

Using the People and Places Framework to Educate a New Generation of Prevention and Community Health Professionals

Research Methods in Health Communication

American Public Health Association Session 4252

November 6, 2007

THE GEORGE WASHINGTON UNIVERSITY
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The Capital Connection to a Healthier World

Authors

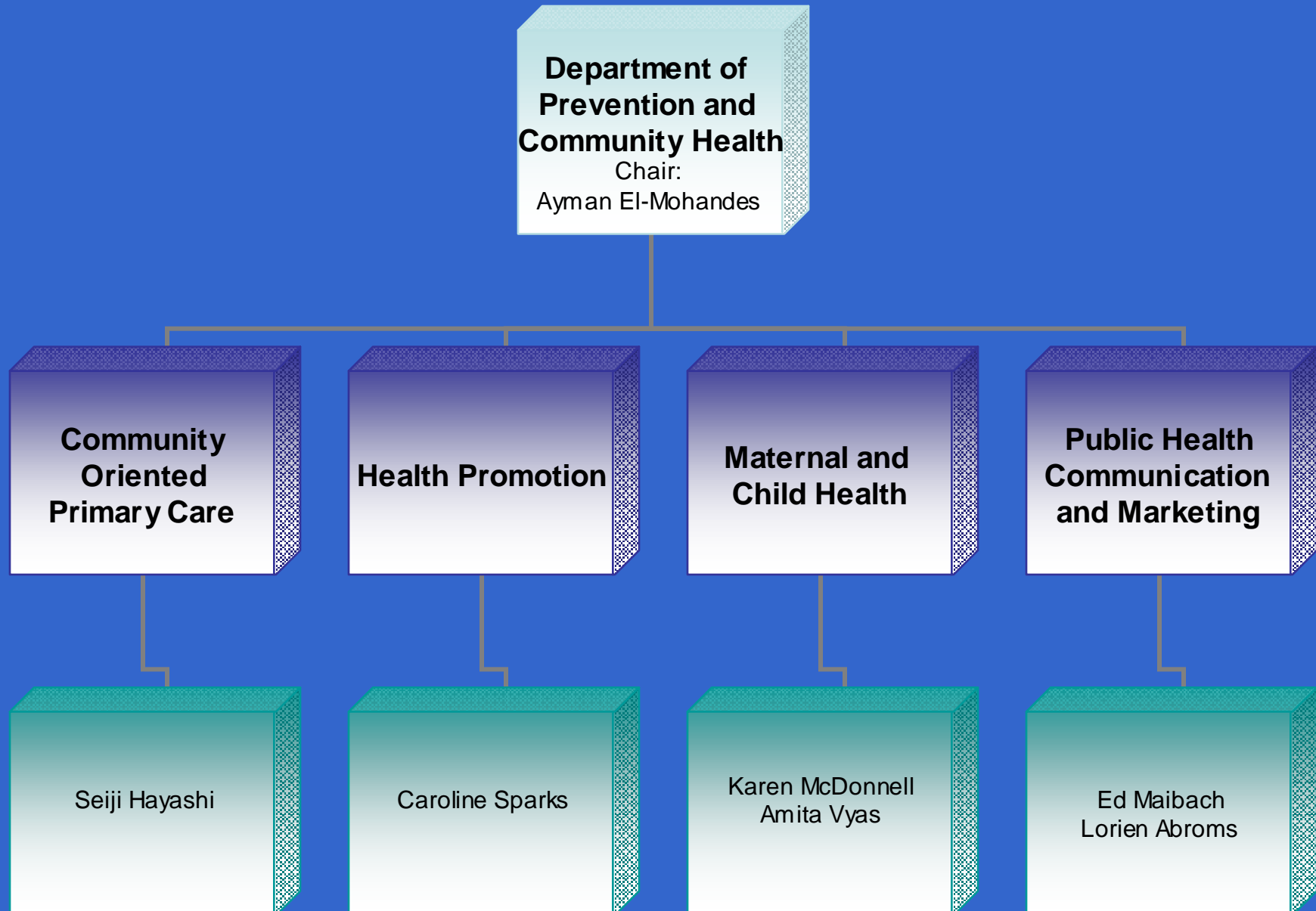
Karen McDonnell, A Seiji Hayashi,
Caroline Sparks, Lorien Abroms, Amita Vyas,
Ed Maibach, Ayman El-Mohandes

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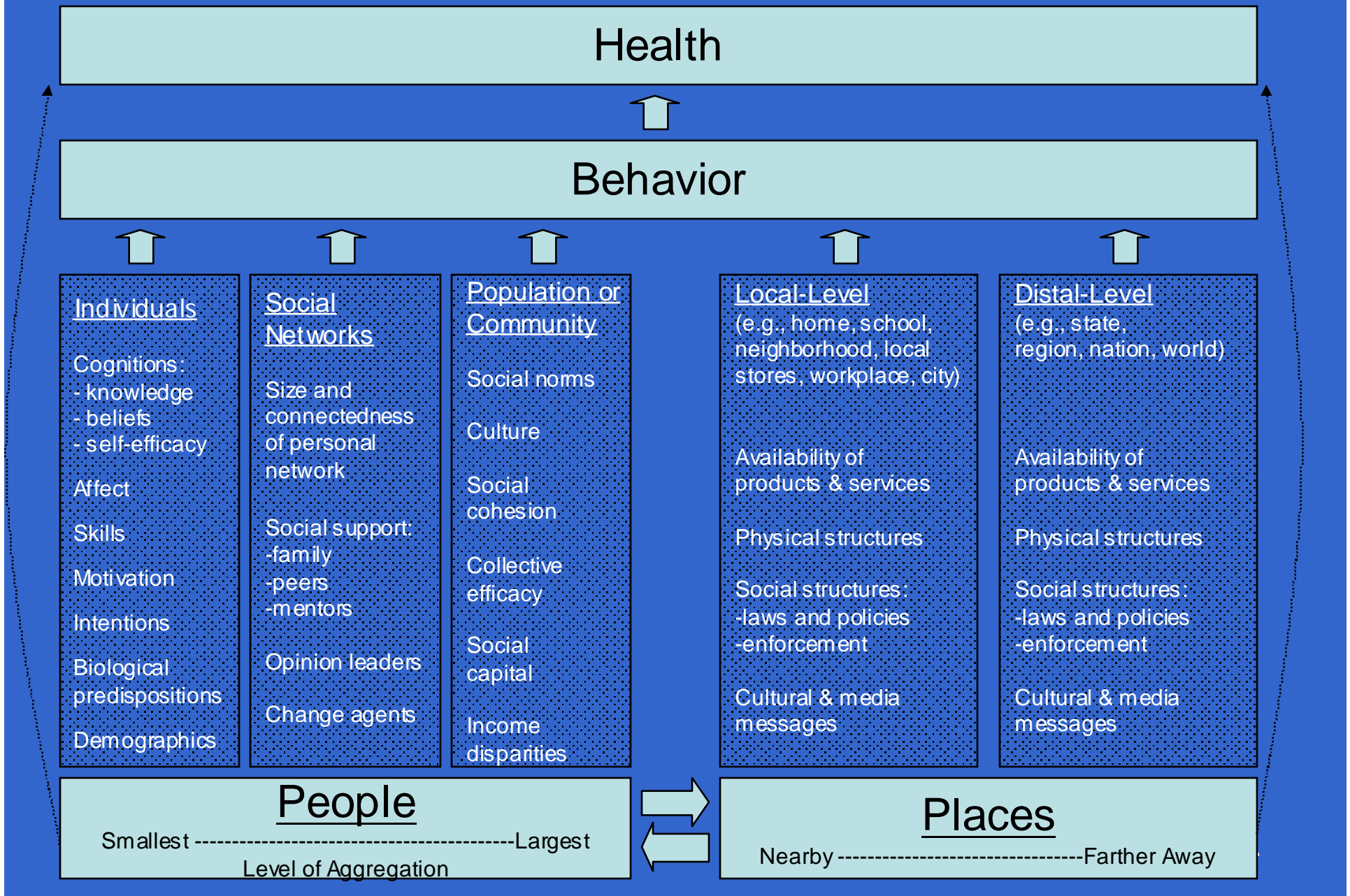
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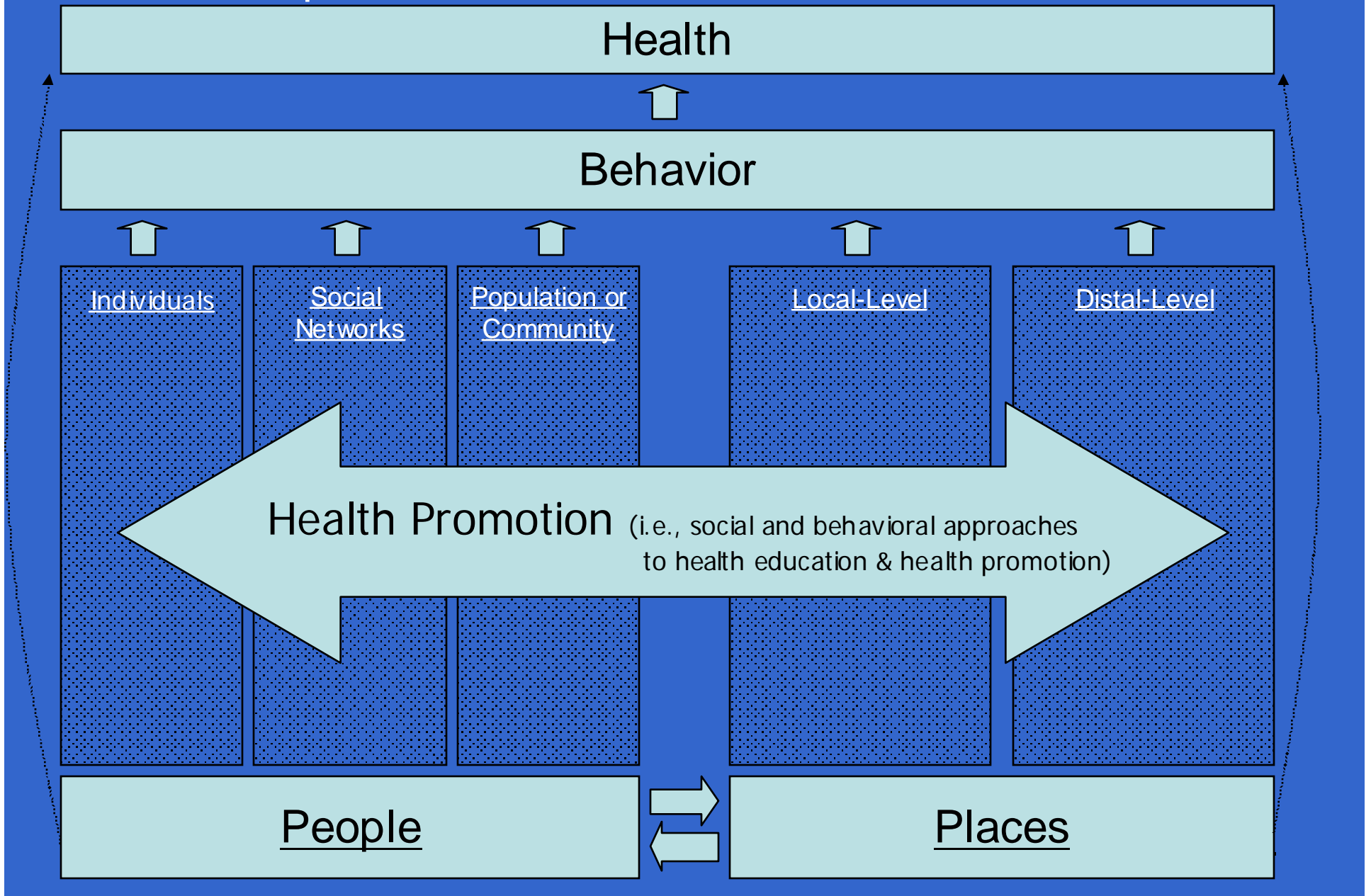
Departmental Organization



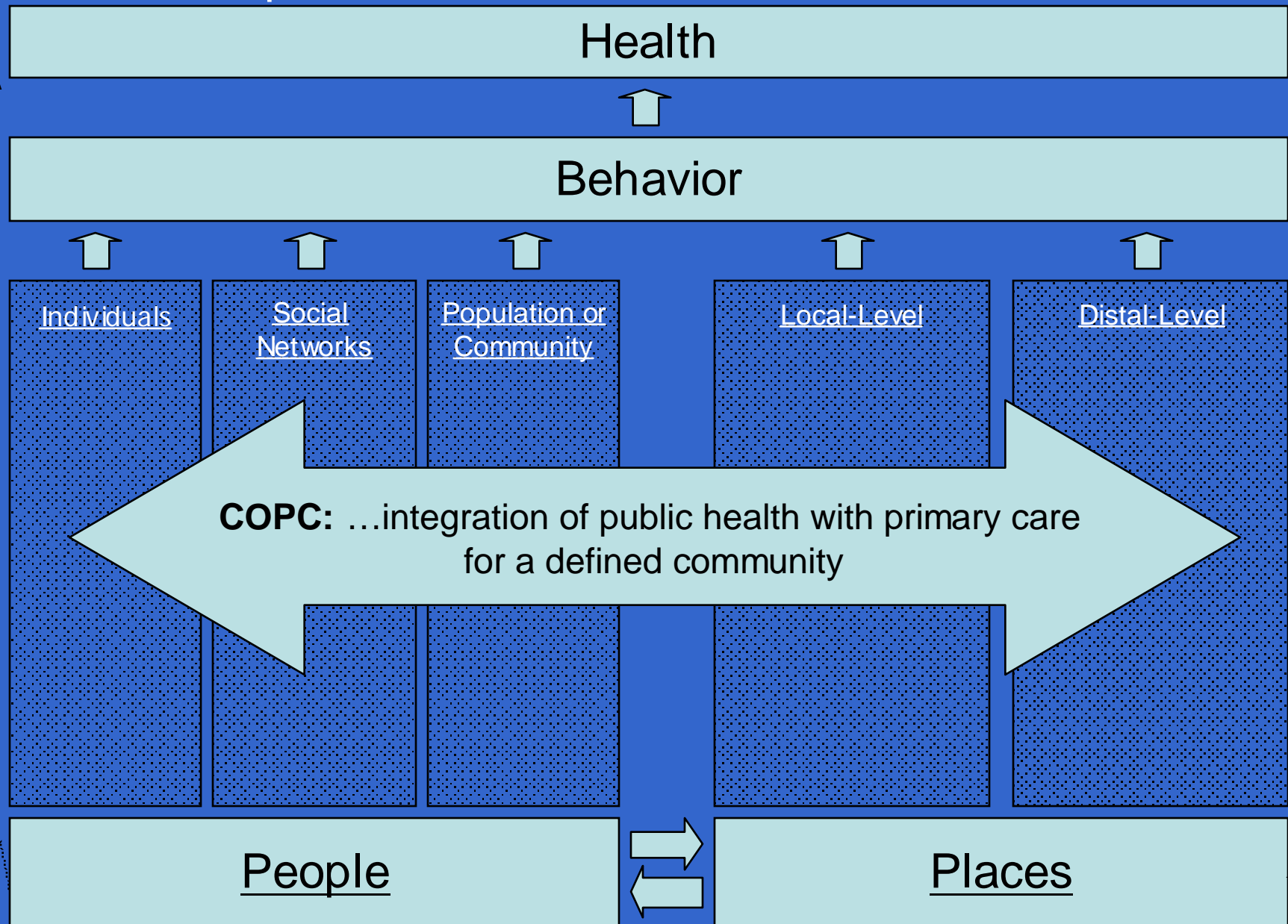
A People & Places Framework for Public Health



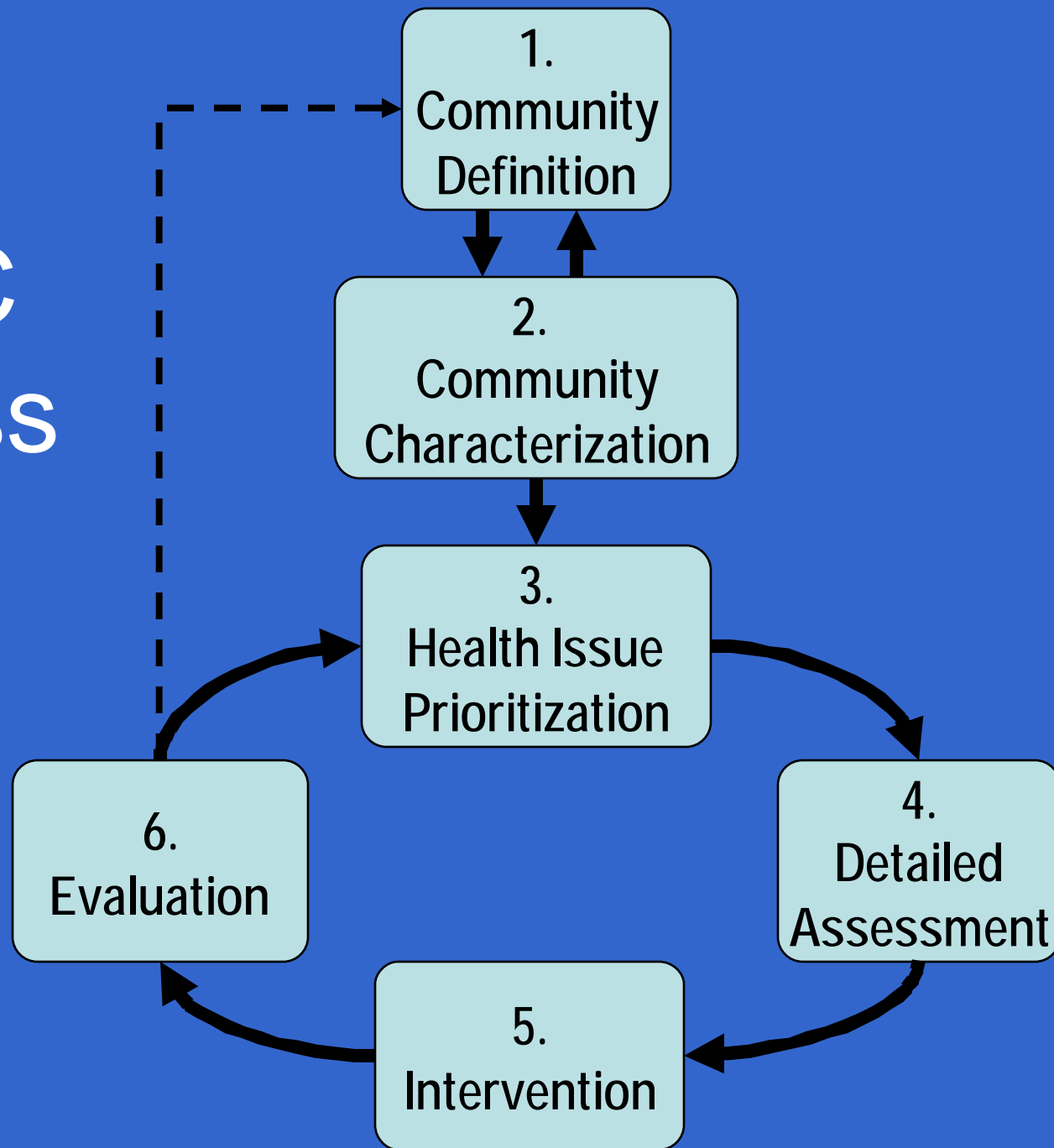
The Relevance of **Health Promotion** in a People & Places Framework for Public Health



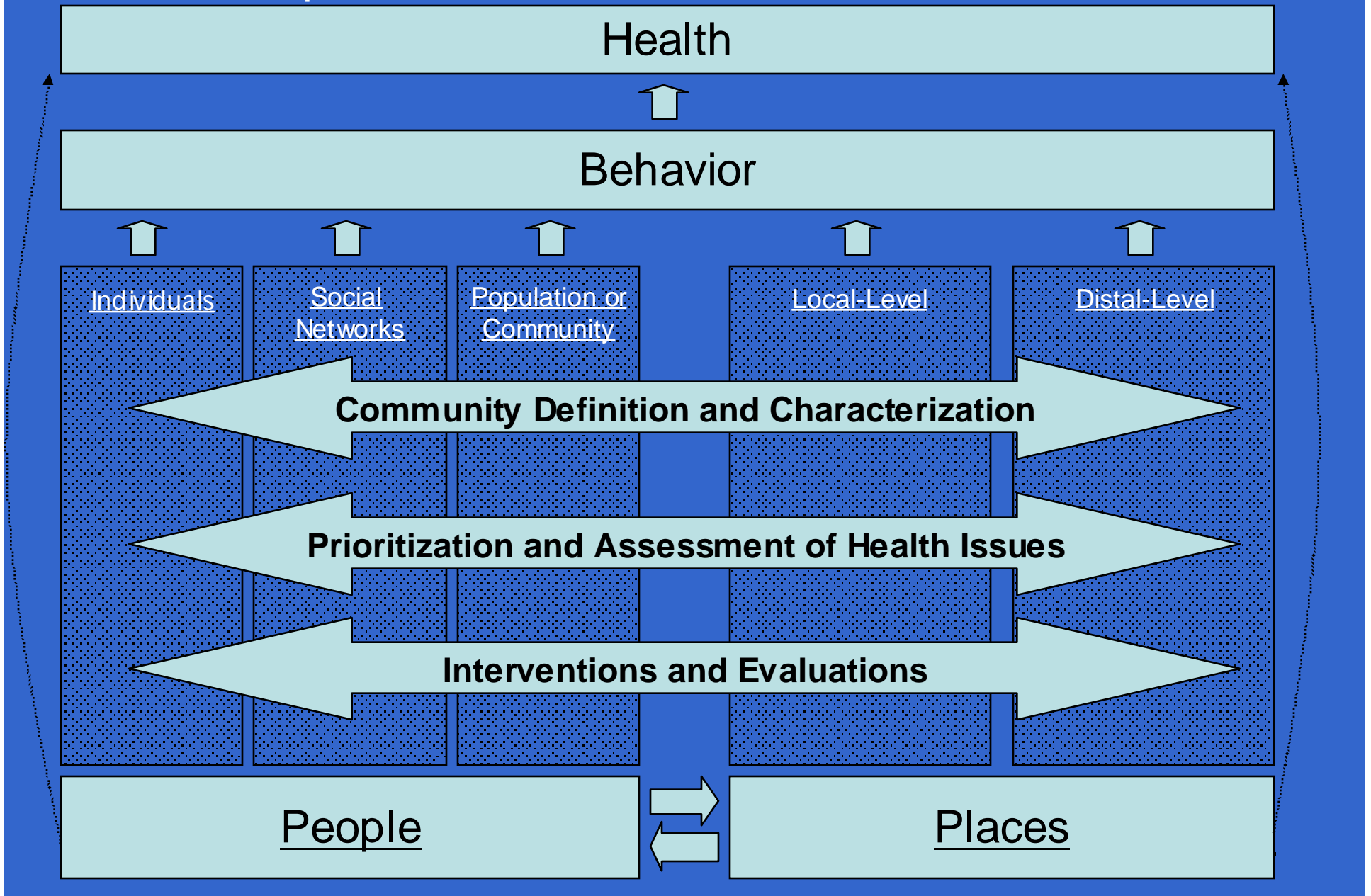
The Relevance of **COPC** in a People & Places Framework for Public Health



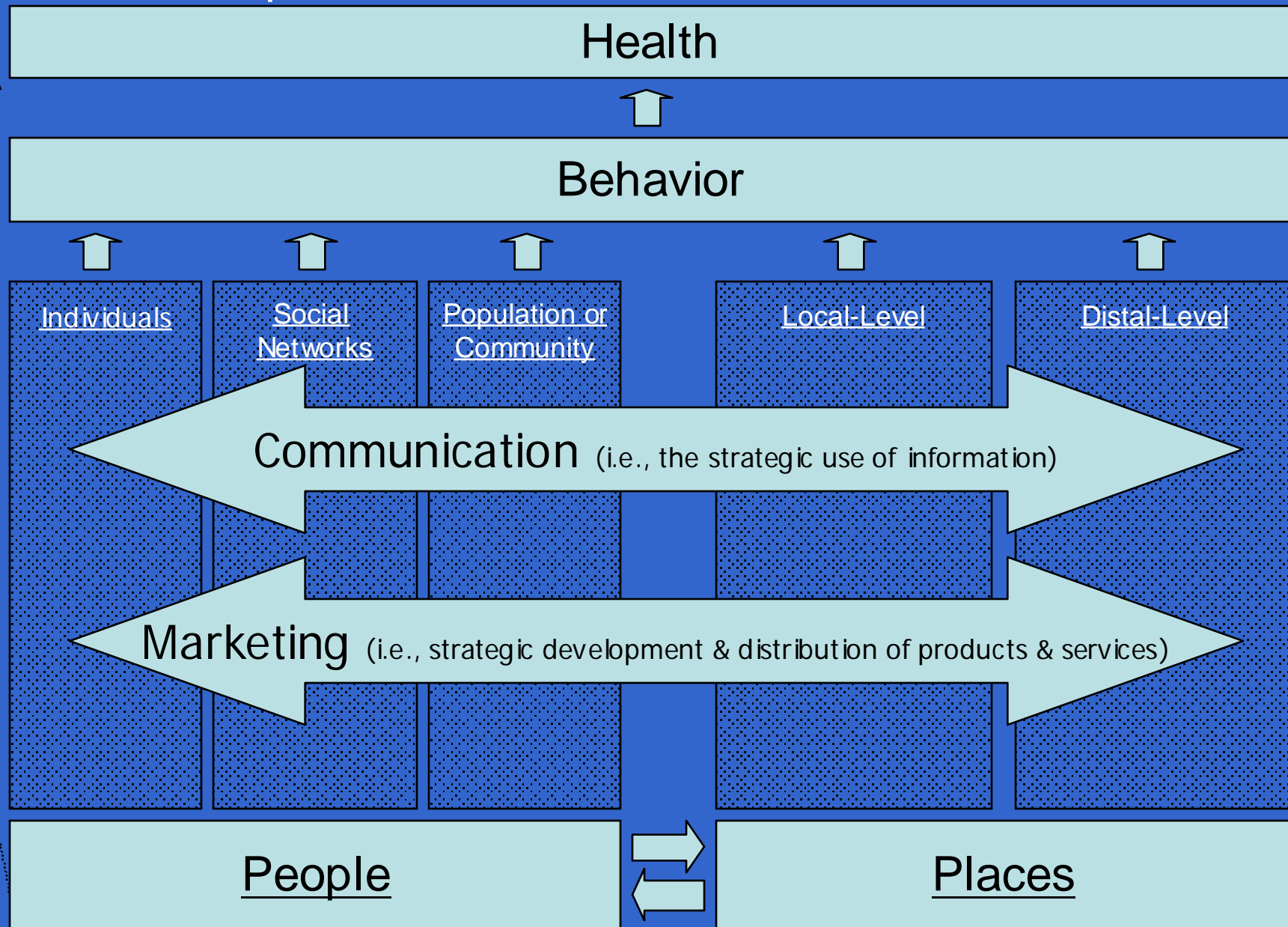
The COPC Process



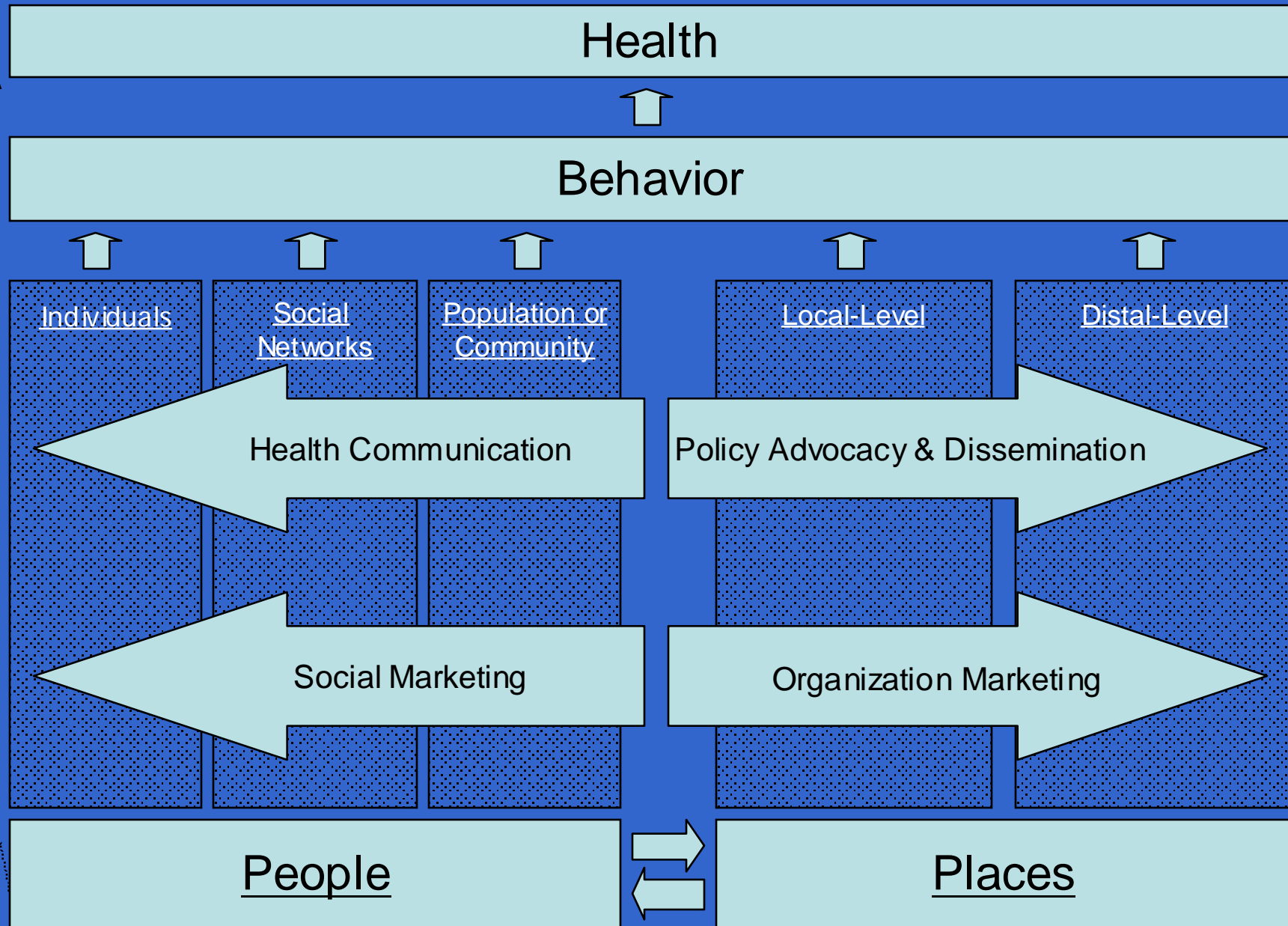
The Relevance of COPC in a People & Places Framework for Public Health



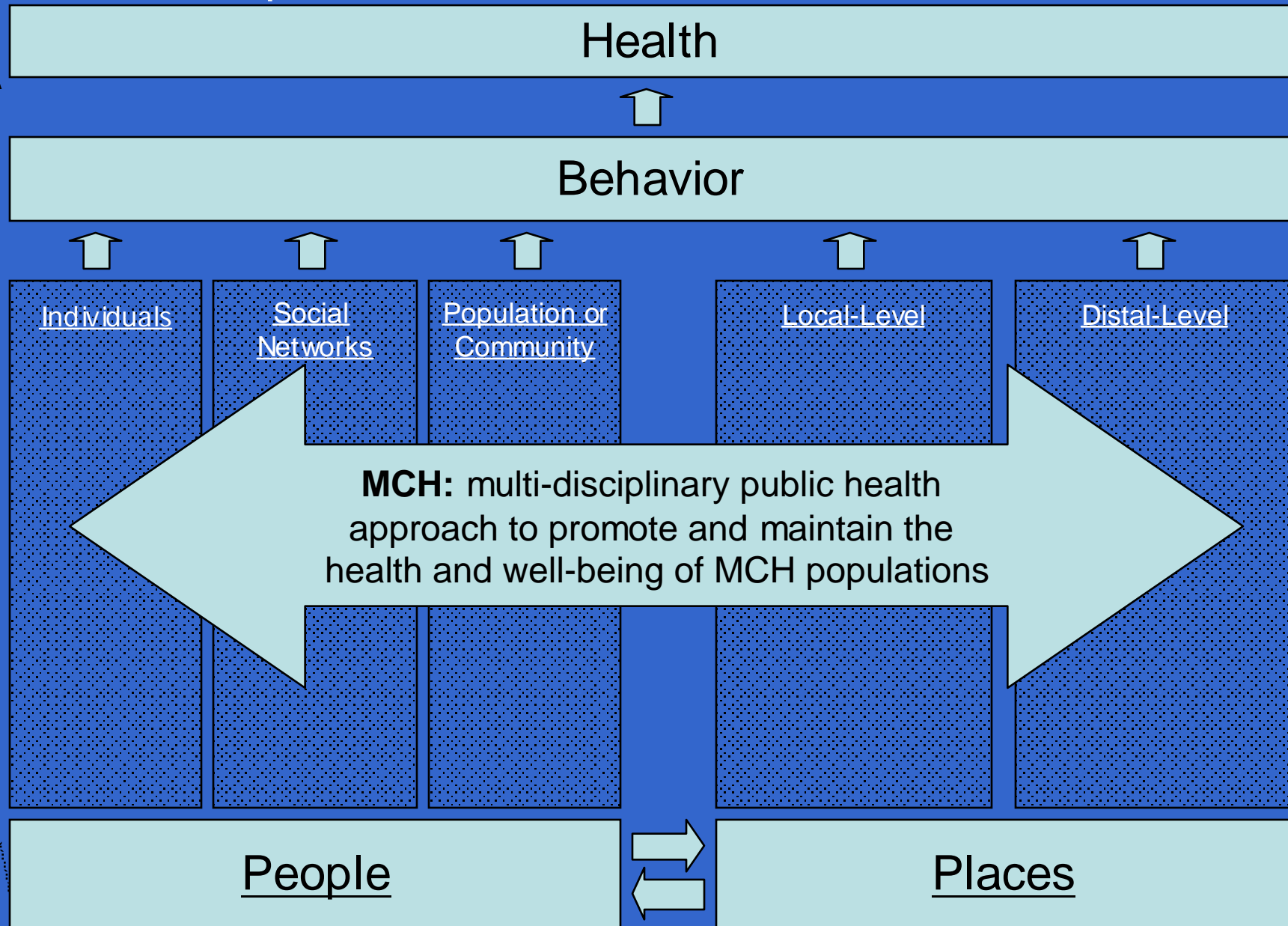
The Relevance of **Communication and Marketing** in a People & Places Framework for Public Health



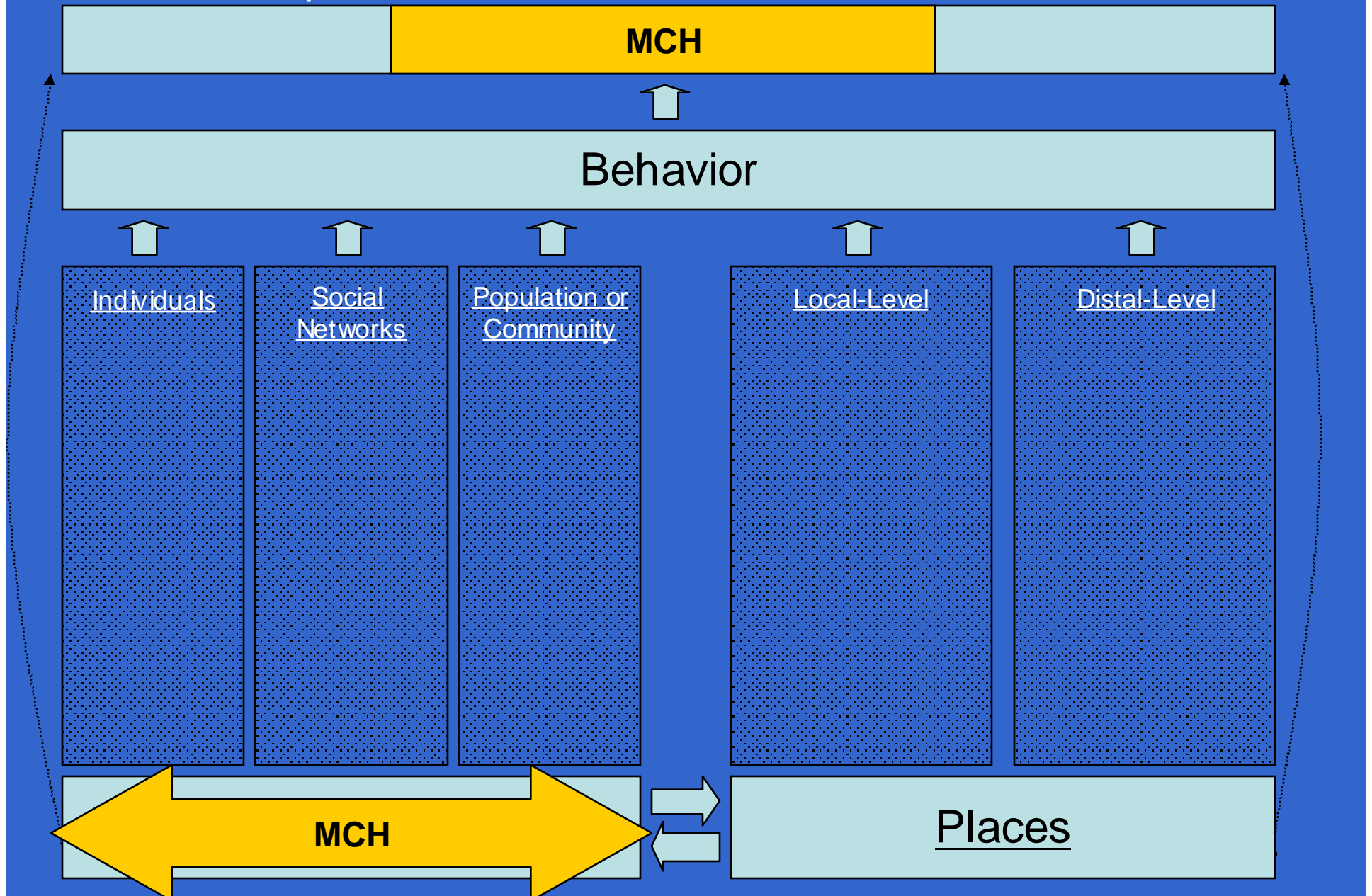
The Specific Roles of **Communication and Marketing** in a **People & Places** Framework for Public Health



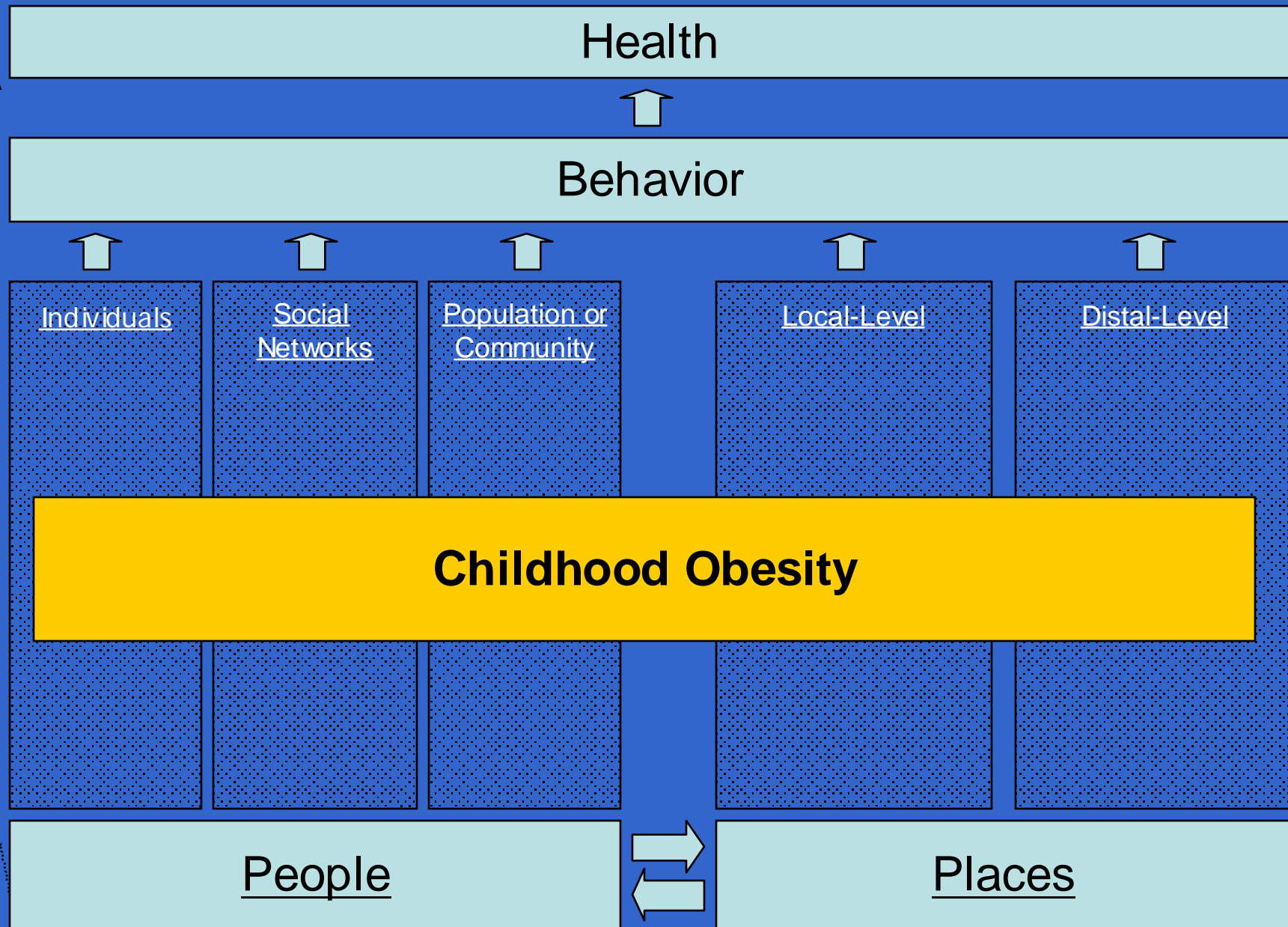
The Relevance of Maternal and Child Health in a People & Places Framework for Public Health



The Relevance of Maternal and Child Health in a People & Places Framework for Public Health



People & Places Framework for Public Health



“People and Places”

- Framework is used as an integrated approach to training the full range of masters-level PCH professionals in the skills necessary to accomplish these tasks
- Framework provides a **practice-oriented** systematic representation of how the people- and place-based elements of an ecological model operate and interact to influence population health

“People and Places”

- Framework is a straightforward representation of the factors that impact and influence community health.
- As educators it enhances our ability to effectively engage our community stakeholders in contributing to the goals of **prevention and community health**

Thank you!
Enjoy Washington, DC



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