

Master of Public Health Applied Practice Experience

by

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MPH Candidate

submitted in partial fulfillment of the requirements for the degree

MASTER OF PUBLIC HEALTH

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Chapter 1 Portfolio Products

I completed my Applied Practice Experience with K-State Research and Extension in Manhattan, KS. K-State Research and Extension is a statewide network committed to addressing the state's challenges: global food systems, water, health, developing tomorrow's leaders, and community vitality. ¹ COVID-19 highlighted the need to address vaccine hesitancy and find ways to improve vaccine uptake, thus creating the KRSE EXCITE campaign. This project aimed to improve vaccination uptake by targeting relevant messaging, community engagement, and staff training in Kansas.

The project was a team effort and included multiple health agency in the state of Kansas. The main collaborators included K-State Research and Extension and the Immunize Kansas Coalition (IKC). I was one of three student consultants. My job was to engage and collaborate with local and state health agencies, create health communication outreach, and support local community activities. Additionally, I conducted independent research to understand better providers' experience with COVID vaccine clinics and vaccine hesitancy. I was able to create three products during my APE.

Table 1.1 Summary of Portfolio Products

Portfolio Product		Description
1	Write health communication to community newsletter	Write April edition of Community Health Corners Newsletter
2	Support community events	Provide one-on-one vaccine communication with community members
3	Investigate perspectives and experiences of Providers for COVID-19 vaccine clinics	Conduct interviews and perform content analysis

Table 1.2 Portfolio Products and Competency Addressed

Portfolio Product		Number and Competency Addressed	
1	Investigate perspectives and experiences of Providers for COVID-19 vaccine clinics	2	Select quantitative and qualitative data collection methods appropriate for a given public health context

		4	Interpret results of data analysis for public health research, policy or practice
2	Author April edition of Community Health Corners Newsletter	8	Apply awareness of cultural values and practices to the design or implementation of public health policies or programs
		19	Communicate audience-appropriate public health content, both in writing and through oral presentation
3	Collaborate with health agencies (Research and Extension, the Immunize Kansas Coalition)	21	Perform effectively on interprofessional teams

Chapter 2 – Competencies

Table 2.1 Summary of MPH Foundational Competencies

Number and Competency		Description
2	Select quantitative and qualitative data collection methods appropriate for a given public health context	Investigate perspectives and experiences of Providers for COVID-19 vaccine clinics by performing interviews.
4	Interpret results of data analysis for public health research, policy or practice	A content analysis was performed following interviews to gather themes and synthesis results.
8	Apply awareness of cultural values and practices to the design or implementation of public health policies or programs	The community health corners newsletter was written and given to 7 counties in Southwest Kansas to provide health education for Latina women.
19	Communicate audience-appropriate public health content, both in writing and through oral presentation	The community health corners newsletter was written and given to 7 counties in southwest Kansas to provide health education for Latina women.
21	Perform effectively on interprofessional teams	The EXCITE taskforce is composed of research and agents, county agents, and representatives from the Immunize Kansas coalition.

Through my applied practice experience, I utilized many of the foundational MPH competencies. The competencies that applied to my project were Competencies 2, 4, 8, 19, and 21, detailed above in table 2.1.

Competency #2: Select quantitative and qualitative data collection methods appropriate for a given public health context.

Competency two was achieved through my pilot research study. This project consisted of interviewing providers and supporters on their perspectives and experience working COVID-19 vaccine clinics. The interview questions pertained to their perspectives and experiences with COVID-19 vaccination acceptance.

Four interviews were conducted in 30–45-minute sessions via zoom. Following the interviews, a content analysis of the data collected was conducted. Meeting this competency helped me understand research practices such as data collection methods, analysis of results, and ideas for future research.

Competency #4: Interpret results of data analysis for public health research, policy or practice.

I met competency four using the analysis of the interviews. This process taught me not only how content analysis is conducted but also the team required to conduct it. I learned it requires a much larger team to control for interviewers and observer bias. Interviewers bias occurs when the interviewer asks leading questions that may systematically influence the responses given by interviewees.² Observer bias occurs when a researcher's expectations, opinions, or prejudices influence what they perceive or record in a study². While we performed the analysis, my preceptor provided instructions on how content analysis should be done under normal circumstances. The timeline for completing this research was condensed due to my limited capacity and impacted our ability to gather a full team to help complete this pilot.

Competency #8: Apply awareness of cultural values and practices to the design or implementation of public health policies or programs.

This competency was met through various activities implemented under the campaign. Our campaign had an emphasis on the Latino/a community, with a special focus on women. The Community Health Corners Newsletter was created as part of the campaign to focus on building awareness and was composed of three sections:

women's health issues, nested vaccination education, and a social determinant of health. The newsletter was distributed to the Latina population in seven counties in southwest Kansas: Seward, Meade, Haskell, Stevens, Ford, Finney, and Scott. It was translated into Spanish to consider individuals with Spanish as their primary language. When choosing the newsletter topics, we gathered data to guide us in identifying what issues were prominent in the Latino community. The April edition of the newsletter discussed and highlighted cancer screening, identifying reliable vaccination information sources, and access to transportation.

Competency #19: Communicate audience-appropriate public health content, both in writing and through oral presentation.

The success of this campaign could not have been without the use of communication between the research team and interviewees. This project heavily focused on creating targeted messaging about vaccinations to encourage vaccine uptake for COVID-19 and flu and included other vaccinations throughout the adult lifespan.

I attended community events and facilitated one-on-one communication using handouts and vaccination games. I also created written communications for the Community Health Corners Newsletter. These activities emphasized the importance of target-specific messaging because each audience we interacted with required a different approach method.

Competency #21: Perform effectively on interprofessional teams.

The EXCITE campaign was a collaboration between the K-State Research and Extension, State specialist, representatives from the Immunize Kansas Coalition, and three student consultants. Due to the pandemic, our communication occurred via zoom and email. Meeting agendas were created by Dr. Johannes and sent out prior to the meeting to allow time for the review of materials. One of my responsibilities was participating in meetings and sharing my knowledge on theories related to the campaign. Throughout my time on the campaign, I attended approximately fifteen team meetings. I also participated in a Research and Extensions statewide meeting where I

witnessed how agents interact and transfer information about their respective communities.

Table 2.1 MPH Foundational Competencies Course Mapping

22 Public Health Foundational Competencies Course Mapping	MP H 701	MP H 720	MP H 754	MP H 802	MP H 818
Evidence-based Approaches to Public Health					
1. Apply epidemiological methods to the breadth of settings and situations in public health practice	x		x		
2. Select quantitative and qualitative data collection methods appropriate for a given public health context	x	x	x		
3. Analyze quantitative and qualitative data using biostatistics, informatics, computer-based programming and software, as appropriate	x	x	x		
4. Interpret results of data analysis for public health research, policy or practice	x		x		

Public Health and Health Care Systems					
5. Compare the organization, structure and function of health care, public health and regulatory systems across national and international settings			x		
6. Discuss the means by which structural bias, social inequities and racism undermine health and create challenges to achieving health equity at organizational, community and societal levels					x
Planning and Management to Promote Health					
7. Assess population needs, assets and capacities that affect communities' health			x		x
8. Apply awareness of cultural values and practices to the design or implementation of public health policies or programs					x
9. Design a population-based policy, program, project or intervention				x	
10. Explain basic principles and tools of budget and resource management			x	x	
11. Select methods to evaluate public health programs	x		x	x	
Policy in Public Health					
12. Discuss multiple dimensions of the policy-making process, including the roles of ethics and evidence			x	x	x
13. Propose strategies to identify stakeholders and build coalitions and partnerships for influencing public health outcomes			x		x
14. Advocate for political, social or economic policies and programs that will improve health in diverse populations			x		x
15. Evaluate policies for their impact on public health and health equity			x		x
Leadership					
16. Apply principles of leadership, governance and management, which include creating a vision, empowering others, fostering collaboration and guiding decision making			x		x
17. Apply negotiation and mediation skills to address organizational or community challenges			x		

Communication					
18. Select communication strategies for different audiences and sectors	DMP 815, FNDH 880 or KIN 796				
19. Communicate audience-appropriate public health content, both in writing and through oral presentation	DMP 815, FNDH 880 or KIN 796				
20. Describe the importance of cultural competence in communicating public health content		x			x
Intreprofessional Practice					
21. Perform effectively on interprofessional teams		x			x
Systems Thinking					
22. Apply systems thinking tools to a public health issue			x	x	

References

1. About | Research and Extension | Kansas State University. Accessed April 2, 2022.
<https://www.ksre.k-state.edu/about/>
2. Jager KJ, Tripepi G, Chesnaye NC, Dekker FW, Zoccali C, Stel VS. Where to look for the most frequent biases? *Nephrol Carlton Vic*. 2020;25(6):435-441. doi:10.1111/nep.13706