



Unit 4 Assignment: Presenting Public Health Data

Unit outcomes addressed in this Assignment:

- Discuss how public health responds to the social determinants of public health.
- Explain the relationship between the social and behavioral sciences and public health.
- Infer how the social determinants impacts public health efforts.

Course outcome(s) assessed in this Assignment:

PU120-2: Describe the impact public health informatics and communications has upon the social determinants of population health.

GEL-4.4 (Social Science): Analyze the elements of a culture.

Instructions

Public health officials use a variety of methods to collect demographic, cultural/ethnic, and health data in an effort to develop and implement effective programs to improve health outcomes. What may be a major health concern for African Americans living in New York City may not pose a health threat for Hispanics living in Houston, Texas. Likewise, citizens living in an inner city or disadvantaged community may be facing serious health concerns that pose no issue for those living in middle and upper class neighborhoods within the same city. Therefore, public health officials must use every tool available to them to determine not only what the public health concerns are, but where they exist and who are most affected.

- Select an infectious or noninfectious disease that interests you; there are many to choose from. Some examples include:
 - **Infectious diseases:** sexually transmitted diseases, tuberculosis, “childhood” diseases (whooping cough [pertussis], measles, mumps, chickenpox), HIV/AIDS, seasonal influenza, etc.



- **Noninfectious diseases:** cancer, heart disease, diabetes, pulmonary disorders, Alzheimer's disease, etc.
- Research the disease you have selected to learn more about it, including how the social determinants of health (socioeconomic status, culture, and religion) have an effect on how information is collected, compiled, presented, perceived, combined, and used for decision making.
- Review Table 3-1: "The 6 S's of Quantitative Sources of Public Health Data," and then select a source of public health data from the table that you will use to describe how public health officials collect and utilize the data with regard to the disease you have selected.
- Develop slide presentation that has a minimum of 10 slides (not including the title and reference slides) with **detailed speaker notes** that addresses the following questions:
 - Describe how public health officials collect data using the source of public health data that you chose from Table 3-1.
 - How do public health officials (locally, statewide, and/or federally) compile the data that is gathered?
 - How do public health officials disseminate this data to both the public and healthcare agencies?
 - What effects does human culture have on how the information is disseminated to the public?
 - How then is this data perceived, and combined by not only health care practitioners and officials, but the public at large to make informed and positive decisions about their personal health?
 - How does culture positively or negatively affect the perception and use of the health information provided by the public at large?
 - How can this data be used at all levels of the government (local, state, and federal) to positively impact the social determinants of population health, including socioeconomic status, culture, and religion?

Requirements



- You are required to have a title slide and a reference slide. It is also advisable to include an introduction and conclusion slide just as you would when writing a paper.
- Be sure to cite all information throughout the presentation in APA writing and citation styles.
- Please be sure to download the file "Writing Center Resources" from Doc Sharing to assist you with meeting APA expectations for written Assignments.

Submitting Your Work

You will submit your work in a PowerPoint document to the Dropbox. For directions on how to submit your work and review your graded Assignments, refer to the Dropbox Guide found on the Academic Tools tab. Make sure that you save a copy of your submitted work.

Grading Criteria

Be sure to review the grading rubric for this Assignment in the Course Home.

Resources: Located in Doc Sharing

KU Academic Support Center: Creating Effective PowerPoint Presentations

How to Make a PowerPoint Presentation