

thebulletin

UNIVERSITY OF SOUTH FLORIDA COLLEGE OF PUBLIC HEALTH ALUMNI NEWS



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points of **Pride**

- First accredited College of Public Health in Florida.
- We offer the only Doctor of Physical Therapy/Masters of Public Health (DPT/MPH) in the country.
- We have the second best health education doctoral program in the nation, putting us ahead of such institutions as Michigan, North Carolina, Indiana University, Maryland, Florida, and Johns Hopkins.
- We offer dual degrees with medicine, nursing, anthropology and social work and a brand new undergraduate minor in Public Health.

USF Health is a partnership of the University of South Florida's colleges of medicine, nursing, and public health; the schools of basic biomedical sciences and physical therapy & rehabilitation sciences; and the USF Physicians Group. It is a partnership dedicated to the promise of creating a new model of health and health care. One of the nation's top 63 public research universities as designated by the Carnegie Foundation for the Advancement of Teaching, USF received more than \$310 million in research contracts and grants last year. It is ranked by the National Science Foundation as one of the nation's fastest growing universities for federal research and development expenditures.



from the **Dean**

I am delighted to share with you the good news that your College of Public Health is continuing its great work to improve the health of people in communities across Florida and around the world.

Donna J. Petersen, MHS, ScD
DEAN, COLLEGE OF PUBLIC HEALTH



Through discovery, learning and outreach we are connecting in new ways to these communities through collaborative partnerships, innovative products and our outstanding people.

As graduates of the College of Public Health you number among our most outstanding people. No matter where you are, we know you are making a difference. Inside these pages you will learn how a few of our faculty, students and alums are working to make lives better through better health. We would like to be able to share your stories in our next issue. It is easy for you to tell your stories AND to keep in touch. Simply register at: <http://publichealth.usfhealthalumni.net/>

and we promise to share even more tales of triumph and achievement from among your community, the community of the USF College of Public Health.

Public health... it's your health.

Alumni spotlight



Maureen Chiodini has passion.

As the Health Initiatives Director for the Tampa Metropolitan Area YMCA, Maureen is driven to improve the overall health of the 130,000 lives touched each year in Hillsborough and East Pasco County.

Maureen Chiodini, Class of '82, '89, '97

Through a seemingly infinite number of programs, the employees and volunteers of the YMCA work tirelessly to better the health and wellness of its community members. While exercise and dietary components seem obvious, Chiodini says that “the social piece is the largest component of health”. In a time when to be healthy seems to be identified with words like “dieting”, “sweating”, “working out” and “pain”, Chiodini reminds us to HAVE FUN!

So how do we alter the reaction that people have when they hear about health and wellness issues? Leading members of the Public Health community say that the answer is Social Marketing. Social marketing is the use of business marketing principles to create social change and Chiodini says that companies like fast food restaurants and bars have the concept down. “Social Marketing almost scares me because currently we’re not as good at in on the health side as they are on the unhealthy side”.

The USF College of Public Health is about to change that. It offers the only graduate certificate program in social marketing and has begun negotiations to establish joint programs between public health, communications, and marketing. With innovative programs like this, the college hopes to change the way the community views health and wellness. Chiodini reminds us that “constantly and consistently coaching people” is the first step to changing the community’s perspective and building an effective program.

focus on **Students**

A Moment in the Life of Zac Dreaden

About 40 minutes ago, I finished my first solo presentation. It was not horrible, but it definitely did not go the way that I planned... such is life here in the Peace Corps.

Zac Dreaden, Future Class of '08



I had created a PowerPoint presentation about the epidemiology of HIV/AIDS, and when I tried to set up the projector in the classroom it would not work. Students were starting to arrive so I placed all of the chairs in a large circle and had all of the students introduce themselves. We then talked about the six points that I had prepared and then had a Q and A session about sexual health with the students.

After an hour of Q and A, the presentation was finally over. I can not begin to tell you how hard it was to talk to a group of high school students about sexual health in a language that you have not mastered yet.

In the end, I survived the presentation and realized that I was pretty good on my feet. I hope things go more smoothly next time,

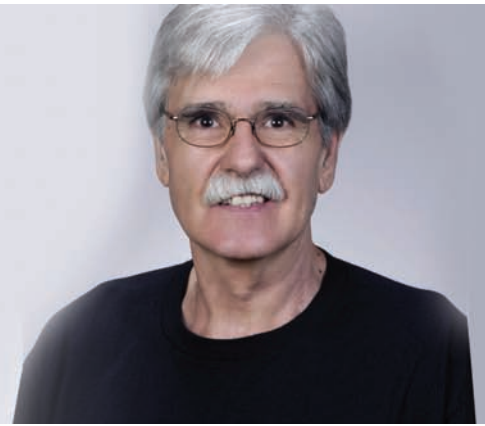
but at least now I know that if things go wrong in the future, I will be able to handle them and still do a good job.

Zac Dreaden, Student

The first participant in the Master’s International Peace Corp Program

What makes the USF College of Public Health Unique?

Dr. Mason has been with USF since 1993. During his tenure he has served as Department Chairperson for six years, and has been the Director of Global Center for Disaster Management and Humanitarian Action.



Dr. Tom Mason

I am going to attempt to address this question from the perspective of potential students and faculty.

The theme of ‘opportunism’ is one which I attempt to convey to my students and colleagues as one of the fundamental characteristics of my discipline – Epidemiology. Public Health is not a solo practice! Public Health practitioners must be committed to multidisciplinary, interdisciplinary approaches which address the complexities of implementing defensible scientific studies of the causes of disease(s).

In recent years, the College of Public Health (COPH), as well as our sister colleges which are now collectively USF Health, has evolved into a very dynamic ‘platform’ for continued professional development of ‘health professionals’.

The COPH was the first school or college of Public Health in the United States to offer a distance learning Master’s Degree. We were able to move in this direction because senior leadership at the University-level recognized an opportunity to expand the outreach of the University.

The prescient investment of both fiscal and personnel resources to distance learning is proving to be an exceptional marketing and recruitment tool. One specific example of this is the fact that the COPH was selected by the United States Air Force to provide resident training for 3 of the first 5 Air Force officers accepted into the International Health Specialist (IHS) Program. The Air Force is the only service that has this specialty, and there are only 47 active duty Air Force officers serving in the HIS. However, there are 300 who are desirous of the training and education required to join this elite group.

We have historically ‘sent’ our signal to Atlanta to deliver our Master’s Program to CDC employees. Having served my first tour of active duty at the CDC, I take pride in our ability to continue to deliver our courses in this manner.

Following these initiatives, we are now one of only twelve universities in the United States to have Master’s International Peace Corps programs in Health, which includes Public Health, International Health and Nursing.

Working with dedicated colleagues and graduate students on ‘global health issues’ is what makes USF exciting and fulfilling for me. We have developed State and/or Territory Plans for Preparedness, anticipated the requirements for a timely response to the potential Influenza Pandemic, and are playing an active role in educating the next generation of ‘global’ leaders. For fifteen years we delivered a Pan American Health Organization sponsored program in Intermediate Epidemiology, Biostatistics and program Design and Evaluation. Our alumni of over 400 policy makers from Mexico, Central and South America, as well and the Caribbean includes the first woman President of Chile, Dr. Michele Bachelet.

We are committed to utilize diversity of talent which is in place at the COPH to continue to attract students and faculty to join in addressing the challenges that we face with from an optimistic/opportunistic perspective.

As we said in West Philadelphia when ‘fighting drug dealers and users’ – ‘we did not get in this mess overnight, but we will never get out if we don’t agree to start working together today’. **That Can –Do attitude is in large part what makes the USF College of Public Health UNIQUE !!**

staying **Connected**

At the College of Public Health we are making a concerted effort to reconnect our alumni to the college. We have established an alumni website that can be used as a tool to reconnect with your classmates, sign up for events and keep up with the college.

Please visit us at www.usfhealthalumni.net for new developments.



class Notes

- Julia Gill, '93 and '98, joined the Bureau of Epidemiology, Florida Department of Health in October, 2006 as Director of Florida Epidemic Intelligence Service program.
 - Latetia Moore, '02, has been accepted into the prestigious Epidemic Intelligence Service (EIS) of the Centers for Disease Control and Prevention (CDC), and will be joining EIS following her graduation.
 - Tracey Lynn Perez Koehlmoos, PhD, MHA, '02 and '05, is currently Adjunct Professor, Department of Health Administration and Policy, College of Health and Human Services, George Mason University. She is currently working at the US Embassy in Dhaka, Bangladesh.
 - Arlesia Brock, Ph.D., '05, is an Assistant Professor in Health Sciences and Administration in the School of Health Professions at the University of Michigan-Flint.
 - Gillian Sealy, '06, is currently doing an internship at the Clinton Foundation in Harlem, New York, assigned to the Clinton Hunter Development Initiative (CHDI) and specifically works on the Health Team. CHDI supports programs that alleviate poverty in Malawi and Rwanda
 - Dianne Frankel, '06, is new Coordinator of Student Enrichment at Gulfcoast North Area Health Education Center
 - Candace Webb, '06, will be the Program Associate for Training & Education at the AIDS Alliance for Children, Youth & Families in Washington D.C. Candace will work on a CDC Division of Adolescent and School Health (CDC-DASH) Cooperative Agreement, providing capacity-building assistance to U.S. community-based organizations in order to help prepare African-American and Latina adolescent females (under 18) to become healthy adults by preventing HIV infections and other STDs.
 - Alan Card, MPH, '06, is currently a Policy analyst for the Ford Institute in Alexandria, VA.
- For more class notes, visit <http://publichealth.usfhealthalumni.net>**

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