APHA Education Board  
Submitted by Harry Kwon, PhD, MPH, MCHES, Chair  
October 10, 2019  

Submitted to: APHA Governing Council  

Committee Members: Elaine Archie-Booker, Sandy Block, Donna Davis, Shontelle Dixon, Diane Downing, Mildred Hunter, Harry Kwon (Chair), Amy Lee (Vice-Chair), Molly Polverento, Kusuma Schofield, Michael Schmeltz, Rachel Schwartz, Gale Spencer, Mohammad Torabi, Nizar Wehbi, and Winston Wright  

APHA Staff: Mighty Fine, Evangeline Savage  

Purpose of the Education Board:  
The purpose of the Education Board is to assure a better-educated public health workforce and an informed public. As such, the Education Board is charged with maintaining and enhancing professional knowledge; increasing technical proficiencies; and enabling members to promote and protect environmental and community health. The Board is also committed to assisting APHA sections and SPIGS by improving learning opportunities provided by the Learning Institutes and Scientific Sessions on an annual basis.  

The Education Board has four committees and they are as follows: Continuing Education & Workforce Development Committee, Assessment & Evaluation Committee, Learning Institutes Committee, and Public Education Committee. The charge, vision, mission statement, goals, and areas of strategic focus for the Education Board as identified in the 2017-2020 Education Board strategic plan are as follows:  

Charge:  
There shall be an Education Board whose function shall be to stimulate and coordinate the education activities of the Association; to maintain and enhance professional knowledge, to increase technological proficiencies in facilitating the delivery of education, to enable members to promote and protect environmental and community health, and to educate the public concerning public health issues (Constitution, Article XII).  

Vision Statement:  
To envision a competent Public Health workforce supported by lifelong learning that enhances its abilities to act on current needs, to respond to emerging needs, and to work with communities to promote and improve the health of the public and to assist in achieving health equity.
Mission Statement:
The purpose of the Education Board is to assure a better-prepared public health workforce and an informed public.

Goals:
- Contribute to the ongoing assessment of gaps in knowledge, skills and attitudes of the public health workforce
- Foster innovative and cutting-edge continuing education for the public health workforce based on the best evidence and technology
- Increase the competency of the public health workforce to promote and protect environmental and community health
- Enhance the public’s knowledge of public health and related public health issues

Areas of Strategic Focus:
During 2017-2020, the strategic focus of the Education Board includes the following:

- Continuing Education
  - Explore and provide continuing education opportunities for the public health workforce
  - Offer distance education opportunities, such as webinars
  - Propose and review activities for the assurance of the quality of APHA educational offerings
  - Review and implement collaborative relationships with external partnerships to promote utilization of educational technologies in continuing education
  - Enhance the public’s knowledge of public health and related public health issues

- Assessment and Evaluation
  - Enhance collaboration and communication with APHA section, affiliates, and other relevant entities to determine their educational needs
  - Propose and review methods for ongoing assessment of the educational needs of the APHA membership and the public health workforce

- Learning Institutes
  - Propose, review, and select Learning Institutes for the APHA Annual Meetings
  - Support the attainment and maintenance of disciplinary accreditation for the provision and approval of continuing education
Membership of the Education Board:

- Members are appointed from the membership of APHA to serve on the Education Board for a term of three years.
- The role of members is to review, advise, guide and advocate for policies and programs to advance public health education of the workforce and of the public.
- November 2018- October 2019 will be the first year that both the Chair and Co-Chair of the Education Board will serve a one-year term. In previous years, the Chair and Co-Chair served a two-year term. A vote was taken on June 17, 2019 by the Governing Council that the terms of the Education Board Chair and Co-Chair would be modified so that each would serve a one-year term in order to be consistent with the Chair and Co-Chair of the Science and Action Boards. The measure was approved.

Committee Reports November 2018- October 2019:

Continuing Education & Workforce Development Committee Report:
Submitted by Donna Davis, Committee Chair

Committee members include the following:
- Elaine Archie-Booker, RN, EdD
- Donna Davis, EdD, MPH, CPH
- Mildred Hunter, MSW, MPH
- Molly Polverento, MSEd, CPH

The primary aim of this committee is to "Advise, coordinate, and support efforts that foster continuing education and development of the public health workforce." The committee has focused all efforts in establishing another scientific session on workforce that will be offered at the 2019 APHA Annual Meeting. Continuing the momentum established from last year’s accomplishment where the committee planned a successful scientific session (Learn Every Day: Essentials for Staying Relevant in Public Health) on workforce development at the APHA Annual Meeting, this year has focused on developing an informative and interactive session on the public health workforce.

The committee has worked to secure two scientific session by completing all necessary steps including identifying presenters, submitting abstracts, and developing learning objectives. The sessions focus on two key areas pertaining to the workforce: Preparing for careers in non-governmental workforce and application of competencies and skills sets for public health practice.

The two sessions sponsored by the committee this year include:
- Applying the New CEPH Criteria and Other Skill Sets Needed for MPH Graduates to Launch into Successful Public Health Practice
  https://apha.confex.com/apha/2019/meetingapp.cgi/Session/58974
- Public Health Works: Preparing for Careers in Non-Governmental Roles
  https://apha.confex.com/apha/2019/meetingapp.cgi/Session/58969
The committee began the year with a discussion about transparency in selection of topics to ensure that the opportunity of the annual meeting scientific session is used to its fullest benefit. Steps involved in planning including surveying the Board on proposed session topics, drafting a report on the findings, and developing a content table were examples of milestones achieved in planning for the sessions.

**Assessment & Evaluation Committee Report:**
Submitted by Kusuma Schofield, Committee Chair

Committee members include the following:
- Kusuma Schofield, MSEd, MPH
- Molly Polverento, MSEd, CPH
- Sandy Block, OD, Med, MPH
- Gale Spencer, PhD, RN

The aim of the Assessment and Evaluation committee is to explore and conduct needs assessments and evaluation activities in support of the Education Board tasks. The committee works with APHA and the Education Board to continuously update survey tools used by APHA, in addition to data gathering and reporting. During 2019, the Assessment and Evaluation Committee analyzed data from the Annual Meeting Learning Institute survey that was administered during the 2018 Annual Meeting. The committee used these data to culminate an assessment on the overall participant feedback including attendance, barriers reported and a suggestion of best practices. An additional ongoing task – the committee reviewed and structured the survey handed out to the Learning Institutes for the 2019 meeting. The committee also made suggestions for changes that can be made to the In-App survey that accompanies the annual meeting.

The committee will share the findings with the Learning Institute committee once the 2019 Annual Meeting data are available in anticipation of improving experiences for Learning Institute participants. The committee also hopes to move forward on working with APHA to provide input for surveys attached to webinars and other educational trainings, if there is an assessed need by APHA.

**Learning Institutes Committee Report:**
Submitted by Shontelle Dixon, Committee Chair

Committee members include the following:
- Shontelle Dixon, MPH, CHES (Chair)
- Diane Downing, PhD, RN (Co-Chair)
- Sandy Block, OD, MEd, MPH
- Nizar Wehbi, MD, MPH, MBA, CPH
- Mohammad Torabi, PhD, MSPH, MPH (New member since May, was not involved in March meeting)
The Learning Institute (LI) committee is charged with selecting high quality Learning Institutes for the annual meeting which includes writing/revising the call for LI proposals, encouraging the submission of LI proposals by qualified faculty, selecting the LIs for the annual meeting, and evaluating the effectiveness of the LIs.

The Call for LI Proposals for 2019 yielded a total of 25 LI proposals which was one less from the 22 that were submitted last year. Of the submissions, 20 were deemed completed and 5 were incomplete. Four of the 20 proposal submissions were APHA sponsored (Global Health, Biostatistics, Public Health Program Evaluation and CPH Review Course). A total of 10 LI sessions were allotted for the 2019 conference (one more versus 2018's 9 slots). The committee was tasked with filling 6 slots for 2019 LIs. There were six new LI proposals from 20 proposals, which made the selection process quite competitive. The 6 new sessions selected included the following:

- Social Marketing for Real World Application
- Scientific Writing for Public Health
- At the Crossroads of Health Equity and Patient Safety: Culturally Competent Healthcare Communication
- Introduction to Implementation Science
- Economic Analysis of Public Health Programs: Terms & Applications
- Public Health Big Data and Data Management for Beginners.

LI Committee members reviewed each of the proposals and submitted individual ratings and comments. The LI Committee members met on March 29, 2019 in Washington, D.C. to discuss the merits of each LI proposal and selected the highest quality proposals to invite to the 2019 Annual Meeting. This year the LI Committee decided to implement that faculty must make themselves available on the day of committee review in case members needed to call for additional question for selection. Members also provided specific feedback to authors based on questions or concerns raised by committee members as a means of helping them understand why their application was not accepted.

In 2019, the committee instituted a new activity of hosting a pre-application conference call with prospective applicants. This was a successful activity and a pre-application call is planned for 2020. The committee solicited Education Board members to serve as volunteers to assist with the administration and evaluation of 2019 Annual Meeting LI sessions and will continue to use the feedback form created in 2017 as the LI Committee is committed to continuing improving LI offerings.

Public Education Committee Report:
Submitted by Elaine Archie-Booker and Mildred Hunter, Committee Co-Chairs

Committee members include the following:
- Elaine Archie-Booker, RN, EdD
The primary aims of this committee is to collaborate with stakeholders across the organization to enhance the public’s knowledge of public health and to propose and review methods for dissemination of evidence-based public health information to the general public. For 2019, the committee proposed the following strategic focus areas for the upcoming year:

- Collaborate with stakeholders across the organization to enhance the public’s knowledge of public health.
- Propose and review methods for dissemination of evidence-based public health information to the general public.

The committee proposed and developed two key activities in response to the strategic focus. The first activity is to develop and implement an Education Board sponsored webinar focusing on mental health in college students. This webinar will be presented by Dr. Vickie Mays from UCLA who is a clinical psychologist and renowned mental health expert. It is anticipated that the webinar will be presented prior to the Education Board spring 2020 meeting.

The second activity is a continuation of a key activity that began in 2018 resulting in the development of a comprehensive report on health information sources and social media. This activity involved the assessment of where the public is obtaining information on public health, recognizing there is a digital divide for some populations. A literature search was conducted to ascertain where the public gets their health information, what is the reach/demographic of social media, and what is the level of influence of social media and of ads on social media. A social media survey has been commissioned with the Student Assembly. Results are expected to be presented in 2020.

Additional Education Board Activities and Accomplishments:

As part of the Joint Policy Committee, Education Board members, Harry Kwon (Chair), Amy Lee (Co-Chair), Donna Davis and Nizar Wehbi worked diligently to review proposed policies to be submitted to the Governing Council at the annual meeting in the most effective manner. The Education Board Chair (Harry Kwon) has also worked closely with the Science Board and Action Board chairs (other co-chairs of the JPC) to address some of the recommendations for improving the APHA policy review process.

In 2018-2019, several new members joined the Education Board. An introduction of the Education Board was provided to the new members. In addition, the Education Board invited the National Board of Public Health Examiners and the National Commission for Health Education Credentialing, key organizations critical to public health education and workforce, to provide introductions and updates at the Education Board business meetings. The Education Board also participated in key discussions about non-governmental public health workforce with the
Council on Education for Public Health at its spring business meeting. The Education Board also had begun efforts toward developing a new strategic plan by reviewing the current plans and discussing emerging areas of interest.

**Prospective for 2020:**
The Education Board continues to seek opportunities to enhance the educational activities of the Association and professional knowledge of the members in public health. In 2020, it is suggested that the Education Board explore ways to strategically reach out to the broader APHA components to raise awareness of the efforts of the Education Board and to promote collaboration. It is also recommended that the Education Board identifies a strategic path towards utilizing the allotted scientific sessions that it has available and to formalize the process of identifying topics. Finally, the Education Board should engage in developing a new strategic plan that will outline the efforts for the next few years and to align with efforts with APHA.

**Fiscal Implications:**
No new fiscal and recourse implications have been identified. The Education Board continues to develop recommendations for enhancing continuing education opportunities for the public health workforce that could also enhance the revenue capacity for APHA.

**Implications for Follow-Up:**
None for the Governing Council.
### APHA 2019 Learning Institutes Schedule

**Saturday, Nov. 2**

<table>
<thead>
<tr>
<th>LI#</th>
<th>Learning Institute Title</th>
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<tbody>
<tr>
<td>1000</td>
<td>Global Health Institute for Students, Emerging Professionals and Mid-Career Changer</td>
</tr>
<tr>
<td>1002</td>
<td>Scientific Writing for Public Health</td>
</tr>
<tr>
<td>1003</td>
<td>Social Marketing for Real World Application</td>
</tr>
<tr>
<td>1004</td>
<td>At the Crossroads of Health Equity and Patient Safety: Culturally Competent Healthcare Communication</td>
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**Saturday, Nov. 2 and Sunday, Nov. 3**

<table>
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<tr>
<th>LI#</th>
<th>Learning Institute Title</th>
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<tbody>
<tr>
<td>1001</td>
<td>Biostatistics for non-statisticians - Day 1</td>
</tr>
<tr>
<td>2001</td>
<td>Biostatistics for non-statisticians - Day 2</td>
</tr>
<tr>
<td>1005</td>
<td>Certified in Public Health Exam Review Course - Day 1</td>
</tr>
<tr>
<td>2005</td>
<td>Certified in Public Health Exam Review Course - Day 2</td>
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**Sunday, Nov. 3**

<table>
<thead>
<tr>
<th>LI#</th>
<th>Learning Institute Title</th>
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<tbody>
<tr>
<td>2002</td>
<td>Introduction to Implementation Science</td>
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<tr>
<td>2003</td>
<td>Economic Analysis of Public Health Programs: Terms &amp; Applications</td>
</tr>
<tr>
<td>2004</td>
<td>How to Evaluate Public Health Programs</td>
</tr>
<tr>
<td>2006</td>
<td>Public Health Big Data and Data Management for Beginners</td>
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