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HSC 315:
Public Health
6/17/19

AGENDA

ASSIGNMENT 1: Population Fact Sheet

- Target Audience
- Purpose of Deliverable
- Sources of Data
- “Connecting the Dots”
- Final Touches on Population Fact Sheet

Course Logistics

- CATME Surveys
- Preparing for ASSIGNMENT 2



Travel Immunization Clinic

Get Vaccinated Before You Travel

Highly contagious diseases such as measles are here in the U.S. and abroad. Make sure you're protected before your trip by seeing your provider or visiting our [travel immunization clinic](#).



Welcome to Contra Costa Public Health

I Want To . . .	· Report a Disease
Clinic Services	· List of Reportable Diseases
Communicable Disease	· Vaccinations
Community Wellness & Prevention	· Pertussis (Whooping Cough)
Family, Maternal & Child Health	· Norovirus
Health Data	· Flu
Health Emergencies	· Tuberculosis
HIV/AIDS & STDs	· Full Index of Diseases
Public Health Nursing	· Animal Diseases
Safe Drug Disposal	· Lice
	· Rabies
	· Public Health Laboratory
	· Disease Investigation & Control
	· About Communicable Disease Program

LATEST NEWS

Nov 16, 2018
Media Advisory: [County Celebrates Opening of New WIC Office in West County](#)

Nov 5, 2018
Press Release: [Public Health Home-Visiting Program Receives Grant for Child Passenger Safety Education and Training](#)

Sep 6, 2018
Memo: [Health Officer Flu Vaccine and Masking Memo Update](#)

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Meet Our Administration

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Chief Operating Officer & Chief Financial Officer
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Division Heads

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Director of [Emergency Medical Services \(/ems/\)](#)
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Interim CEO, [Contra Costa Regional Medical Center \(/medicalcenter/\)](#) & [Health Centers \(/centers-clinics/\)](#)
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TARGET
AUDIENCE:
Policy Makers &
Program Planners



Dan Peddycord
 Public Health Director at Contra Costa County
 Martinez, California
 Hospital & Health Care

-  Contra Costa County
 -  Santa Clara County
 -  Portland State University
- 1 connection

**TARGET
 AUDIENCE:
 Policy Makers &
 Program Planners**

View Dan Peddycord's full profile. It's free!

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Experience



Public Health Director & Assistant Director of Health Services
 Contra Costa County
 August 2015 – Present • 3 years 7 months



Public Health Director
 Santa Clara County
 December 2008 – July 2015 • 6 years 8 months
 San Jose, CA



Public Health Director
 Deschutes County
 February 1998 – November 2008 • 10 years 10 months
 Bend, OR



Director, Material Services & Strategic Planning
 Silverton Hospital
 October 1997 – February 1998 • 5 months
 Silverton, OR

Education



Portland State University
 Master's Degree, Public Administration, Health Administration
 1989 – 1991



Washington State University
 Bachelor's Degree, Registered Nursing/Registered Nurse
 1982 – 1984



Washington State University
 Bachelor's Degree, Physical Education
 1978 – 1982

PURPOSE OF DELIVERABLE

- ▶ What is (reasonably) expected for the target audience to already know? Can s/he take action with this information?
- ▶ What are characteristics of the disease that are not obvious and/or require some explanation?
- ▶ What are the specific population groups that are most at risk for infection, disease, and adverse consequences?
 - ▶ Are their characteristics clearly distinguishable from the general population or major communities?
 - ▶ Would they be easy to locate to prevent and/or control disease?
- ▶ What evidence is needed to support identification of specific at-risk populations? Are the sources credible?
 - ▶ How is the data most effectively presented?
 - ▶ Are citations presented correctly for any graphics?

SOURCES OF DATA

- ▶ United States Census Bureau
- ▶ Centers for Disease Control & Prevention
- ▶ National Center for Health Statistics
- ▶ VectorBase
- ▶ State and County Vital Data & Statistics (published by government health departments)

- ▶ Peer-Reviewed Journal Articles
 - ▶ PubMed
 - ▶ Scopus
 - ▶ Web of Science

APA Citations:

https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

“CONNECTING THE DOTS”

- ▶ Determine the specific risks for transmission relevant for the constituency of your assigned organization.
- ▶ Identify the specific population groups that have a higher likelihood of those risks.
 - ▶ Are these population groups easily located or accessible for the purposes of prevention?
- ▶ Provide evidence that supports that the defined segments of the population are at a higher risk for infection or disease.
- ▶ The information provided on the Fact Sheet should make it easy for public health authorities to act in case of a Zika epidemic.

FINAL TOUCHES

- ▶ The Fact Sheet should articulate the most appropriate unit (e.g., Division, Center) within the health organization that the Fact Sheet was developed for
 - ▶ It can be one sentence in the title or introductory paragraph
- ▶ The content should be presented in a logical manner, with headers that guide the reader through the relevant content
- ▶ The Fact Sheet should be easy to understand by the target audience with a balanced use of text and graphics
 - ▶ Graphs, tables, and figures should be cited appropriately
- ▶ All citations (in-text and reference list) should accurately follow APA designations
- ▶ Formatting should follow instructions on assignment prompt
- ▶ Groups should use rubric to evaluate and review work

EVALUATION OF INDIVIDUAL CONTRIBUTIONS

Individual Contributions to Team Projects assessed via CATME

- ▶ Will be sent out next week (Week 4) for MODULE 1
- ▶ Worth 10% of overall grade on ASSIGNMENT 1
- ▶ Professor will review appropriate use of surveys for assessment of team members
 - ▶ Questionable evaluations by any individual or team as a whole will result in meeting with Professor to discuss reported scores
 - ▶ Use of CATME for purposes not related to objective assessment of individual contributions are not acceptable
- ▶ **To avoid any such concerns, students should provide honest reflections; this will allow for improved team functioning and improvement of individual contributions to future assignments**

**For Module 2,
start reading
assigned
chapters**

Pages 1 - 82

