

#### A Conceptual Orientation to Public Health Education . . .

- An effective Public Health Education must accomplish five things:
- 1) Explicitly address needs of the current job market;
- 2) Provide the technical, applied, and cross-cutting skills necessary for a successful public health career;
- 3) Deliver the benefits of accreditation and certification;
- 4) Be consistent with the mission of its host institution;
- 5) Be aligned to the challenges of the future



# 1) Explicitly Address the Needs of the Current Job Market

- You need to know the jobs your graduates are getting;
- You need to know the "requirements of those jobs"
  - This MUST come from the job market...
  - . . . NOT from academia nor from the accreditation standards



### 2) Provide the Technical, Applied, and Cross-Cutting Skills Necessary for a Successful Public Health Career;

- Public Health Education must provide:
- 1. A basic understanding/command/mastery of a range of "technical" skills:
  - Epidemiology; Biostatistics; Environmental Health; Health Administration; Behavior Change, etc.
- 2. The ability to "apply" these skills in a real-world setting;
- 3. The cross-cutting skills necessary for professional success:
  - Teamwork, professionalism, problem-solving, creative thinking, innovation, etc.



# 3) Deliver the Benefits of Accreditation and Certification

- This relates both to the accreditation standards that affect the institution (CEPH, EHAC, CAHME, etc) and
- To certification, "badges" and licenses that can affect the individual (CPH, CHES)



# 4) Be Consistent with the Mission of its Host Institution

 A public health education program should align with the host institution's strengths, experiences and mandate;





### 5) Be Aligned to the Challenges of the Future

- 1) Future needs of the workforce
- 2) Future advances in pedagogy;
  - Constant "QI" relationship with alumni, employers, accreditors, regulators and policy-makers
  - Constant "eyes on the market"
  - A willingness and ability to evolve rapidly

