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## Creative Action: Upcoming Events

### Fall Semester Events

#### November 5th @ 12pm (Exhibit Opening Event)

**Trauma, Trash, and Triumph: Images from the Health of Philadelphia Photo-documentation Project**  
Location: Terrace Room, Cohen Hall  
Exhibit Open: Nov 5-20, Fox Art Gallery, Cohen Hall

#### December 3rd @ 5:30pm (Exhibit Opening Event)

**Righteous Dopefiend: A Photo-Ethnography**  
Location: Slought Foundation, 4017 Walnut St.  
Exhibit Open: Dec 3-31, Slought Foundation

### Spring Semester Events (Locations TBD, Dates subject to change)

#### January

25<sup>th</sup> **Wounded Warriors & the Healing Power of Stories**  
with Dr. Gala True, VA CHERP  
& Bob Patrick, Veteran History Project

26<sup>th</sup> **Voices from "Let Me Down Easy"**  
with Anna Deavere Smith

#### February

8<sup>th</sup> **Interaction: Theatre-based Workshops Addressing Social Determinants of Health**  
with InterAct Theatre Company

17<sup>th</sup> **This is Not An Invitation to Rape Me: A Social Marketing Campaign**  
with Charles Hall

#### March

19<sup>th</sup> **"Our Stories, Our Health"**  
with Dr. Giang Nguyen, PennMed

#### April

7<sup>th</sup> **"Witnesses to Hunger"**  
with Dr. Marianna Chilton, Drexel University  
& the 'Witnesses'

## Creative Action: The Arts in Public Health

### A Closer Look at the CPHI's 2009-2010 Seminar Series

The Arts, including documentaries, drama, photography, mural art, poetry, etc., are often employed to bring public health issues to the forefront in a provocative and memorable way that inspires action.

For this academic year, 2009-2010, the Center for Public Health Initiatives chose the theme "Creative Action: The Arts in Public Health" for its lecture series. This series is also part of Penn's "Arts & the City Year". By showcasing artists, programs, and creative research projects that use arts and media to address public health challenges, we hope to inspire the Philadelphia public health community.

Our next event in the series is "Trauma, Trash, and Triumph: Images from the Health of Philadelphia Photo-documentation Project" with Dr. Carolyn Cannuscio on November 5th. This seminar will open the exhibit of the same name, which will be available for the public in the Fox Art Gallery in Cohen Hall from November 5-20th. To RSVP for this opening event, please visit [www.cphi.upenn.edu/events.shtml](http://www.cphi.upenn.edu/events.shtml).

Look forward to upcoming events, including performances by Anna Deavere Smith and InterAct Theatre company, as well as the inspiring photo exhibit "Witnesses to Hunger", and more. (For series events listing, please view column left.)



Photograph by: Michelle Holshue, Staff Photographer, Health of Philadelphia Photo-documentation Project

## GIS and Public Health @ Penn

GIS has become an indispensable tool for public health research among faculty, students, and staff at Penn and our community and government partners. To this end, the Center for Public Health Initiatives has implemented and supported various programs and tools at Penn to encourage and expand the utilization of GIS in public health research.

Currently, the CPHI holds an annual Summer Institute on GIS and Public Health, organized by Professor Amy Hillier in the School of Design and the Cartographic Modeling Lab (CML). In this institute, participants learn how to correctly utilize geographic information and maps to support their research, as well as how to use GIS software. This annual institute has stemmed a Work Group in GIS and Public Health research, which will help support users of ArcGIS software and serve as a forum to discuss GIS and Public Health research among faculty, staff, students, and community partners. In addition, the CPHI, in collaboration with the CML, has launched a new section of the CPHI website which showcases the wide range of projects at Penn using GIS, GPS and spatial statistics and provides links to key resources for learning more about GIS and connecting with the Penn GIS community.

We are particularly excited to highlight a number of GIS projects that have had a clear impact on local and national policy. Maps can be a particularly effective way of communicating problems and solutions to a wide audience, including policy makers. These examples exemplify a commitment to ideas, science, and action. For more information regarding these projects, or GIS and Public Health at Penn, please view our website at

[www.cphi.upenn.edu/GISPubHatPenn.shtml](http://www.cphi.upenn.edu/GISPubHatPenn.shtml).

## GIS & Public Health Highlight

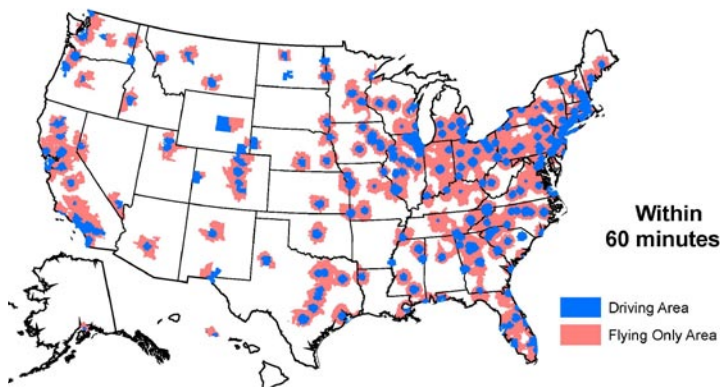
### Mapping Access to Trauma Centers in the United States

A project by CPHI Senior Fellow, Dr. Charles Branas and the Cartographic Modeling Lab

Research shows that patients with severe injuries treated at trauma center hospitals are significantly more likely to survive their injuries than patients treated at other hospitals. Therefore, maximizing access to trauma centers can save lives. CPHI Senior Fellow, Charles Branas, PhD, developed and refined a model for analyzing access to current trauma center locations using an inventory of trauma centers maintained by the American Trauma Society (ATS).

In order to better utilize the information, Dr. Branas and a team from the University of Pennsylvania CML, with funding from the Centers for Disease Control and Prevention (CDC), Agency for Healthcare Research and Quality, and leadership from the Trauma Information Exchange Program, were able to create a website that enables users to specify time frame (access within 45 or 60 minutes) and transportation mode (ambulance, helicopter, or both) and provides a map and coverage information based on percentages of population and land covered by the existing system (see map below). It displays trauma center access based on the most

current census, hospital, and helicopter data. This online program, TRAMAH, is used by state trauma system regulatory authorities to optimize the sites of new trauma centers. For more information regarding this project, please visit: <http://maps.amtrauma.org>.



This has been an exciting semester for the CPHI with the kick off of our Creative Action seminar series, convening of a roundtable discussion on the health of immigrant communities, active engagement of workgroups focusing on issues ranging from food access to qualitative and mixed methods research and the initiation of community based projects addressing healthcare access and literacy.

In addition to our current work, we are very excited about our upcoming retreat focused on Sustainability and Public Health, which will be held on Thursday December 3rd in Irvine Auditorium/Amado Recital Hall. Featured speakers will include Karen Glanz, PIK Professor of Medicine and Nursing; Shelley Poticha, Senior Advisor to HUD for Sustainable Housing and Communities; and Gloria Guard, Executive Director of the People's Emergency Center. All are welcome to attend!

Please RSVP for this event at: [cphi@zimbra.upenn.edu](mailto:cphi@zimbra.upenn.edu). For more information please visit us at [www.cphi.upenn.edu](http://www.cphi.upenn.edu).



**January 6-8, 2010**

*UPenn Campus*

Cost: \$850

Register today for the CPHI's three-day comprehensive institute on Qualitative & Mixed Methods Research. Workshops, facilitated by a number of well-known UPenn Faculty, will focus on the following skills:

- \* one-on-one interviewing
- \* field notes
- \* focus groups
- \* IRB issues unique to qual. research
- \* participant observation
- \* use & application of NVivo software

#### **Who should attend?**

- Public Health Researchers
- Graduate Students
- Public Health Promotion Managers & Administrators
- Beginning to Intermediate NVivo Users

*For More Information or to Register:*

[www.cphi.upenn.edu/2010WinterInstitute.shtml](http://www.cphi.upenn.edu/2010WinterInstitute.shtml)

## Don't miss this year's APHA Conference in Philadelphia!

From November 7-11, the American Public Health Association will be holding its annual conference downtown in the Pennsylvania Convention Center. The MPH program and CPHI will be representing Public Health at Penn at a booth in the Public Health Expo. If you are interested in seeing who will be presenting from Penn at the Conference, please feel free to stop and check out our compendium of Penn presenters.

On November 9th at 6:30 (Monday), the CPHI will be hosting a "Friends of the University of Pennsylvania Mixer" at the convention center. The event is co-sponsored by over 14 different health organizations at Penn. Please come by for great food, drink, and networking opportunities!

Two Penn Centers, Community-Campus Partnerships for Health and PolicyLab at CHOP will be holding credit-based short courses on the Saturday and Sunday before the conference: '1008.0 Building Bridges from CBPR for Policy' and '2012.0 Achieving Evidence-Based Health Policy: Using mixed methods to ensure policy impact', respectively. For more information, please visit the APHA website, [www.apha.org/meetings](http://www.apha.org/meetings).

## The CPHI welcomes newly appointed Penn Integrates Knowledge Professor Karen Glanz



Karen Glanz, a globally influential public-health scholar, has been named the ninth Penn Integrates Knowledge University Professor. She will share an appointment between the School of Medicine and the School of Nursing and will lead a new Center for Health Behavior Research and training.

Glanz specializes in the impact of behavior on health, especially the modification of risks for cancer and obesity. Glanz holds senior editorial positions at more than two dozen prominent journals. She has published more than 300 journal articles and book chapters and has garnered more than \$25 million in federal funding from the National Institutes of Health and Centers for Disease Control during the past 15 years.

Public Health researchers should keep an eye out for her BEAT (Built Environment Assessment Training) Institute in June 2010, a week long program that trains investigators and practitioners tangible skills that can be used to measure many of the aspects of the built environment that are believed to have an effect on health. For more info: [www.med.upenn.edu/beat](http://www.med.upenn.edu/beat).

Dr. Glanz will also be a key speaker in CPHI's 2009 Annual Retreat, "Sustainability in Public Health: Food Systems, Housing, & Communities" on December 3rd.

### Call for New Members

Membership applications for Fellow status in the Center for Public Health Initiatives are now being accepted. Our mission is to improve health and quality of life by expanding and strengthening public health education, research and practice, fostering cross-disciplinary collaboration and promoting community/academic partnerships. Membership at the Senior Fellow, Associate Fellow or Adjunct Fellow levels is available to all who qualify. Fellows will be asked to play an active role within the Center for Public Health Initiatives to promote public health research and practice as well as enhance collaboration across schools and in the surrounding community. Our success depends upon the involvement of Penn faculty and public health organizations. To apply, please visit our website at:

<http://www.cphi.upenn.edu/announcements.shtml>

## A Roundtable Discussion on the Health of Immigrant Communities

On Friday, October 30<sup>th</sup>, the CPHI and the Philadelphia Migration Project will co-host a Roundtable Discussion on the Health of Immigrant Communities in Philadelphia.

Community organizations, Penn faculty and students, and the public will come together to share information about programs, best practices, challenges, and needs. Nan Feyler, Chief of Staff for the Philadelphia Department of Public Health will open the event. Please come join us to discuss what we can do to improve the health and well-being of immigrant communities in our city. More info: [www.cphi.upenn.edu/ImmigrantHealth.shtml](http://www.cphi.upenn.edu/ImmigrantHealth.shtml)

Co-sponsors: Penn Institute for Urban Research, Metropolis International, Nationalities Service Center, Pennsylvania Immigration and Citizenship Coalition, Mayor's Office of Multicultural Affairs, Philadelphia Department of Public Health, and The Thomas Jefferson Center for Refugee Health.

## Upcoming Events

*\*Please see page 1 for upcoming Creative Action events*

### CPHI 2009 Retreat

### Sustainability in Public Health: Food Systems, Housing and Communities

Thursday, December 3rd 9-4:30pm

Location: Amado Recital Room, Irvine Auditorium

Don't Miss the CPHI's 3rd annual retreat! Key speakers include Karen Glanz (PIK Professor of Medicine and Nursing), Shelley Poticha (US Dept. of Housing and Urban Development), and Gloria Guard (People's Emergency Center). In addition, we will have panel discussions by local organizations, networking opportunities, and CPHI work group meetings. To Register, please visit our website at [www.cphi.upenn.edu/2009Retreat.shtml](http://www.cphi.upenn.edu/2009Retreat.shtml)



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[www.cphi.upenn.edu](http://www.cphi.upenn.edu) | 215.746.3467 | [cphi@zimbra.upenn.edu](mailto:cphi@zimbra.upenn.edu)

<b>CPHI Staff:</b>		<b>Steering Committee:</b>
Marjorie Bowman Faculty Director		David Asch
Wendy Voet Managing Director	<b>Original Design by:</b>	Robert J. (Skip) Collins,
Jeannette Schroeder Administrative Coordinator	Martin Smith Graphic Design	Shiriki Kumanyika
		Richard Schultz
		Gary Smith
		Susan Sorenson
		Brian Strom

## Alumni Update:

### Julie Cederbaum, MPH ('07)



Julie Cederbaum, PhD, MSW, MPH ('07) has accepted an assistant professor position in the School of Social Work at the University of Southern California, in Los Angeles, CA. Julie's work, an extension of her clinical practice, focuses on mother-daughter sexual risk

communication, particularly differences between HIV-positive and HIV-negative mother-daughter dyads. She looks forward to extending her work to adapt her mentor's brief HIV risk reduction intervention to include promotion of mother-daughter sexual risk communication. Julie will be teaching social work practice courses.

## MPH News

### Penn's MPH Program change in degree requirements.

The MPH program leadership approved reducing the number of elective credits required to fulfill the degree requirements by 2 course units. At the start of this new academic year MPH students will complete 14 course units rather than 16 course units. In addition the MPH is offering 2 new academic tracks: global health and environmental health. More information is available on the MPH website (see below).

### Dr Edward Emmett has been funded by HRSA to support MPH training in Environmental Health.

A limited number of scholarships are currently available to MPH students with interest in this content area.

### Early registration is now open for the August Certified in Public Health (CPH) exam.

Register online at [www.publichealthexam.org](http://www.publichealthexam.org) and take the exam at one of the 300 test centers across the U.S. or at a site overseas. The exam tests a candidate's knowledge of the five core areas and seven cross-cutting competencies in public health.

To be eligible for the CPH exam you must have graduated from a CEPH-accredited school or program in public health. Those graduating in 2010 must have completed all degree requirements on or before July 31, 2010.

For more information regarding the MPH program, please visit [www.med.upenn.edu/publichealth/](http://www.med.upenn.edu/publichealth/)