Sciences, is offered through the Regional Math and Science Center. The camp is free, and provides lunch, for middle-school aged boys and girls while introducing them to the Health Professions.

Dr. Brew was a Phi Kappa Phi faculty inductee for 2014.

Dr. Brew will be leading an interdisciplinary service learning study abroad trip to Kenya in May 2014, with 8 students from Public Health and Allied Health Sciences, to travel and work in hospitals and schools.

Dr. Brew & Dr. Jody Vogelzang attended the national Society for Public Health Education conference in Baltimore, MD where they promoted the MPH program in the expo.

Dr. Vogelzang has recently been appointed as a founding member of the editorial board for Pedagogy in Health Promotion: The Scholarship of Teaching and Learning. She will provide editorial expertise in the area of instruction and experiential learning.

The American Public Health Association (APHA) has appointed Dr. Vogelzang to a two year term as councilor of the Public Health Ethics section. In this position Dr. Vogelzang will be responsible for plans, scope, and policy of the Ethics Section and will advise on the publication of papers and reports presented at the Section meetings.

Dr. Vogelzang and Dr. Dawn DeVries (GVSU Recreation Therapy) recently submitted a grant relating to physical activity and nutrition education with cooking classes to the Academy of Nutrition and Dietetics. If funded, "Kick and Cook a-Palooza: What's in the Box?" will take place during the after school program at the Boys and Girls Club in Grand Rapids.

Continued on Page 5

Emphasis: Health Promotion

GLC-SOPHE

The MPH program of Grand Valley State University (GVSU) has been turning every stone possible to prepare our students to be exceptional health leaders. On March 20, eleven MPH students, accompanied by Dr. Azizur Molla, went to a day-long conference in Howell, Michigan, organized by the [Great Lakes Chapter of the Society for Public Health Education](#) (GLC-SOPHE). Dr. Molla believes the conference gave our students valuable exposure to the professional public health world. It specifically allowed them to network with public health

stakeholders, gain knowledge on presentation standards for professional conferences, and appraise their skill level as future public health experts.

Dr. Cecilia Pozo Fileti, of the University of Michigan-Flint, gave the opening address, “Advancing Health Amidst Cultural Chaos.” About 79 participants attended the interactive and enlightening speech. Nine presentations, in three breakout sessions, were then followed by a closing key

note on “Lessons From My Patient Teachers,” by Dr. Robert William Buckingham.



Our students are strongly encouraged to attend professional events such as this one, to help them as they aspire to become future leaders in public health.

Factory Field Trip



In early April, Dr. Molla’s Environmental and Occupational Health class (PH 520) visited the Paulstra CRC factory, part of Hutchinson, the world’s largest rubber manufacturing company. Students had the opportunity to learn about the environmental & occupational health regulations and safety standards Hutchinson follows. The factory, located on Fuller NE in Grand Rapids, is an ISO-certified company that builds anti-vibration and noise reduction systems.

Dr. Molla worked with Walt Jenkins, Vice President of Quality & HSE to arrange the trip. After a briefing on ways the factory and the company follow environmental & occupational health regulations and safety standards, the 24 students divided onto four groups, each with an assigned leader and a supervisor, to tour the plant. Like all visitors, the GVSU students wore safety toe shoes, glasses, earplugs and vests.



Continued from Page 4—Faculty Update

Dr. Azizur Molla traveled to the Great Lakes Chapter Society for Public Health Education conference in Howell, MI with 11 MPH students.

Dr. Molla will be leading 12 students from the Honors College on a study abroad trip to Ghana this summer.

Dr. Lara Jaskiewicz presented on a panel about healthy travel at GVSU’s first interprofessional health fair.

Dr. Jaskiewicz will be collecting data on access to fresh fruits and vegetables in the Heartside neighborhood of Grand Rapids.

Dr. Jaskiewicz will be presenting at the joint annual meeting of the Association for the Study of Food and Society and the Agriculture, Food and Human Values Society on her research in the Heartside neighborhood.

Dr. Jaskiewicz received funding to support development of a literature on food access.

Dr. Claudia Leiras will be presenting a workshop on “Dissecting Desktop Data: Using Clinical Data for Outcomes Research” at the American Society for Hand Therapy Annual Meeting in Boston in September 2014.

Dr. Leiras was the organizer for the regional RCR Boot Camp/Conference held at GVSU on February 22, 2014.

March Madness: Conference-Style

MPH faculty and students attended SOPHE conferences at the [regional](#) (Howell, MI) and [national](#) (Baltimore, MD) levels last month. Besides being a great learning opportunity, they proved to be a terrific vehicle for promoting the GVSU MPH program.

Other March conferences and events where the MPH program was represented included the [Health, Wellness & Society](#) conference in Vancouver (Canada), the [Michigan Epidemiology](#) conference in Lansing, the [Michigan Environmental Health Association](#) conference in Big Rapids, and GVSU's Graduate Program Fairs.



Emphasis: Public Health Administration

Public Health Accreditation: A new and growing trend

In 2013 the Central Michigan Public Health Department in Mount Pleasant became the first Michigan health department to obtain accreditation by the Public Health Accreditation Board. Health department accreditation is a voluntary process that is designed to ensure that health departments are able to deliver nationally defined public health services. It became available to local, tribal, state and territorial health departments in the United States in 2011. The first health departments received accreditation 18 months later.

Accreditation is a way for health departments to demonstrate quality and accountability to nationally recognized standards. This can in turn increase the credibility of the department with the population it serves. Increased credibility will also improve employee morale as they understand that they can prove their work provides quality and value.

The accreditation standards are designed to ensure that departments meet the three core functions of public

health identified by the Institute of Medicine in 1988: assessment, policy development, and assurance. There are an additional ten specific services identified for those functions which were developed in 1994. *Figure 1* illustrates the relationship between the functions and their associated services.

The accreditation process was developed by the Public Health Accreditation Board with support from the Centers for Disease Control and Prevention and the Robert Wood Johnson Foundation. The need for accreditation was identified in a 2002 Institute of Medicine report. The

process to become accredited is not easy, and requires preparation, documentation, a site visit, and continued reporting. The accreditation is good for five years before the department must apply for reaccreditation. Each applicant must pay a fee based on the jurisdiction's population. Currently there are 31 health departments that have received accreditation nationwide, with an additional 250+ in the application process.



Figure 1 The Three Core Functions and Ten Essential Services of Public Health. Source: Public Health Functions Steering Committee, 1994 ([Public Health Functions Project](#))

- ◆ To learn more about the accreditation process or to view the standards, visit the Public Health Accreditation Board website at www.phaboard.org.
- ◆ To learn more about public health standards, visit the Center for Disease Control and Prevention's National Public Health Performance Standards [website](#).
- ◆ You can [download a free copy](#) of the Institute of Medicine's 1988 report identifying the three core functions of public health, *The Future of Public Health*.
- ◆ You can [download a free copy](#) of the Institute of Medicine's 2002 report calling for accreditation of public health departments.

Spring 2014 eMPHasis Hyperlinks

This *eMPHasis* newsletter is full of webpage hyperlinks to help you learn more about the subjects featured within its articles. This newsletter is intended to be an online edition, so these links are set to bring you to the appropriate webpages simply by clicking on the hyperlinked word, phrase, or web address. However, for the sake of space the web addresses aren't always spelled out for you, which if you are reading a printed version of this, makes it impossible to know where that link will lead. Below, you will find the exact address of each of the hyperlinks found within each article. In fact, it might be a good idea to keep this page handy for future reference!

Page 1:

Grand Valley State University Department of Public Health: <http://www.gvsu.edu/sph/>

Master of Public Health, MPH Graduate Program Webpage: <http://www.gvsu.edu/grad/mph/>

Grand Valley State University-Public Health Facebook page: <https://www.facebook.com/publichealthatgvsu>

sHaPe Camp at GVSU: <http://www.gvsu.edu/rmsc/2011-shape-health-professions-summer-day-camp-111.htm>

American Public Health Association: <http://www.apha.org/> APHA Conference: <http://www.apha.org/meetings/annual/>

Page 2:

Center for Disease Control and Prevention CDCology: <http://www.cdccology.sparked.com/>

CDC-ologist USA Today article (published 12/20/2013): <http://www.usatodayeducate.com/staging/index.php/voices/students-become-cdcologists-through-new-cdc-project>

GVSU Center for Scholarly and Creative Excellence: <http://www.gvsu.edu/csce/>

GVSU Responsible Conduct of Research: <http://www.gvsu.edu/rcr/>

Page 3:

This Is Public Health webpage: <http://www.thisispublichealth.org/>

Statigram collection of Instagrams tagged #gvsupublichealth: <http://iconosquare.com/tag/gvsupublichealth/>

Vine: <https://vine.co/>

GVSU Public Health Vine page (we suggest using Chrome or Firefox): <https://vine.co/GVSU.Public.Health>

Page 4:

American Journal of Epidemiology: <http://aje.oxfordjournals.org/>

AJE most-cited articles: <http://aje.oxfordjournals.org/reports/most-cited>

Epidemiologic Reviews: <http://epirev.oxfordjournals.org/>

International Journal of Epidemiology: http://www.oxfordjournals.org/our_journals/ije/ije_news.html

Page 5:

Great Lakes Chapter Society for Public Health Education (GLC-SOPHE): <http://www.glcsophe.org/>

Page 6:

Society for Public Health Education (SOPHE): <http://www.sophe.org/>

Health, Wellness & Society: <http://healthandsociety.com/>

Michigan Epidemiology/Michigan Public Health Association (MPHA): <http://www.mipha.org/epidemiology.php>

Michigan Environmental Health Association (MEHA): <http://www.meha.net/>

Public Health Functions: <http://www.health.gov/phfunctions/public.htm>

Public Health Accreditation Board (PHAB): <http://www.phaboard.org/>

CDC's National Public Health Performance Standards: <http://www.cdc.gov/nphpsp/index.html>

Free download, *The Future of Public Health*, 1988 report: <http://www.iom.edu/reports/1988/the-future-of-public-health.aspx>

Free download, *The Future of the Public's Health in the 21st Century*, 2002: <http://www.iom.edu/Reports/2002/The-Future-of-the-Publics-Health-in-the-21st-Century.aspx>

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GVSU Public Health Society (Student Organization): <https://orgsync.com/76721/chapter>

GVSU Public Health Society Facebook page: <https://www.facebook.com/publichealthsociety>

Department of Public Health

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Jody Vogelzang

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Track Coordinator: Epidemiology

Lara Jaskiewicz

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Track Coordinator: PH Administration

Heather Koster

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Meghan Moon

Marina Okopnaia

Student Workers

About Us

The Department of Public Health at Grand Valley State University prepares students, through our new and emerging programs, offering community-based education and research grounded in social justice.

Grand Valley State University's Master of Public Health (MPH), offered by the Department of Public Health, prepares students by enhancing career opportunities through the acquisition of quantitative and qualitative problem solving research skills, service, and experiential learning. Public health professionals promote good health and prevent disease within communities. The MPH provides graduate and community-based education and research grounded in social justice to help meet these goals.

Contact Us

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GVSU Public Health Society



Students from the new Master of Public Health Program created the [Grand Valley State University Public Health Society](#) last fall with the assistance of Faculty Advisor, Ranelle Brew. The GVSU PH Society offers students the opportunity to put some of the learned topics into practice. The society has been a great place for students to interact in an energetic setting with like-minded individuals outside of class.

The society took part in the GVSU Campus Life Night 2.0, which offered all GVSU students a glimpse of what the world of Public Health is all about. Campus Life Night 2.0 allowed members of the society the chance to network with other GVSU Student Organizations that are also passionate about finding community volunteer opportunities.

The GVSU PH Society has been able to bring students interesting educational presentations. In the fall, students were introduced to the NuVal nutrition scale. The society also brought together public health professionals from the area to give informative talks about public health careers.

The society manages a [Facebook page](#) to keep members aware of planned events, to offer volunteer opportunities, and also to connect with the community through fun events such as the Color Run in the spring.

Currently, the PH Society is working with the VanAndel Institute to connect on volunteer and donation opportunities through the Purple Shirt Campaign.

This fall, the society plans to send members to the National Public Health Conference, in New Orleans. This will give our students the chance to learn from and network with many of America's brightest stars in the world of public health.

GVSU PH Society members also make time to build friendships with fellow students. An apple-picking trip and an ugly sweater party, both thrown by the society, illustrate the fun nature of this group.

The GVSU Public Health Society is a place for students to become better acquainted with all of the areas within public health. Public health brings together science and compassion. Students are able to learn specific scientific practices and are then shown how to apply these practices to better their community's overall health.

GVSU Public Health Society

MISSION:

Promote the public health profession

Educate students about various opportunities in public health

Provide professional development for students interested in public health careers

Connect students interested in public health with their peers

Improve the health of the Grand Valley State University community through health campaigns, research and policy.

DUES: \$0

MEETINGS: CHS Lobby
Second Tuesday/Month
9:00pm