

A Summer of Public Health



(Photo Credit: PHocus Participants, 2018 - Raymond Clinkscale, Rutgers SPH)

Editor's Note:

For more on the PHocus experience, go to page 2.

See p. 3 for an article on the Bridging the Gaps Community Health Internship Program.

Rutgers School of Public Health Brings Public Health to High School Students
By Michelle Edelstein, MPH, Rutgers School of Public Health

The Rutgers School of Public Health (RSPH) wrapped up two 1-week sessions of PHocus (Public Health: Outbreaks, Communities, and Urban Studies), its first-ever public health summer experience for high school students entering 9th-12th grades to learn more about factors influencing health and disease.

PHocus, hosted in Newark and New Brunswick, had 66 participants from 39 high schools in New Jersey and beyond. Students participated in varied experiences, including mock outbreaks, hands-on population health and community disease activities, a laboratory session, and conversations with public health scientists and practitioners.

“PHocus exposed young scholars interested in health and healthcare to the field of public health and the many opportunities it presents,” commented Dr. Laura Liang, associate dean for academic affairs, who co-led PHocus efforts. “We continue to see the growing need for public health professionals and by providing information on the field, we hope to build a pipeline of students who will go on to study and become involved with public health.”

One PHocus participant said, “I didn’t even know what public health was before this experience, but I really want to pursue a career in environmental public health. It really changed my future and life.”

Tuition for Newark PHocus participants was supported by GlaxoSmithKline.

RSPH also thanks its community partners, faculty, staff, volunteers, and public health professionals for their participation.

Editor’s Note: For more on PHocus, go to <https://sph.rutgers.edu/training/PHocus/index.html>.

Bridging the Gaps Across New Jersey

By Bernadette West, PhD, Associate Professor, Rutgers School of Public Health

This summer, 14 students participated in the Bridging the Gaps Community Health Internship Program (BTG CHIP), an interdisciplinary program that is part of the BTG Network based at the University of Pennsylvania in Philadelphia. New Jersey's affiliated program, coordinated by Rutgers School of Public Health (RSPH), places students with community agencies across the state.

For 7 weeks, Rutgers and Rowan students from public health, allopathic and osteopathic medicine, pharmacy, and Physician Assistant programs worked in multidisciplinary teams developing and implementing community projects to improve health and well-being in communities with significant health disparities. The students' goal is not just to volunteer their time, but to implement sustainable projects with lasting impacts.

This summer's projects included:

workshops on nutrition and children's health at Amandla Crossing in Edison;
an exercise curriculum for people with developmental disabilities at The Arc of Somerset County;
a neighborhood community garden at Elijah's Promise in New Brunswick;
health workshops for young campers at Camden's UrbanPromise;
diabetes awareness at Zufall Health;
exercise programs and a field day at Damon House in New Brunswick; and
presentations on medication side effects for clients of Bridgeway in Elizabeth.

On July 25th, students hosted a poster session at RSPH for faculty, staff, and the community.

And on September 14th, students showcased their community projects at the BTG 28th Annual Symposium at WHYY in Philadelphia.

To learn more about hosting a team of students next summer, contact Sarah Kelly:
kellysw@sph.rutgers.edu.

For more information on BTG, go to <http://www.med.upenn.edu/btg/>.



Preventing Tickborne Illness in New Jersey

By Shereef Elnahal, MD, MBA, New Jersey Health Commissioner

This August, the New Jersey Department of Health launched a Lyme disease prevention campaign to educate the public about how to prevent tickborne diseases. The campaign includes billboards around the state, digital advertising, and promotional social media about tick prevention with the slogan, “Don’t Let a Tick Make You Sick,” and the hashtag #TargetTicksNJ.

We want to remind residents that although May, June, and July are the peak months for tickborne disease, ticks that transmit disease are active throughout the year. Some ticks are so small that they can be mistaken for freckles or dirt, so it is important to be vigilant when enjoying the Garden State.

Ticks in New Jersey can transmit a number of diseases; the most common, however, is Lyme Disease. Lyme disease is an illness caused by bacteria that is carried by infected ticks. This infection can cause a variety of symptoms and, if left untreated, can be severe. Lyme disease is spread to people by the bite of an infected tick and is not spread from person to person. To prevent Lyme disease, it is important to avoid tick bites by using insect repellent; wearing protective clothing; avoiding wooded areas with dense shrubs; checking yourself, children, and pets after time outdoors; and keeping shrubs and lawns trimmed.

I recently visited Shark River Park in Wall Township to join Monmouth County Health Department officials for a public event to raise awareness of tickborne illness prevention steps. During this visit, they demonstrated how they conduct surveillance for ticks in their county.

Similar to national trends, diseases from ticks have increased in New Jersey. Last year, there were more than 5,000 cases of Lyme Disease diagnosed in New Jersey. So far this year, there have been more than 2,100 cases of Lyme disease diagnosed across the state.

We invite you to partner with us to amplify and share the tick prevention campaign messaging in your jurisdictions. You can do so by:

- Co-branding and/or sharing the prevention materials available to download [here](#). Use the digital ad on your website and/or display the poster in your office.
- Promoting our social media campaign. Use #TargetTicksNJ on your agency’s social media pages to emphasize the importance of avoiding tick bites. Follow me on Twitter, @ShereefElnahal. Follow the New Jersey Department of Health on Twitter, @njdeptofhealth; Facebook, /njdeptofhealth; Instagram, @njdeptofhealth; and Snapchat, @njdoh.
- Connecting community members to our webpage. Share this [NJDOH Lyme Disease link](#) so your community can access valuable educational materials and resources.

Editor’s Note: The CDC’s “Lyme Disease” webpage is at <https://www.cdc.gov/lyme/>.

Public Health Advocacy in 2018

By Gwyneth M. Eliasson, JD, MPH, Newsletter Editor

On August 6, 2018, the Association of Schools and Programs of Public Health (ASPPH) presented a webinar on “Policy, Advocacy, and the Missions of Academic Public Health” with Dr. Michael Eriksen (Chair, ASPPH Advocacy Committee) and Tony Mazzaschi (Senior Director, ASPPH Policy and Research).

Dr. Eriksen provided an overview of ASPPH’s advocacy mission and partners; the Advocacy Committee’s members, elected officers (Executive Committee), and Board of Directors; and advocacy priority setting, e.g., 994 introduced bills with “public health” in the title or summary. He concluded with ASPPH’s 4 primary advocacy goals, including voicing the concerns of the academic public health community.

Mr. Mazzaschi discussed post-election public health: ASPPH’s advocacy agenda, the political environment, and the funding environment, i.e., ASPPH’s appropriations priorities for 2019. Highlighted policy issues included immigration, Higher Education Act (HEA) reauthorization, and proposed government reorganization. ASPPH Fact Sheets and Reports are available at <https://bit.ly/2Be1Hpi>.

For a recording of the webinar and a PDF of the slides: <https://bit.ly/2vPC21n>.

On August 3, 2018, the American Public Health Association (APHA) presented a webinar on “Using Social Media for Advocacy” with Barbara L. Kornblau (Policy Co-Chair, APHA Disability Section) and Amanda Gasper Krueger (Social Media Specialist, National MS Society).

Ms. Kornblau talked about “the power of story,” and effective strategies for letters, phone calls, and voice messages to legislators; meetings with policymakers and their staff; and letters to the editor. She also provided tips on using Facebook and Twitter. Ms. Krueger discussed the challenges and opportunities of advocating via social media. She focused on how to gain traction: e.g., use relevant hashtags, tag representatives on their social media, and share expertise through Twitter chats and Facebook Live video streams. APHA’s “Using Twitter in Advocacy” is available at <https://bit.ly/2MhsKoS>.

Career Corner: Resources for Job Seekers

Compiled by Gwyneth M. Eliasson, JD, MPH

- *Washington Post* Jobs: “6 Tips for Acing an HR Interview” <https://bit.ly/2Me878a>
- *Washington Post* Jobs: “10 Questions to Ask at the End of an Interview” <https://bit.ly/2K7JMAV>
- Idealist Careers: “4 Resume Rules To Ignore” <https://bit.ly/2mRlgtE>
- Idealist Careers: “Use These Action Verbs to Get Your Resume Noticed” <https://bit.ly/2MK21xq>



New Jersey Public Health Association

Organized 1875

Affiliate of the American Public Health Association

NJPHA 2018 Annual Conference Tuesday, October 2, 2018 9 am – 4 pm

**Location: Paul Robeson Campus Center
Rutgers University - Newark
350 Dr. Martin Luther King, Jr. Boulevard**

“What Dictates Health - Is it Genetics or Zip Code?” Health Equity, Research, and Policy for a Healthier New Jersey

This conference – a collaboration between the New Jersey Public Health Association and the Rutgers School of Public Health – will bring local, state, and national public health leaders together to initiate a pragmatic dialogue addressing broad determinants of health and integrated solutions, and exhibiting the need for partnership and collective efforts towards a fair and just opportunity for all New Jerseyans to be healthier.

This conference will describe how health is linked to broader geospatial factors and community needs; showcase a place-based needs approach addressing social and environmental factors impacting individual community health; and discuss relevance of compatibility of state and community health data needed for making policies and developing programs aimed at removing barriers to health.

**Keynote Speaker: Pamela M. Aaltonen, PhD, RN
President-Elect, American Public Health Association**

Public Health Continuing Education (CE) contact hours and CHES credits are pending approval.

To register: <https://www.eventbrite.com/e/what-dictates-health-is-it-genetics-or-zip-code-tickets-49012660186>



New Jersey Public Health Association

NJPHA's quarterly Newsletter offers you an opportunity to write about public health topics.

Deadline for Winter 2019 Issue: Friday, December 21, 2018

Articles on ANY public health-related topic are welcome, such as:

- Internship or fieldwork (capstone/practicum) experience
- Work with a public health program or research project
- Public health events or news at your school
- Thoughts on a policy with public health implications
- Commentary on a public health issue
- Public health career advice
- Local, state, or national public health events, projects, or advocacy efforts
- Other news of public health importance

Please include this information:

- Title of article
- Byline with:
 - Your name and degree(s)
 - Your academic institution or employment affiliation
- A head shot or picture of yourself (if available)

Please follow these article submission guidelines:

- In Microsoft Word with 12-point, Times New Roman font
- Single-spaced
- 300-word maximum
- References (if applicable)

For examples of published articles, see past newsletters posted on NJPHA's website:

<http://njpha.org/category/newsletter>

Email your article (or any questions) to the Editor - Gwyneth M. Eliasson, JD, MPH:
gme10467@gmail.com