

“getting LA on the move!”

NEW FACULTY



DR. JACK NEEDLEMAN joins the school's Department of Health Services, effective July 1. Needleman most recently served as assistant professor of economics and health policy at Harvard's Department of Health Policy and Management. Previously he was vice president and co-director of public policy practice at Lewin/ICF in Washington, D.C. He is widely known for his seminal work on the relation between the nursing shortage and the quality of patient care.



At the first lunchtime forum sponsored by the Public Health Alumni Association, faculty speakers included Drs. E. Richard Brown and Antronette Yancey, who brought attendees such as Jean Armbruster of the L.A. County Department of Health Services to their feet for a series of exercises.

“Getting LA on the Move! Using Health Data to Change Health Policy,” the first in what is planned to be an ongoing series of educational programs organized by the Public Health Alumni Association (PHAA), generated an enthusiastic response among alumni, who turned out in large numbers – with a waiting list of others wanting to attend – for the Downtown Los Angeles event.

The lunchtime forum, held in March at the Cathedral of Our Lady of the Angels, connected public health professionals – including the large number of alumni who work downtown – with the UCLA School of Public Health. Featured speakers were E. Richard Brown and Antronette Yancey of the school's faculty. Brown illustrated how health data, such as that collected for the California Health Interview Survey, can be used to understand health care access issues and disease prevalence and, as a result, can influence change in health policy. Yancey addressed the challenge of skyrocketing obesity rates and the need for new intervention strategies, including in the workplace.

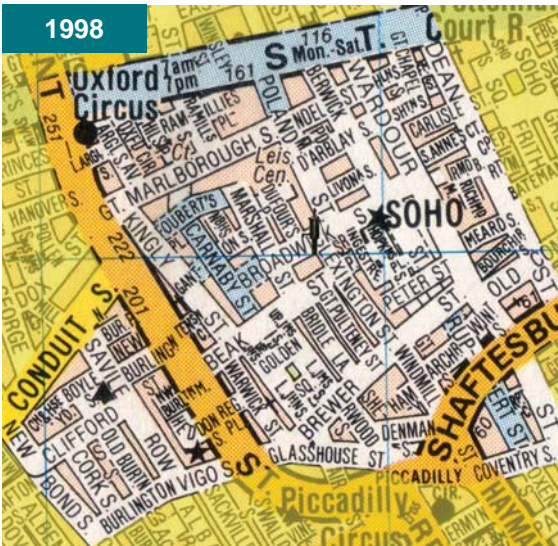
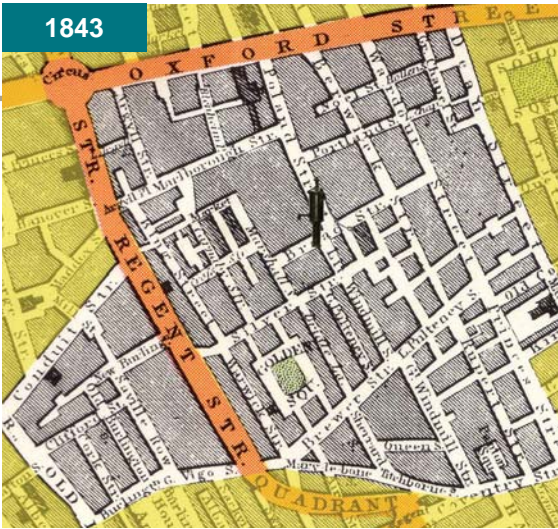
The PHAA, which sponsored the event in collaboration with the Los Angeles County Department of Health Services, intends to hold annual forums of special interest to alumni in locations where many of them work – including the San Fernando Valley, Long Beach area, West Los Angeles, and Downtown Los Angeles, among others. Members of the PHAA Program Committee – Rosa Pechersky (Dr.P.H. '83), Joy Blevins (M.P.H. '97), Clifford Howell (Dr.P.H. '76), Maureen Valentine (M.P.H. '81), and faculty member Ruth Roemer — welcome ideas from alumni for future topics and speakers. Suggestions may be sent to phaa@support.ucla.edu.

PLEASE REMEMBER

You are a lifetime member of the UCLA School of Public Health Alumni Association if you are a graduate of the UCLA School of Public Health and its executive programs.

If you would like more information about the activities of the Public Health Alumni Association, please call (310) 825-6464 or e-mail phaa@support.ucla.edu.

If you are not already receiving and would like to receive the SPH ALUMNI e-NEWS that brings information on events and people of special interest to alumni three times a year, please send your e-mail address with your name and current home and business address to publichealth@support.ucla.edu.



popularity of epi site grows

A Web site launched by a faculty member in the school's Department of Epidemiology has rekindled interest in a 19th-century public health icon, provided a popular repository for epidemiologic information on bioterrorism, and, in doing so, brought considerable attention to the school.

The Department of Epidemiology site (www.ph.ucla.edu/epi/) is now receiving 4 million to 5 million hits per year, according to Dr. Ralph Frerichs, professor of epidemiology and creator of the site. The most popular section focuses on John Snow, the famed physician who addressed London's deadly cholera epidemic in 1854 with the removal of a pump handle that he found to be the culprit. Snow had previously argued that several diseases thought to be spread through the air, including cholera, were actually transmitted through drinking water, but his ideas had been mostly ignored.

The Snow site (www.ph.ucla.edu/epi/snow.html) includes multiple layers of information that enable users to dig deeply into Snow's background, pursue the facts surrounding his investigation of the 1854 epidemic and locate key sites on a detailed period map of London, with relevant events tied to particular locations. It also includes links to present-day information on cholera and the London Epidemiological Society, founded by Snow; a photographic tour of Snow's London; and a peek at the John Snow Pub. "I was disturbed that in public health, there were no heroes recognized by the general public," Frerichs says of his decision to create the site. "John Snow, a leading figure in our field, was commemorated not with a museum but with the name of a London pub."

Frerichs established the bioterrorism site (www.ph.ucla.edu/epi/bioter/bioterrorism.html) in response to Sept. 11 and the anthrax attacks that followed. The site, intended for both health professionals and the general public, includes news-media articles on potential biological weapons, viewed through an epidemiologic and public health context.

In addition to appealing to public health professionals, the sites help to create interest in the field among young people, Frerichs says. "This is an enormously inexpensive modality for information-sharing and recruitment," he adds. "It's a place where people can get information about public health and, at the same time, see that UCLA is where they can come to learn more."

u.s. news & world report: school one of nation's best

The UCLA School of Public Health graduate program ranks in a two-way tie for seventh among peers nationwide in *U.S. News & World Report's* triennial evaluation "Best Graduate Schools 2004." The ranking, released by the news magazine in April, reflects the school's highest overall score to date (3.7 out of 5 possible points), and shows improvement from a three-way tie for seventh in 2000.

"The top 10 represents an array of renowned public health graduate programs, and I am gratified that our school's progress has been noted," says Dean Linda Rosenstock. "That progress represents the dedicated work and achievements of our world-class faculty, staff, students and alumni."

The rankings are based on the results of peer assessment surveys sent to deans, other administrators, and/or faculty at accredited degree programs or schools in each discipline.



DR. JARED DIAMOND (right, with Professor Emeritus Lester Breslow) was the guest speaker at the 2003 Lester Breslow Distinguished Lecture and Dinner in March. Diamond, a Pulitzer Prize-winning scientist who is a member of the UCLA School of Public Health faculty, delivered a talk titled "Coca-Colonization and Public Health." The second annual Alumni Hall of Fame Awards were also presented at the lecture (see pages 20-21).

paris hookup adds breadth to pharmaceutical course

Dr. Stuart Schweitzer, professor of health services at the school, held his Health Services 205 course – Pharmaceutical Economics and Policy – with students in Los Angeles and Paris via videoconference in February. The class is organized by Gerald Viens, a prominent health economist in France at the *Ecole de Science Economique et de Commerce* (ESSEC), one of France's most prestigious business schools.

Health Services 205 is one of the courses offered through the Department of Health Services' Program in Pharmaceutical Economics and Policy. The program, directed by Dr. William Comanor, is one of a handful of programs in the nation on research and teaching in the pharmaceutical industry, and the only one located in a school of public health rather than in a pharmacy school or a school of business.

Schweitzer, who conducted a similar session two years ago, notes that students benefit from a comparison of the two health care systems and their policies toward pharmaceutical regulation, access, and reimbursement.

in search of...all alumni

In an effort to bring together alumni from around the globe, the school is preparing to publish its most comprehensive alumni directory to date.

Scheduled for release in the summer of 2004, the UCLA School of Public Health Alumni Directory will feature biographical listings on the more than 6,000 graduates of the school, including current name and name when a student (if different), class year(s) and degree(s) earned from the school, home address and phone number, names of spouse and children, and detailed professional information. The 2004 edition will list alumni alphabetically, by class year, by geographic location and by occupation in a special career networking section.

Data to be included in the directory will be obtained by mailing a questionnaire to all alumni. Alumni who believe the school does not have their current address should contact the Office of Development and Alumni Relations at (310) 825-6464.

occupational health nurse honored

The UCLA School of Public Health-based Center for Occupational and Environmental Health has created a memorial award in the name of the late Joyce Simonowitz, an occupational health nurse who spent most of her career with the California Occupational Safety and Health Administration. Simonowitz was a leader in the field of occupational safety and contributed a great deal of time and energy to UCLA as a trainer and mentor to occupational health nurses, industrial hygienists, and occupational medicine students.



ALLIED HEALTH STUDENTS VISIT UCLA CAMPUS —

Students of Color for Public Health sponsored a field trip on April 3 for students enrolled in the public health outreach course offered by the School of Public Health and Compton Community College. Attended by Dean Linda Rosenstock and several faculty, the visit introduced the students to the campus, the school, and the health-related activities available to them, and included a "public health scavenger hunt" as well as meetings with student-led health organizations on campus.

SAVE THE DATE

UCLA SCHOOL OF PUBLIC HEALTH RECEPTION

Monday, November 17, 2003, 6:30 – 8:00 pm
Location To Be Determined

During the Annual Meeting of the
American Public Health Association
November 15 – 19, 2003
San Francisco

Check the APHA schedule or stop by
the UCLA School of Public Health booth
for location information.