



Community-Campus  
Partnerships for Health

# Advancing Healthy People 2010: Opportunities for ASCO and CCPH

Discussion at Association of Schools and Colleges of Optometry  
March 2004 Board Meeting



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# Our Mission

To promote health through partnerships  
between communities and  
higher educational institutions

HEALTH....eliminating health disparities

...achieving a diverse and community-responsive health workforce

PARTNERSHIPS....service-learning, community-based participatory  
research and evaluation, policy and advocacy



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# At-A-Glance

- National nonprofit launched in January '97
- Headquarters in Seattle, WA
- 13-member board of directors reflect stakeholders in community-campus partnerships
- 1000+ members from communities and campuses across the United States and 12+ countries
  - New England Eye Institute (Barry Barresi) and Ohio State University (Kathleen Reuter)
- Private and public funding
- 5 staff



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# Partnership Outcomes

Being pursued by our members

- Culturally competent health professionals
- Diversity of the health professional workforce
  - K-12 and community college partnerships
  - Minority recruitment and retention
- Primary care providers for underserved practice
- Eliminating health disparities
- Access to health care
  - SCHIP outreach and enrollment
  - School-based health care
- Community development
- Economic development



# Major Strategies

- Create and expand opportunities for collaboration and information sharing
- Promote awareness about the benefits of community-campus partnerships
- Advocate for policies that facilitate and support community-campus partnerships
- Promote service-learning as a core component of health professions education



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# Policy Agenda

- Promote and encourage funding for authentic community-campus partnerships
- Advocate for faculty promotion and tenure policies and processes that support community-engaged scholarship
- Advocate for accreditation and institutional policies that require service-learning in health professions education
- Support capacity building within community-based organizations that enable them to be full partners with health professional schools



# Healthy People 2010 Report

## Specific Objective for Health Professional Schools

### **Access to Quality Health Services - Objective 1-7:**

*“Increase the proportion of schools of medicine, schools of nursing, and other health professional training schools whose basic curriculum for health care providers includes the core competencies in health promotion and disease prevention.”*

Note: Other HP2010 objectives speak to health workforce diversity and to roles as educators, researchers, service providers, employers, campuses



# Calls for Change in Health Professional Education, 1990-2004

All advocate a greater emphasis on  
community-based learning

- Pew Health Professions Commission: Recreating Health Professional Practice for a New Century
- Healthy People Curriculum Task Force: A Generic Framework for Prevention Competencies
- IOM Report: Assuring the Health of the Public in the 21<sup>st</sup> Century
- IOM Report: Future of Public's Health in the 21<sup>st</sup> Century
- IOM Report: Who Will Keep the Public Healthy?
- IOM Report: Dentistry at the Crossroads
- AACN Report: A Vision of Nursing Education: The Next Decade
- Reports from Optometry?



# Healthy People 2010 Curriculum Guide

**Purpose:** To equip educators in the health professions with the tools and knowledge to teach prevention topics that are directly tied to the fulfillment of the nation's health objectives.

**Premise:** By teaching prevention while engaging students in meaningful community-based activities that address one or more Healthy People objectives...

Students gain core prevention competencies

Students apply academic knowledge in real-world settings

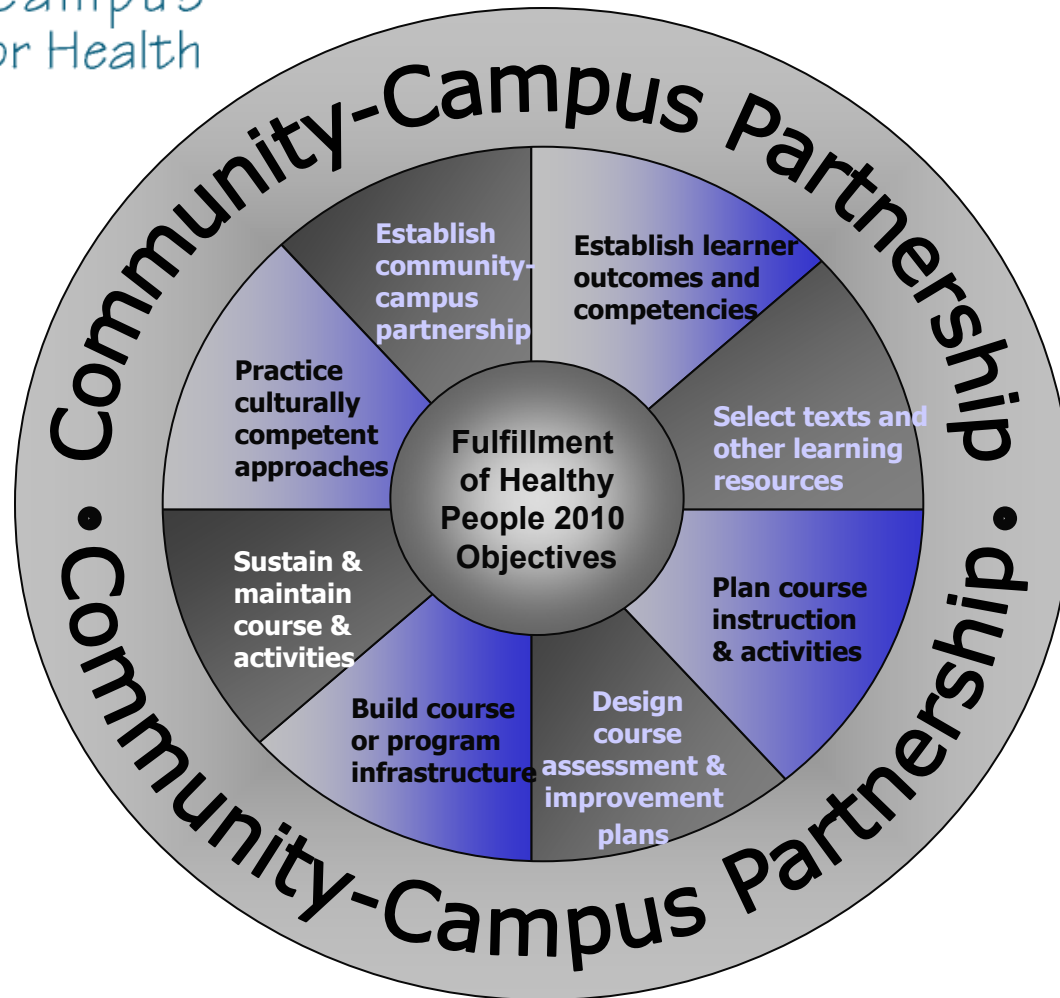
Communities gain health-promoting resources

Partnerships between communities and campuses are strengthened



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# Healthy People 2010 Curriculum Development Model





## CCPH Resources for Healthy People 2010

- Workshops based on the Healthy People 2010 Curriculum Guide
- Regional or state-wide meetings to develop a Healthy People 2010 curriculum strategy and partnerships
- Consultation on designing & evaluating curricula, developing community-campus partnerships
- CCPH principles of partnerships and assessment tools



## CCPH Resources for Healthy People 2010

- CCPH Annual Conference: October 2004 in Atlanta
- Publications: biweekly e-newsletter, magazine & more
- Web-Based Resources (e.g., syllabi, tools)
- Become a CCPH Member: join our growing network!



## ASCO and CCPH Opportunities for Collaboration

- Assessment of ASCO member needs and resources
- Conference, training institute, special interest group
- Theme journal issue
- Online resources (e.g., course materials)
- Service-learning initiative
- Other ideas



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# How to Reach CCPH

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