

# Engaging students and young professionals: What can public health associations do?

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# Disclosure Statement

I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

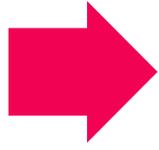
# CHANGING LANDSCAPE OF PUBLIC HEALTH

Looking towards the next 50 years



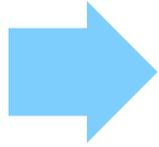
**Longevity and aging**

**21.9% of population will be aged 60 and older by 2050**



**Chronic disease management:**

**noncommunicable and communicable**

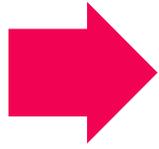


**Physical environment: Climate change**

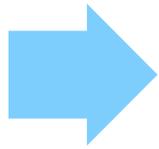


**Built environment: Urbanisation**

**80% of population living in cities by 2050**



**Shifting food sources; water and food security**



**Disparities and vulnerable populations**



*The often coined “next generation” are the students and young professionals (SYPs) of today. To tackle these challenges SYPs need a unique set of skills, competencies and attitudes. The future is dependent on harnessing the positive engagement between the wisdom of senior public health professionals and the enthusiasm of SYPs.*

# MULTI-STAGE METHODOLOGY



# Methodology

Literature  
Review

Scoping Survey

Stakeholder  
Engagement  
Workshop

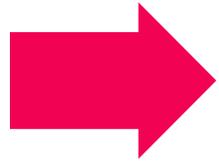
Recommendations  
Survey



# Literature Review

What are the trends in SYP engagement?

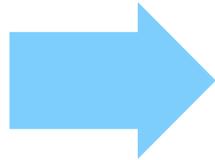
# Relevant Themes



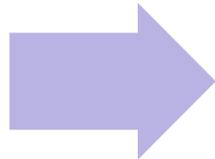
**Early Engagement**



**Imposter Syndrome**



**Digital Technology**



**Mentorship Programs**



# Scoping Survey

What are the challenges faced by SYPs?

# Participants (n= 120)

Education Level	Numbers
Undergraduate Students	69
Master's Students	47
Young Professional Early Career's	35
PhD Students	14
Young Professional Mid Career's	8
Pharmacy Students	4
Medical Students	3

## Countries

- Canada
- Brazil
- Italy
- United States
- Nigeria
- Switzerland
- France



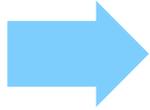
# Biggest Challenges Faced by SYPs



Career development opportunities (70%)



Hands-on-experience in the field (66%)



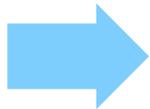
Skills enhancement programs (58%)



Mentorship programs (50%)



Leadership opportunities (37%)



Advocacy opportunities (33%)



# Stakeholder Engagement Workshop

What are the SYPs saying?

# Selection of Tweets



MPHA

@macpublichealth · Apr 6

↻ 1 ❤️ 2 ▾

Get students from all disciplines thinking about public health early on before they choose their professions **#WCPH2017**  
**#nextgen**



Mariam Parwaiz

@MariamParwaiz · Apr 6

↻ 1 ❤️ 2 ▾

Have an under-40 representative in every national **#publichealth** associations  
**#WCPH2017 #nextgen**



RJ Seastres

@rjseastres · Apr 6

↻ ❤️ ▾

**#WCPH2017 #NEXTGEN**

We should tackle the root of the impostor syndrome, and empower SYPs to form organic mentor relationships.



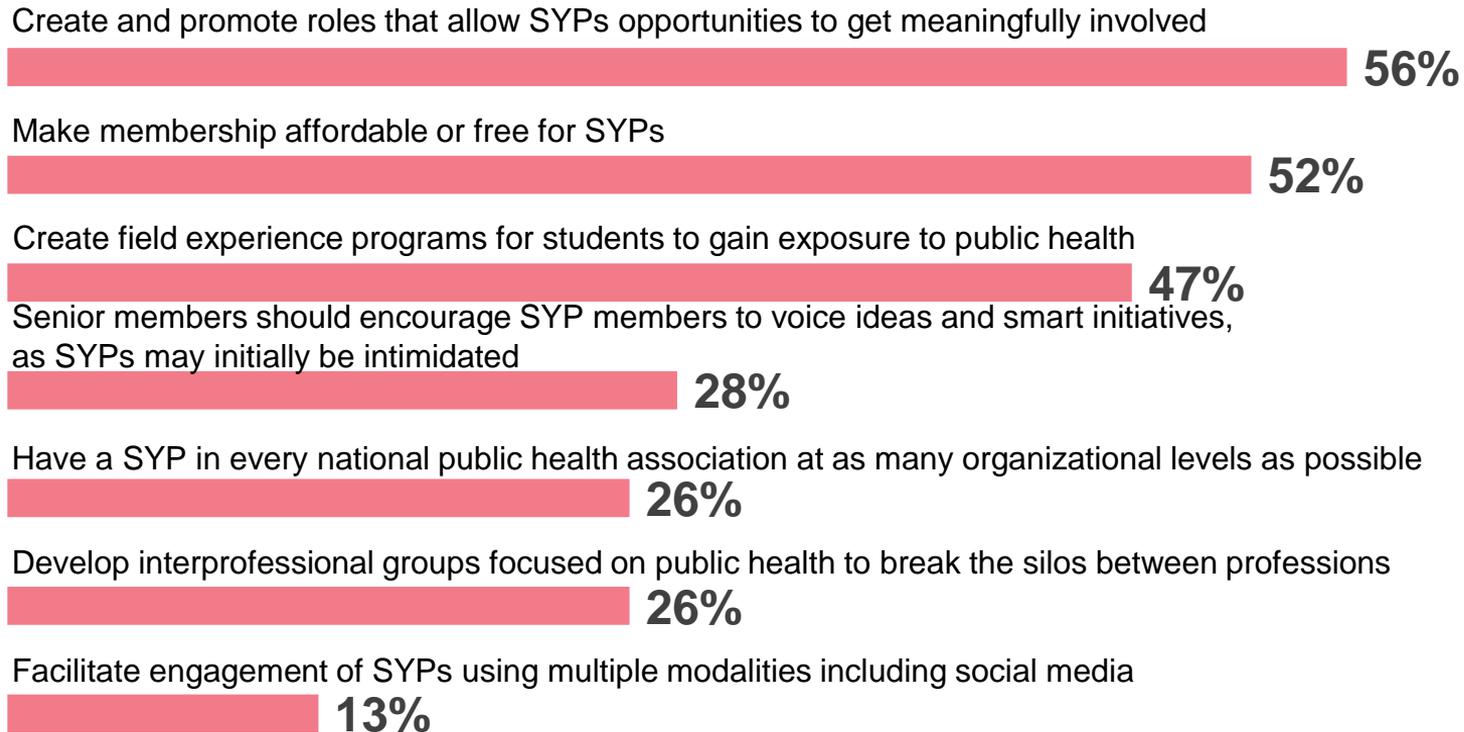
# Recommendations Survey

How can we improve through the lens of  
SYPs?

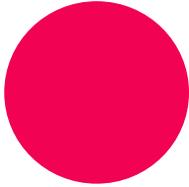
# Participants (n= 195)

Education Level	Numbers
Graduate Students	86
Young Professional Early Career's	48
Undergraduate Students	40
Young Professional Mid Career's	18
Resident in Public Health	1
Young Professional	1
High School Student	1

# Recommendations for Public Health Associations

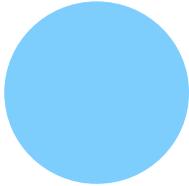


# Recommendations for Public Health Associations cntd.



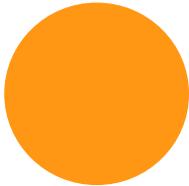
## **Establish and foster both formal and informal opportunities for mentorship relationships**

- ❑ Mentorship fosters new relationships, leadership attributes and has long-term, positive impact.
- ❑ Create a publicly available database of easily identifiable professional mentors that encourages SYPs to foster mentorship opportunities on their own accord.



## **Ensuring meaningful and fair representation of SYPs at multiple levels throughout public health organizations**

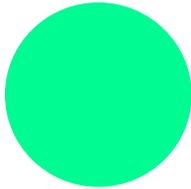
- ❑ Opportunities may include: leadership and development, workshops and training, networking opportunities, and conference planning.
- ❑ Organizations should continually evaluate racial, origin, gender, culture and age diversity to ensure broad and equitable SYP representation.



## **Increase opportunities for SYPs to attend events, including conferences and training activities**

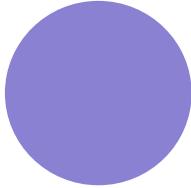
- ❑ Limit barriers to conference attendance for SYPs by subsidizing cost through significantly discounted registration as well as scholarships for travel support.

# Recommendations for Public Health Associations cntd.



## **Profile and promote the breadth of careers within the public health field**

- ❑ Failure to showcase the full breadth of opportunities for engaging young talent in careers to advance population health limits the pool of potential employees to those already with a public health focus.



## **Create and disseminate equitable public health opportunities for SYPs**

- ❑ Ensure opportunities for internships, practicums and volunteer positions are accessible and feasible for SYPs of all income levels and backgrounds to prevent greater financial debt at the start of SYPs careers.
- ❑ Development of a reliable, streamlined database to advertise opportunities could eliminate exploitation of SYPs who may not have experience in navigating through levels of organizations and institutions.

# Deliverables

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THE FEDERATION'S PAGES



## The Federation's Pages

WFPHA: World Federation of Public Health Associations

[www.wfpha.org](http://www.wfpha.org)

Bettina Borisch and Marta Lomazzi, Federation's Pages Editors

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**The Future of Public Health: Engaging Students and Young Professionals**

HOW HAS CPHA  
ADAPTED TO THIS?



# Opportunities



## Student Director Position

- Place on the board of directors to raise issues pertinent to SYPs
- Opportunity to address the SYP lens to public health issues



## Policy Working Groups

- Work on position statements for the CPHA
- Examples include, technology in public health, opioid crisis, ecological determinants of health amongst others



## Representative on Conference Committee

- Assure SYP focused sessions are present at the annual CPHA conference
- Develop SYP research forums, mentor socials and student award program

# Initiatives



## **Students and Early Careers Committee**

- General members bring up issues pertinent to SYPs
- Student leadership committee lead projects as identified by the general members



## **Emerging Professionals Blog**

- Place for SYPs to engage with one another and discuss their opinions on relevant public health issues



## **Webinar Series - Shaping Your Future**

- Engage SYPs on a variety of topics from experts in the fields
- Topics include career related tips and tricks and leadership in public health

# REFLECTION EXERCISES





*Q1: What are some other ways your public health association is engaging SYPs?*

*Q2: As a SYP are there any other opportunities and initiatives you would benefit from?*



Please fill out the following survey if you are a public health association member to see how your organization fairs against our recommendations.

Link: <https://forms.gle/1ur5r28JW3MENnR69>

## Reflection Exercise



# Acknowledgments

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Thanks!

**Any questions?**

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