

## COURSE SYLLABUS

Course Title: *HS 207A-C Current Topics in Health Services: Practitioners' Perspectives*

Instructor: Antronette K. Yancey, MD, MPH  
Department of Health Services, UCLA SPH, 31-235 CHS  
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Draft Date: 10/7/04

Course Offered: Fall thru Spring Quarters (Evaluation & credit spring qtr only)

Day & Time: First Thursday of each month, 5:00-7:30pm, unless alternate date arranged in advance

Room: 41-235 CHS

FORMAT: 3-credit monthly seminar designed for and required of first- and second-year Health Services DrPH students. Provides an opportunity to examine and discuss current health services topics in various practice sectors, with a focus on organizational leadership and direction in addressing these issues. Class sessions are comprised of presentations by professionals in public health practice and health care management, followed by interactive discussions. Advanced DrPH students also present their dissertation work for discussion and critique in this forum. Relevant readings/reference lists will be distributed in advance of each session to provide background material for the discussions.

TARGET STUDENT ENROLLMENT: 10-20 current HS DrPH students, and PhD students in HS or DrPH students in other departments as space allows.

PREREQUISITES: Graduate standing or permission of instructor.

GRADING:

- I. Oral Presentation: Students present to the class a brief [20-minute] description of their proposed research or a related problem-oriented topic of their interest/choosing in the context of an organization or setting with which they're familiar, (20%)
- II. Written Presentation: 20-page (double-spaced) written presentation on the topic of the oral presentation, (40%)
- III. Class Participation reflecting command of main themes from readings, through class discussion and/or acquisition/sharing of materials in class, (40%)

READINGS: Readings or references to internet-accessible materials distributed or available in advance ([www.toniyancey.com/HS207](http://www.toniyancey.com/HS207)).

## TENTATIVE TOPICS, GUEST LECTURERS, & READINGS:

### **Public Health Leadership and Vision (10/7/04)**

Lester Breslow, MD, MPH, Professor Emeritus and Dean Emeritus, UCLA School of Public Health; formerly Director of Public Health, California Department of Health Services

#### *Selected Readings:*

- Detels R, Breslow L. Current scope and concerns in public health. In: Detels R (ed), Oxford textbook of public health, 4th ed. Oxford ; New York: Oxford University Press, 2002 (Oxford medical publications).
- Scutchfield FD, Keck CW. Structure and function of the public health system in the United States. In: Maxcy KF, Rosenau MJ, Last JM, Wallace RB (eds), Maxcy-Rosenau-Last Public Health & Preventive Medicine, 14th ed. Stamford, Conn.: Appleton & Lange, 1998.
- Torrens PR, Breslow L. The evolution of public health: a joint public-private responsibility. In: Williams SJ, Torrens PR (eds), Introduction to health services, 5th ed. Albany: Delmar, 1999 (Delmar series in health services administration).
- Breslow L: Musings on sixty years in public health. *Annu Rev Public Health* 1998; 19: 1-15.

### **Public Health Leadership in Smaller vs. Larger Local Health Department Settings: Putting Chronic Disease Prevention and Health Promotion “on the Map” (11/4/04)**

Antronette Yancey, MD, MPH, Assoc. Professor, Department of Health Services, UCLA SPH; formerly, Director of Public Health, City of Richmond, VA; formerly, Director of Chronic Disease Prevention & Health Promotion, LA County DHS

#### *Selected Readings:*

- Chase G, Reveal EC. *How to Manage in the Public Sector*. New York: Random House, 1983, pp 19-61 (Ch. 2).
- Yancey A, Jordan A, Bradford J, Voas J, Eller TJ, Voas J, Buzzard M, Welch M, McCarthy W. Engaging high risk populations in a community-level fitness promotion program: *ROCK!* Richmond. *Health Promotion Practice*. 2003;4(2):180-188.
- Yancey A, Lewis LB, Sloane DC, Guinyard JG, Diamant AL, Nascimento LM, Cousineau MR, McCarthy WP, REACH Coalition. Walking the Talk: Process evaluation of a local health department-community collaboration to change organizational practice to incorporate physical activity. *J Pub Health Mgt Prac*, 2004;10(2):116-123.

### **Student Oral Presentations (12/2/04)**

### **Tobacco Control: Science, Legislation, Advocacy (1/6/05)**

William J. McCarthy, PhD, Adj. Associate Professor, DHS, UCLA SPH and Ruth Roemer, JD, MPH, Professor Emeritus, DHS, UCLA SPH

Hopkins DP, Briss PA, Ricard CJ et al. Reviews of evidence regarding interventions to reduce tobacco use and exposure to environmental tobacco smoke. *Am J Prev Med* 2001;20(2S):16-66.  
Curbing the Epidemic: Governments and the Economics of Tobacco Control. The World Bank, Washington, D.C., 1999.

### **Public vs. Private Sector Health Leadership: Political and Economic Considerations & Constraints in Effecting Change (2/3/05)**

Jonathan Fielding, MD, MBA, MPH, Professor, Department of Health Services, UCLA SPH; Director of Public Health, LA County DHS

#### *Selected Readings:*

Chase G, Reveal EC. *How to Manage in the Public Sector*. New York: Random House, 1983, pp 93-116.

Fielding JE, Luck J, Tye G. Reinvigorating public health core functions: restructuring Los Angeles County's public health system. *J Public Health Management Practice* 2003;9(1):7-15.

Kouzes JM, Posner BZ. The challenge of introducing change (Ch. 9). In: *The Leadership Challenge*. San Francisco, CA: Jossey-Bass, 1995.

Peters TJ. Leadership: sad facts and silver linings. *Best of Harvard Business Review* 2001;Dec, pp 121-127.

Upshaw VM, Sollecito WA, Kaluzny AD. Leadership in public health (Ch. 24). In: *Public Health Administration*. LF Novick, GP Mays (eds). Gaithersburg, MD: Aspen Publishers, Inc., 2001.

### **Student Oral Presentations (3/3/05)**

### **Private/Non-Profit Health Agency Leadership in the Drive to Defeat the Racial Privacy Initiative (4/7/05)**

Carmen Nevarez, MD, MPH, Chief Medical Officer/External Relations, Public Health Institute, Oakland, CA

#### *Selected Readings:*

Kennan SA. Legislative relations in public health. In: *Public Health Administration*. LF Novick, GP Mays (eds). Gaithersburg, MD: Aspen Publishers, Inc., 2001.

Shultz J. *The Democracy Owners' Manual*. Piscataway, NJ: Rutgers University Press, pp 180-196 (Ch. 12, Initiatives).

**From Commercial Marketing to Social Marketing: Message Construction for the Public's Health  
(5/5/05)**

Todd Berrien, Staff Analyst, LA County DHS; formerly, Creative Director, FrasierSmith Advertising, a division of Saatchi & Saatchi, New York; formerly, Director of Social Marketing, City of Richmond, VA

*Selected Readings:*

Doner L, Siegel M. Public health marketing. In: *Public Health Administration*. LF Novick and GP Mays (eds). Gaithersburg, MD: Aspen Publishers, Inc., 2001.

Straub DM, Hills NK, Thompson PJ, Moscicki AB. Effects of pro- and anti-tobacco advertising on non-smoking adolescents' intentions to smoke. *J Adolesc Health* 2003;32(1):36-43.

**Student Oral Presentations (6/2/05)**

*Written presentations due on this final presentation date.*