Using a national “This is Public Health” campaign to broaden Nursing students’ understanding of Public Health in their Community

Veronica Barcelona de Mendoza, MSN, MPH, RN
Marjorie Kraus, MS, RN-BC
Louisiana State University School of Nursing
New Orleans, LA
Dr. Linda Corson Jones Research Day
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Disclosure
• The presenters have expressed no conflict of interest.
• The presenters have permission to use the This is public health campaign in this presentation and the powerpoint template, as stated in the license agreement on: http://www.thisispubhealth.org/toolkit/LicenseAgreement.htm
• IRB exemption was received for this project, IBC protocol number: 10001.

Learner Objectives
• Identify how a national campaign can be applied in baccalaureate nursing education to Community Health Nursing
• Apply the campaign to the Ecological Model of health

Purpose of Teaching Efforts
• To broaden students’ understanding of public health in their community
• To begin the paradigm shift in students’ minds from acute care for the individual patient to caring for communities and protecting the public’s health
• To realize the impact that “multiple realities of life” have on individual behavior.

Focus of Community/Public Health
• Health rather than illness
• Groups rather than individuals
• Behavior change – health promoting
• Environmental change
• Empowerment - locus of control in client
• Hope – work for the possibilities for health
• Social Justice through Political Action
• Inter-relationships

Introductory Video
• http://www.thisispubhealth.org/video_highres.html
Description of Teaching Approach

• First activity in a 3-day clinical orientation
• Groups of 5 students
• Take digital photos, upload to Moodle
• Students present their slide and how it represents public health
• Students vote on best picture, prizes awarded

Evaluation of Effectiveness of Approach

Student comments on evaluation:

• “The "This is public health" activity was fun and helped me gain a better understanding of what public health actually is, and it was interesting to find it displayed throughout our city.”
• “It was fun to go out into the community and find examples of public health.”
• “I loved the “This is public health activity”. It made me think while having fun.”
• “The "This is public health" community activity... gave me a better perspective about the goals of the class.”

Question: The "This is public health" activity helped me better understand the scope of public health.

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<th>Date</th>
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Percentage:

- Disagree: 3%
- Strongly Disagree: 8%
- Disagree: 46%
- Agree: 44%

Learner objectives

• Identify how a national campaign can be applied in baccalaureate nursing education to Community Health Nursing
• Apply the campaign to the Ecological Model of public health nursing
References

- This is public health website: www.thisispublichealth.org