



THE UNIVERSITY
OF IOWA

College of Public Health

Prevention Research Center
University of Iowa
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PREVENTION RESEARCH CENTER

Professional Development Workshops

Evidence-Based Public Health. Over the past decade, there has been increasing emphasis on evidence-based public health, and many state and national funders require evidence-based interventions. At the same time, there are barriers to wider implementation, such as lack of familiarity with the concept and under-developed skills to apply it. This presentation will start with the core foundations of public health (e.g., a population perspective, levels of prevention) and explain how evidence-based practices can be incorporated into the various essential public health services. The presentation will include an overview of resources to find evidence-based interventions (EBIs), a process to select and adapt EBIs, and potential barriers to successful implementation in the local context. This presentation supports the Public Health Accreditation Board's domain 10 (evidence-based practices) and domain 8 (workforce).

Learning objectives:

- Explain the concepts underlying evidence-based public health.
- Identify sources of evidence-based interventions (EBIs).
- Describe the process of selecting and adapting EBIs for local use.

Health Equity and the Social Determinants of Health. Growing scientific evidence shows that the conditions of life exert a tremendous influence on health-related behaviors and health outcomes—above and beyond individual choices and actions. This presentation explains the principle of health equity (i.e., removing obstacles to the highest possible attainment of health), defines the social determinants of health, and clarifies how they can affect health status. It provides an overview of conceptual models developed by the World Health Organization and used in *Healthy People 2020*. It will lay the foundation for participants to apply a health equity approach by addressing the social determinants of health in public health services, clinical practice, and other professional activities. This presentation supports the Public Health Accreditation Board's domain 1 (assess) and domain 8 (workforce).

Learning objectives:

- Define health equity and the social determinants of health.
- Explain a conceptual model of the social determinants of health.
- Identify potential pathways shaping individual and group differences in health outcomes seen in clinical practice.

Special Populations and Strategies for Community Engagement. Community engagement means that all segments of a population share a collective vision for health and that community members can participate in meaningful ways in planning, carrying out, and evaluating health promotion efforts. However, it can often be difficult to identify stakeholders, build trusting relationships, and work across the diverse range of communities. This presentation will explain the principles of effective engagement, presents ways to pursue engagement using the *Ladder of Community Participation* as a guide, and considers the unique barriers faced by some segments of the population. Participants will learn about cultural humility and receive a brief resource guide for future reference. This presentation supports the Public Health Accreditation Board's domain 4 (community engagement) and domain 8 (workforce).

Learning objectives:

- Describe why community engagement is important in public health.
- Define different types of community and identify local groups that may be historically excluded from or underrepresented in public health services.
- List different actions for community engagement.

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Contact Paul Gilbert to request a workshop: paul-gilbert@uiowa.edu or 319-384-1478.