



The College of Physicians of Philadelphia

SECTION ON PUBLIC HEALTH

Executive Committee Minutes **January 20, 2010** **8:00 am**

Present: Rickie Brawer, PhD, MPH, George E. Downs, PharmD, Suet T. Lim, PhD, Jackie McLaughlin, MS, RD, LDN, James D. Plumb, MD, Mona Sarfaty, MD, FAAFP, Robert Sharrar, MD, Rob Simmons, DrPH, MPH, CHES, Walter Tsou, MD, MPH
Marla Gold, MD - by phone

Andrea L. Kenyon, AMLS (Liaison)
Sofie Sereda, Administrative Support

Old Business

Program Update- Suet Lim

We will invite Dr. Regina Benjamin, US Surgeon General for the Fall 2010 Program would be co-sponsored with the College. Letter of invitation has been drafted with input from Dalton Paxman. It was recommended that the letter will be sent under signatures of The College CEO and The College President. Dr. Paxman will work through his channels to get this on Surgeon General's calendar.

Healthy People 2020 kick-off scheduled for after Labor Day. Perhaps there could be a possible tie in with Surgeon General's visit.

ACTION – Andrea Kenyon will confirm College co-sponsorship with George Wohlreich
Sofie Sereda and Andrea Kenyon will obtain signatures and send invite letter to Regina Benjamin with a cc to Dr. Paxman

Invite speakers on Community-Based Management of Chronic Disease.

Noreen P. Clark, PhD, Director, Center for Managing Chronic Disease at the University of Michigan will be speaking at Jefferson Medical College on March 24, 2010 about systematic efforts for managing chronic disease within communities. Dr. Plumb suggested that we use this opportunity to invite her to speak at a Section program on March 23, 2010. It was suggested that we also invite Jeff Brenner, a family physician, to talk about his work in Camden.

ACTIONS – Jim Plumb will take the lead in putting this program together
Andrea Kenyon will determine date availability

Develop a panel program on Health Care Reform in partnership with Philadelphia Journal of Social Innovation. Possible ½ day program addressing innovative approaches planned for the regional implementation of pending health care reform legislation. Panelists would include representatives from state and local government, insurance companies, Healthy Philadelphia and other community partners. There was some concern that this may be redundant since the Independence Foundation is putting a panel together on this topic Feb. 10, 2010. There was also some question as to whether a reform bill would be imminent based on recent political events (change in Massachusetts Senate seat).

ACTION - Andrea will speak to Tine Hansen-Turton about the Committee's concerns and provide responses to the Committee.

Poster Session (May 10, 5:30 PM) - Bob Sharrar and Andrea Kenyon: timeline/process, judges and shadowing

Call for Posters was discussed. After discussion with Academic School representatives, the poster abstract submission deadline was extended to April 1st. Judges will be asked to provide a weeks turnaround in reviewing the abstracts in order to give students a month to create their poster. Student poster winners will receive a monetary gift of \$100 per winning poster and an opportunity to shadow a prominent health professional. Dalton Paxman has agreed to be shadowed again this year.

ACTIONS – Dr. Sharrar will Chair the judging and organize the review of poster abstracts

Andrea Kenyon will provide him with a list of volunteer judges

Sofie Sereda will order 25 easels

Walter Tsou will contact Nan Feyler, Giridhar Mayla, Tine Hansen-Turton and some others to determine their wiliness to be shadowed

Leadership Awards: Jackie McLaughlin - plans and schedule

There was a discussion about the breadth and scope of Recognition Awards. Current awards are Individual and Institutional Awards. It was suggested that the Institutional Leadership award be restricted to grass roots organizations, but there was not consensus. It was recommended that there be a review and tightening of criteria for these awards.

Additional awards were proposed for consideration:

Emerging Leader Award (fewer than 5 years in public health field) It was felt that the criteria and selection process would require some time to solidify and therefore this award was tabled for consideration for this year's awards.

Student Leadership Award (MPH or other student interested in public health) Questions ensued regarding whether this award would be restricted to MPH programs or open to broad spectrum of students engaged in significant public health work outside of their coursework. A subcommittee was formed to draft criteria for this award which will be distributed to Executive Committee Members for comment and possible approval for implementation this year.

ACTION – Jackie McLaughlin, Robert Sharrar, Rob Simmons and Rickie Brower will form a subcommittee and draft criteria for a student leadership award.

Public Health History Course- Andrea Kenyon, Marla Gold

Course will be offered for a 2nd year. The course has increased from 4 to 6 sessions. All schools will be participating except for Arcadia due to problems scheduling the course to fit with their academic calendar. Penn has 5 public health undergraduates participating this year. Classes will start Jan. 23, 2010.

Mona Sarfaty suggested that Faculty be invited to audit sessions.

ACTION – Marla will discuss feasibility with Public Health History Course faculty

Discussion ensued about how this course could be expanded and disseminated to a broader audience. Ideas included webcasting, filming, distance learning (online class), and continuing education credits. These ideas will be explored for possible implementation in the future. Marla Gold stressed the need for monetary support (\$10-\$25,000) for the course in order to do it right. The hope is to shop around proposals to interest people in supporting this endeavor. Jackie McLaughlin suggested approaching APTR (the Association for Prevention and Teaching Research) – who gives grant awards for innovation in education.

Membership- Andrea Kenyon

Current membership is 83 members. Need to send out more renewal reminders. It was suggested that the Section's web presence be increased. It was recommended and approved that we post Executive Committee meeting minutes on the Section's webpage. Andrea pointed out the need for an Executive Committee member or perhaps a public health student to assist in enhancing the site.

ACTIONS

Andrea will send a job description to Executive Committee members to disseminate- seeking an intern to assist with Section webpage enhancement and use social media (Facebook and Twitter) to send out health education information via PhillyHealthInfo.org.

Sofie will send out membership dues renewal reminder

Institutional dues: Andrea Kenyon

Andrea Kenyon discussed the importance of Institutional dues in offsetting costs for the Section's Poster Session. Additionally, with the increase in outreach to students it is important that Schools support these endeavors. Feedback on the levels of membership and associated benefits are encouraged. What other benefits are needed?

ACTION – Sofie Sereda will send out institutional dues reminders

Meeting with Councilwoman Tasco

Tine Hansen-Turton and Andrea Kenyon will meet with the Councilwoman on January 21, 2010 to discuss ways the Section might work with the Council, particularly her committee, in addressing public health.

ACTION – Andrea Kenyon and Tine Hansen-Turton will report back to the Executive Committee about their meeting

Student Engagement

Andrea Kenyon contacted faculty of Public Health Course to determine feasibility of conducting a focus group with students. Andrea will form a focus group and provide Pizza, to discuss their engagement with the Section and in order to be involved.

The Committee agreed to assist in reforming the Philadelphia Student Public Health Council. Jackie McLaughlin offered to provide a Penn student who could take the lead in organizing this group. Academic representatives were asked to forward the name of a student contact to Sofie Sereda. An organizing meeting would then be scheduled at the College.

The group discussed possible projects for engaging the student group including:

1. Group public health project
2. Developing programming for the Section
3. Assistance with Karabots Jr. Fellow Program
4. PhillyHealthInfo.org community outreach and public health messaging

ACTIONS – Jackie McLaughlin will provide name of potential student group organizer
Sofie/Andrea will solicit student contact information from public health programs

Announcements:

Healthy Philadelphia Town Hall: Walter Tsou, Jan. 28, 2010. 6:30 PM, Church of the Advocate, 18th and Diamond
First Town Hall to be held on Jan. 28, 2010.

National Public Health Week, April 5-11. A Healthier America: One Community at a Time.

Next Meeting - TBD