



## BUILDING TODAY FOR A HEALTHY TOMORROW: THE CAMPAIGN FOR THE UI COLLEGE OF PUBLIC HEALTH

*“Public health is what we, as a society, do collectively to assure the conditions in which people can be healthy.”* —Institute of Medicine

**The college has embarked on a five-year campaign that promises to bring it to the next level of excellence. Goals for *Building Today for a Healthy Tomorrow* include developing an academic facility in which the college’s students, faculty, and core programs are brought under one roof; increasing support to allow the college to compete for the nation’s top students and faculty; and providing funding to expand the college’s broad-based programming.**

Public health surrounds us every day, its features familiar enough to be overlooked: clean drinking water, smoke-free workplaces, safe and effective health care services, vaccines that protect children and adults against deadly diseases. Noticed or not, such public health measures are the foundation of a healthy society. Together, they have prevented countless deaths, improved quality of life, and added years to Americans’ life expectancy.

### **MEETING THE PUBLIC HEALTH CHALLENGES OF THE 21ST CENTURY**

Today, the public health field is engaged in the search for solutions to many of society’s most pressing health concerns, including Alzheimer’s disease, cancer, diabetes, obesity, and substance abuse. Public health is working to ensure a clean environment, access to affordable care, and safer workplaces. Cutting-edge research is focused in areas such as infectious diseases, clinical trials, and policy development.

The beginning of the 21st century has been a time of dramatic growth in the field of public health—never before has there been such broad awareness and concern about the issues that affect the health of society. Our world is challenged by chronic conditions such as asthma, diabetes, and obesity; concerns about bio-terrorist attacks and the potential spread of diseases such as new influenza viruses; and a growing awareness of the connections between the environment and health. Issues related to access, cost, and quality of health care services dominate political debate, and prevention and wellness are moving to center stage in the national discussion about health care reform.



**“This is a time of great opportunities and great challenges in the field of public health. For those seeking to make a positive impact, this young college and this exciting profession hold tremendous promise.”**

Sue J. Curry  
Dean  
UI College of Public Health

The public health field must rise to the challenge of meeting many of the most pressing health concerns in the world today, and the need for experts in the broad range of public health specialty areas has led to the growth of academic programs around the country, including at The University of Iowa.

In 1999, the University united UI departments and programs that shared a commitment to the principles of public health. Four existing UI departments—Biostatistics; Epidemiology; Health Management and Policy; and Occupational and Environmental Health; along with a newly created Department of Community and Behavioral Health—and more than 25 research centers and institutes—came together to form the College of Public Health.

Since its founding, student enrollment in the college, external funding for its work, and faculty size have expanded rapidly. Today, the college offers students a rich array of educational opportunities—four degrees (the M.H.A., M.P.H., M.S., and Ph.D.) with multiple majors and focus areas as well as combined degree programs with the UI Colleges of Business, Law, Medicine, Nursing, and Pharmacy, and Iowa State University’s College of Veterinary Medicine. Our graduates move into critical careers across diverse settings, including local health agencies, environmental health programs, hospital administration, and pharmaceutical development.

In addition to offering an outstanding public health education, the college is involved in groundbreaking research. From investigations of school-based nutrition and exercise programs to farm-safety and health promotion to assessing the role of



Left to right: Londa VanderWal, left, a 2009 graduate of occupational and environmental health, consults with a woman farmer in The Gambia as part of a program to study and improve agricultural health and safety; children in Iquitos, Peru, where epidemiology students conducted tropical infectious disease research.

information technology in health care settings, the college produces research that generates new knowledge and assures health interventions are safe and effective.

The college's service activities touch thousands of citizens both close to home and around the globe. Here in Iowa, the college offers programs ranging from those that help prevent birth defects to those that assist aging Iowans in maintaining their independence. Other programs collect and analyze statewide cancer data, teach young people to develop into savvy media consumers, and help Iowans quit smoking. Internationally, the college supports training programs in places as diverse as Eastern Europe, Central America, and West Africa. It is also involved in an interdisciplinary initiative using the Internet to provide training for public health professionals all over the world.

#### **THE FIVE DEPARTMENTS OF THE UI COLLEGE OF PUBLIC HEALTH**

At the heart of the College of Public Health are its five departments. Each department represents one of the core areas of public health and offers advanced training leading to master's and doctoral degrees. The Master of Public Health program shares many attributes of a department. Students in the M.P.H. program usually are affiliated with one of the five departments as well as the program itself.



**“The College of Public Health is important not only for The University of Iowa, but for the entire state. Because its training and research programs focus on the importance of community health and preventive care, strengthening the college is an important step toward our goal of making Iowa the healthiest state in the nation.”**

Chet Culver  
Governor  
State of Iowa



Clockwise from top left: Joe Cavanaugh, professor of biostatistics, recipient of the College of Public Health Teaching Award; Linda Snetselaar, professor of community and behavioral health discusses nutrition with elementary school students; Jefferson Elementary School students in Muscatine, Iowa, participate in an after-school exercise program; Gregory Gray, professor of epidemiology, at the Center for Emerging Infectious Diseases laboratory.

### **Biostatistics**

The Department of Biostatistics trains students in the design and analysis of experiments and sample surveys, and in analysis of data related to biomedical or public health problems. At the Ph.D. level, the emphasis is on developing and applying statistical methodology to solve important biological and public health problems. Biostatistics graduates successfully compete for positions in pharmaceutical, health care, and research companies and institutions; consulting; universities; and government agencies.

### **Community and Behavioral Health**

The Department of Community and Behavioral Health promotes health and quality of life by developing, evaluating, and disseminating evidence-based practices, using current research to inform public training and encourage innovative public health policy. Faculty excel in research and teaching in the areas of alcohol/drug abuse and dependence, health communication, mental health, community development and



empowerment, injury prevention, obesity, public health program evaluations, smoking cessation and prevention, and youth risk behaviors.

### **Epidemiology**

The Department of Epidemiology emphasizes high-quality education and research in epidemiology and disease control for application in both clinical and community-based settings. Current fields of research include the epidemiology of chronic diseases such as cancer, cardiovascular disease, mental illness, and environmentally caused diseases; the epidemiology of infectious diseases, including emerging and zoonotic diseases; nutrition epidemiology; hospital epidemiology; injury epidemiology; the epidemiology of reproductive diseases; and the epidemiology of drug use.



**“The college’s wide range of programs allows students to delve into numerous areas of interest, from addiction studies to zoonotic diseases. The college also encourages collaborative work with colleagues across campus and around the state, and many students travel abroad as part of training and research programs.”**

Tanya Uden Holman  
Associate Dean for Education  
and Student Affairs  
UI College of Public Health

### **Health Management and Policy**

The Department of Health Management and Policy (formerly the Graduate Program in Hospital and Health Administration) has been a pioneer in educating health care professionals for many years. Its alumni are recognized leaders in this field, and the program is one of the most highly regarded in the nation. The department works closely with University of Iowa Hospitals and Clinics, and its senior faculty lead nationally recognized research programs in key areas, such as the role of health information technology in improving patient care, the attributes of effective governing boards in health care systems, and methods and tools to measure patient loyalty and evaluate electronic medical record options.



Left to right: College of Public Health investigators evaluating Iowa’s statewide trauma system discovered brain injury patients have a better chance of survival thanks to advanced training, triage protocols, and uniform data collection procedures; Professor Wayne Sanderson of the Department of Occupational and Environmental Health directs the Great Plains Center for Agricultural Health.

## **Occupational and Environmental Health**

The Department of Occupational and Environmental Health is internationally recognized for training, research, and service in rural agricultural health. A cornerstone of the department is a commitment to improving the health and safety of farmers and farm families. Faculty have a wide scope of research interests, including agricultural injuries; control of workplace pollutants; injury prevention and control; environmental/occupational epidemiology and risk assessment; occupational biomechanics (ergonomics); and international environmental health.



**“In preparing a new generation of professionals trained to protect the health of our communities, the College of Public Health is fulfilling a vital mission for our state, our nation, and our world.”**

Sally Mason  
President  
The University of Iowa

## **ACHIEVING 21ST CENTURY GOALS**

To maintain the extraordinary momentum already under way, further strengthen the college’s highly-ranked programs, and elevate other programs into the ranks of top-rated public health schools nationwide, the UI College of Public Health must continue to cultivate every aspect of its programming; the focus of the five-year *Building Today for a Healthy Tomorrow* campaign is to help the college attain this next level of distinction. The campaign seeks to raise \$15 million, with at least \$6 million required to help build a state-of-the-art facility. Additional funding is sought for student, faculty, and program support across the college’s five departments.

## **A HEALTHY BUILDING FOR THE FUTURE OF THE UI COLLEGE OF PUBLIC HEALTH**

The centerpiece of the *Building Today for a Healthy Tomorrow* campaign is a new building on the UI campus that will, for the first time, provide an academic home for the college and an environment for innovative teaching, research, and service in public health. While the college has been in existence for ten years, its departments and programs are widely spread out across the UI campus; students are taught in nine buildings where the college borrows classroom space, and faculty are located in three different buildings on two campuses. Bringing faculty, students, and core administrative staff together into one dedicated building is critical to fulfilling the college’s mission, and to sustaining the growth of the college.



This new facility will foster the interdisciplinary exchange and collaborative spirit that is central to the work of public health, allow faculty and students to interact more meaningfully, and provide an identity for the college on the UI campus. Importantly, this facility will also serve as a place where statewide and national public health organizations can gather to share research, knowledge, and best practices that will advance the field and benefit the health of the public. A recently approved fifth-floor addition on the north wing will provide a home for a new cross-disciplinary Institute for Public Health Research.

**Quick building facts:**

- **Project budget:**  
\$47.7 million
- **Building Size:**  
Approximately 130,000 gross square feet
- **Timeline:**  
Substantial completion expected by end of December 2011; occupancy in spring 2012
- **Building Location:**  
Former UI International Center site

One of the most exciting aspects of the planned facility is its use of “green” building technology and reliance on sustainable design principles. The college’s commitment to environmental sustainability is closely tied to the educational and service mission of the college, and reflects the proven connection between a healthy environment and sound public health. The “green” design will utilize building materials and environmental systems to achieve Gold level certification within the Leadership in Energy and Environmental Design (LEED) Green Building Rating System. The LEED system recognizes facilities for their sustainable site development, water savings, energy efficiency, materials selection, indoor environmental quality, and innovation and design.



- Public Health Degree and Certificate Programs**
- **Master of Public Health**  
(17 degree options, including 5 combined degrees)
  - **Master of Health Administration**  
(3 combined degrees)
  - **Master of Science**  
(6 degree options)
  - **Doctor of Philosophy**  
(9 degree options)
  - **Occupational Medicine Residency**
  - **Certificate in Public Health**  
(3 options)



East Entrance  
Rohrbach Associates PC/Payette

Not only will the building’s sustainable design present educational opportunities and save long-term operating costs, the structure also will serve as a showcase for sustainability and raise environmental awareness within the University community. The building will stand as a powerful symbol of the college’s overall mission—a place where those who are committed to every aspect of public health can work productively and synergistically toward improving public health on a local, national, and international level.

In addition to seeking funding for the new facility, the *Building Today for a Healthy Tomorrow* campaign includes several additional key fundraising goals: endowment support for student scholarships and faculty development, and programmatic funding for the college’s core institutes and centers.

### OPPORTUNITIES FOR GIVING

As the college proceeds with this exciting campaign, its efforts will touch alumni, friends, organizations, and corporations who are closely engaged with collegiate programs. It is the college’s hope that those who know the college best—many of whom work in the public health field and understand its value—will share the University’s vision to create an even more robust College of Public Health that has a broader impact today as it prepares tomorrow’s public health leaders.

A variety of giving options—whether contributing to a state-of-the-art building or creating an endowed fund to benefit another aspect of the college—exist for those who wish to support the campaign. Gifts at certain levels present naming opportunities that will connect the donor—or a person the donor wishes to honor—with the UI College of Public Health in perpetuity.

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For more information about how you can support the campaign goals of the UI College of Public Health, contact:

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