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MPH Theory & Practice Session One Professional Communications Project

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Theory and Practice Seminar I
PH 508 Fall 2006

Professional Communications Project

Sample Outline

The Professional Communications Project principally introduces the selected subject to an audience previously unfamiliar with all but perhaps passing acquaintance with that subject. The Project should use the following broad organizational scheme of Background, Method, Results, and Conclusion. Within that general structure we would recommend the following contents that track to specific questions posed in the syllabus. Please use the following outline as your starting point, and then adapt it as needed in consultation with us to ensure you fulfill the project requirements. Within the Methods and Results sections of the broad organizational scheme insert pertinent subheadings to break-up your text logically. Page length and presentation allotments below are estimates.

BACKGROUND

Briefly introduce the subject by touching on the magnitude, epidemiology, and public health consequences of the problem.

Paper: 1-2 pages

Presentation: 1-2 minutes

METHODS

Document your literature search strategy clearly and completely enough so that the reader could replicate it to obtain identical results. Students need to provide a detailed description of their literature search(es) including what databases they used, for what years, and their search strategies. Most databases offer a feature of allowing users to view a summary of a search. For example, in PubMed, one simply can click on "History" to view the summary of the entire search strategy. Students can attach these printouts as Appendices to the written paper, although inserting these search strategies directly from the history summary in a database seems more effective.

Students should also include how many "key informant" interviews they conducted and their strategy for selecting and interviewing key informants.

Paper: 3-4 pages

Presentation: 2 minutes

RESULTS

This will be the largest section of the paper/presentation. Be sure to address the following issues or questions:

Describe the problem including the magnitude of the selected public health issue in New Mexico and nationally. Use epidemiological and demographic data, trends, and the progress on resolving this issue to achievement of Year 2010 objectives for New Mexico and the Department of Health FY 2007 Strategic Plan.

What are the particular determinants and protective factors of this public health issue?

What impact does this issue have on the quality of individual, family or community life, health care costs, productivity or anything else?

How did this problem become articulated, studied, and understood as a public health problem? Briefly summarize 2-3 classic works in a paragraph.

What were the multiple influences at the national, state and local level that paved the way for this public health issue to emerge as a priority? Discuss national or state assessments, reports, concept papers, constituency building efforts, policy initiatives etc that created the environment for this to emerge as a priority. Who are the stakeholders? Is there political opposition to how this problem is framed or to public health solutions to this problem?

Describe how the public health system in New Mexico has responded to and is addressing this issue. Conduct 2-4 key informant interviews to identify the following

Describe any assessments or policy reports which created the programs in New Mexico.

Describe the public and private surveillance mechanism for your chosen PH problem

Identify any other strategies used to deal with this public health issue beyond what is represented in New Mexico. How are they the same or different from those uncovered in your literature review?

Paper: 10-14 pages

Presentation: 11-14 minutes

CONCLUSION

Should not provide any new information and it should follow logically from the information previously covered in the paper/presentation.

Paper: 1 page

Presentation: 1 minute

REFERENCES

Be sure to use the reference style prescribed in the syllabus. Use and embed only the most relevant references in your PowerPoint presentation.