

SYLLABUS
CPH 574: Public Health Policy and Management
Sections 002 and 910
Fall 2008 (online)

Instructor Merrill Eisenberg, Ph.D
merrill@u.arizona.edu
520-626-3085 (office)
520-245-0258 (cell)
243 Drachman Hall
Office hours by appointment

TA Jessica Skarda
jskarda@email.arizona.edu
Office hours by appointment

Website <http://d2l.arizona.edu/>

Prerequisites None

Course Description

Management processes/roles of public health professionals; health service organization; policy issues and resource utilization/control; human resources management; public health trends.

Course Format

Course content will come from required texts and articles, powerpoints and other materials that will be posted on the course website. Each student is responsible for digesting these materials and will be **quizzed on the materials** each Monday (on Tuesday if Monday is a holiday). If you have any questions about the content, do not hesitate to email your professor before noon on the Friday preceding the quiz. All questions and answers will be posted on the website.

Group Work: Students will be assigned to a small group for completing group assignments.

Individual Assignments: Each week there will be an **individual assignment** related to the content materials. Each student will complete the assignment individually and post his or her work to a small group Discussion site by midnight on Tuesday. The quality of the individual assignment will be graded (see below).

Group Leaders: Students will take turns serving as Group Leader. The Leader will be responsible for using the individual assignments to craft a group response to the group assignment. Each student will serve as group leader 2 times. The Leader will

assess the individual assignment contributions, communicate with group members regarding questions, clarifications, or missing information. The Leader will craft a draft group response and post it for the other members to read. Group members may comment, make corrections, suggestions, edits, etc. The Leader will finalize the document and post it to the full class Discussion site. Leaders will be graded on the quality of the final product, taking into consideration the quality of the individual assignments that were used.

Issue Brief: Each student will be required to choose a public health policy topic and write an issue brief on that topic as a final paper. The topic must be cleared with the Instructor by October 6, 2008. Details regarding the structure of the Issue Brief are posted in a separate document.

Grading: Your grade will be calculated as follows:

- Weekly quizzes 20%
- Individual assignment postings will be graded on a scale of 0-3 as follows:
 - 0=none posted
 - 1=below expectations (incomplete, not responsive to the question)
 - 2=meets expectations (completed and responds to the question) 20%
 - 3=above expectations (goes beyond what was required, includes thoughtful commentary, uses materials not in the required content)
- Your performance as a group leader (quality of your posting) will be graded on a scale of 0-3 as follows:
 - 0=none posted
 - 1=below expectations (incomplete, not responsive, disorganized) 20%
 - 2=meets expectations (complete, responsive, clearly written)
 - 3=above expectations (exceptional use of materials submitted by the group members, exceptional organization and writing)
- Group leader's eval of your contribution to the group: When you serve as group Leader you will evaluate the group members' contribution to completion of the assignment on the basis of 1) your assessment of the quality of the individual assignment submitted, 2) responsiveness of the student to your questions, 3) contribution of the student to the creation of the final group submission. Your assessment will be made on a structured form that will be available in each week's module. 20%
- Final issue brief 20%

Required Readings

Texts:

Longest, LB Jr. (2004) Managing Health Programs and Projects. John Wiley and Sons. ISBN 0-7879-7185-5.

Kettner P et al., Designing and Managing Programs: A Effectiveness-Based Approach. Sage Publications, ISBN 978-4129-5195-1.

Each week a series of required readings, in the form of articles, powerpoints, and case studies, will be posted on the website.

Your weekly quiz will be based on the required readings.

Optional Readings:

In addition to the required readings, there will also be optional readings posted for those of you who want more information or would like to delve deeper into the subject. You will not be tested on these materials, but they will broaden your understanding of the topic.

Weekly Schedule (all times are Pacific time)

Monday	Quiz on weekly required readings will be available from 7 am until midnight.
Tuesday	Post your individual assignment to your group Discussion site by midnight. Group Leader assesses the individual assignments, asks for clarification as necessary and crafts a draft group assignment response. Group members respond to the draft, it is finalized and posted to the full class Discussion site by midnight Thursday.
Wednesday and Thursday	Reading day. If you have content questions for the next week's materials, please email them to the Instructor by noon.
Friday	

Topics by Week

August 25	Course Introduction
Sept 1 (Labor Day)	Public Health System (no group work)
Sept 8	Policy and Public Health
Sept 15	Ethics in Public Health

Sept 22	US Health Care System Reform
Sept 29	Other Policy Issues
Oct 6	Overview of Management Work (no group work)
Oct 13	Strategic Planning
Oct 20	Community Assessment
Oct 27 (APHA)	Program Design
Nov 3	Budgeting
Nov 10	Leadership (no group work)
Nov 17	Decision Making
Nov 24 (Thanksgiving)	Quality (no group work)
Dec 1	Internal Communication
Dec 8	External Communication

Academic Integrity: Students are expected to abide by the University of Arizona Code of Academic Integrity found at <http://w3.arizona.edu/~studpubs/policies/cacaint.htm>.

Classroom Behavior: Students are expected to be familiar with the UA Policy on Disruptive Behavior in an Instructional Setting found at http://hr2.hr.arizona.edu/dos/pol_disrupt.htm and the Policy on Threatening Behavior by Students found at http://hr2.hr.arizona.edu/dos/pol_threat.htm.

Grievance Policy:
http://grad.arizona.edu/Current_Students/Policies/Grievance_Policy.php

Disability Accommodation: Students who are registered with the Disability Resource Center must submit appropriate documentation to the instructor if they are requesting reasonable accommodations:
<http://drc.arizona.edu/instructor/syllabus-statement.shtml>

Syllabus Changes: Information contained in the course syllabus, other than the grade and absence policies, may be subject to change with reasonable advance notice, as deemed appropriate.