

Association for Prevention Teaching and Research

APTR-ODPHP Health Policy Fellowship Program

Healthy People Communication Fellowship



Fellowship Application Package

**Application Deadline
October 16, 2009**

Healthy People Communication Fellowship

The Association for Prevention Teaching and Research (APTR) with support from the Office of Disease Prevention and Health Promotion (ODPHP) in the U.S. Department of Health and Human Services (HHS) is seeking applications for the position of Healthy People Communication Fellow.

MISSION OF ODPHP

The mission of ODPHP is to provide leadership, coordination, and support for disease prevention and health promotion activities, programs, policies, and information for the Department of Health and Human Services through collaboration with HHS agencies and other partners in prevention nation-wide.

BACKGROUND

ODPHP leads the development and implementation of the Healthy People initiative. For three decades, Healthy People has provided a comprehensive set of national disease prevention and health promotion objectives. These objectives serve as a catalyst mobilizing action in public health policy, research, programs, and communication across the country and globally. ODPHP coordinates activities related to Healthy People including but not limited to the development of objectives, monitoring progress towards achieving objectives, promoting awareness and implementing strategies to achieve objectives, and fostering collaboration among organizations and individuals, both within and outside of the federal government.

FELLOWSHIP DESCRIPTION

ODPHP seeks a fellow with training in communication, e-marketing, and/or public health to play a major role in its Healthy People activities. The fellow will work primarily on Healthy People 2020 communication, Web, and promotion activities. The primary responsibilities of the fellow are as follows:

- Work in collaboration with the ODPHP Community Strategies Team and Communication and e-health Team to help oversee and provide strategic vision in the redesign and management of the Healthy People Web site including new interactive tools and a relational database of Healthy People 2020 objectives and implementation strategies
- Work in collaboration with the ODPHP Community Strategies Team and Communication and e-health Team to plan, implement and evaluate outreach for the launch of Healthy People 2020 including the use of new media strategies and outreach to potential partners
- Assist in the synthesis, analysis and reporting of public comments on Healthy People 2020 objectives
- Respond to inquiries/correspondence from the public about Healthy People issues

Additional duties as needed:

- Assist ODPHP Community Strategies Team with preparation for and analysis of information received during the 3 regional meetings planned for fall 2009
- Assist ODPHP Community Strategies Team in developing strategies for implementing the Healthy People 2020 objectives at the Federal, state and local levels
- Contribute to ODPHP worksite wellness activities

In general, the fellow will be called on to participate in meetings; collaborate with agency liaisons; collaborate with ODPHP teams and other federal staff, and assist with managing the logistics, deliverables, and quality assurance aspects of large communication contracts for Healthy People 2020 communication efforts.

ELIGIBILITY

Eligible Applicants must:

- (1) Be either a U.S. Citizen, non-citizen national, or foreign national possessing a visa permitting permanent residence in the U.S. (Alien Registration or "Green Card"). Student visas and temporary work visas do not qualify.
- (2) Have completed a graduate degree in communication, marketing, or public health;
AND
- (3) If awarded the fellowship, be an individual member of APTR (individual membership - \$175.00 annually). For further information regarding APTR individual membership, please contact the APTR Membership team at (866) 520-APTR.

REQUIRED SKILLS

The formal training and work related experience of the fellow must be in communication, e-marketing, and/or public health with demonstrable training or experience in promotion and outreach, Web site management, new media (e.g. Twitter, Facebook, Blogs, etc.), plain language writing, and partnership development. The fellow must be familiar with a wide range of communication, social marketing, and Web usability best practices and theories. The fellow must have excellent oral and written communication skills; excellent organizational skills; strong computer and Internet skills; ability to conceptualize a complex process and identify possible approaches; and be able to work independently as well as collaboratively.

EXPECTED BENEFITS

The Fellowship provides an unparalleled opportunity for professional growth, development, and networking in health promotion and prevention policy. It is an excellent opportunity for early to mid-level professionals to gain experience in developing communication programs, apply communication concepts to public health issues, and provide support to health communication and e-Health initiatives. The fellow will be exposed to policy development and decision making at the highest levels within the Department of Health and Human Services. The fellows will have contact with the federal staff and the public health community and the opportunity to gain insight into the operations and interactions of its constituent members. The fellow will participate in the in development and implementation of ODPHP's strategies to move federal policies and programs to the state and local levels. The fellows will contribute to the creation of the next iteration of the national disease prevention and health promotion goals and objectives, which will reflect current and emerging critical public health issues.

PERIOD OF ASSIGNMENT

The term of service for the Healthy People Communication Fellow will be one year, with the potential to extend the award for an additional year. The fellow is expected to begin in fall 2009. There is one fellowship position available.

COMPENSATION

The annual stipend of \$45,000-55,000 (depending on level of credentials and experience) is intended to cover all living expenses including housing and transportation during the fellowship training, and the annual fellowship allowance of \$4,000 is intended to cover health costs and other similar expenses not covered by the stipend. Please note that relocation travel costs are not allowable. The fellow is responsible for moving himself/herself, family, and belongings to the assignment at personal expense. The Fellow will also have access to a \$3,000 travel allowance for project-related expenses such as travel, conference registration, and training.

APPLICATION PROCEDURE

- Eligible applicants may apply for this position by submitting a completed application form, along with all required supporting materials. Recommendation letters must be submitted directly to APTR at the address listed below. Incomplete, faxed, or **late applications will not** be accepted.
- Each application will be objectively reviewed by representatives from APTR and ODPHP. Finalists will have an interview with ODPHP staff.

APPLICATION DEADLINE

Complete applications must be **RECEIVED** by the close of business on October 16, 2009.

FOR MORE INFORMATION

For additional information regarding the application process or administration of the award, please contact:

Training Projects
Association for Prevention Teaching and Research
1001 Connecticut Ave, NW, Suite 610
Washington, DC 20036
Phone: (202) 463-0550, x137
E-mail: eas@aptrweb.org

For additional programmatic information, please contact:

Carter Blakey
Lead, Community Strategies Team
Office of Disease Prevention and Health Promotion
US Department of Health and Human Services
1101 Wootton Parkway, Suite LL-100
Rockville, MD, 20852
Phone: (240) 453-8254
E-mail: carter.blakey@hhs.gov

Linda M. Harris, PhD
Lead, Health Communication and ehealth Team
Office of Disease Prevention and Health Promotion
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1101 Wootton Pkwy, Suite LL-100
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APTR-ODPHP Health Policy Fellowship Program
The Office of Disease Prevention and Health Promotion
U.S. Department of Health and Human Services

Healthy People Communication Fellowship Application

DIRECTIONS

- A. Complete the entire application package. All materials must be **received by the close of business on October 16, 2009.**
- B. Type or print legibly.
- C. Use a single paperclip to attach requested materials in the order requested. **Do not put recommendations in separate envelopes. Do not staple the application.**
- D. Incomplete, illegible or faxed applications will not be reviewed.

PART I: APPLICANT INFORMATION

Name: _____ Date of Birth (mm/dd/yy): _____

Telephone: (Home) _____ (Work) _____

Current Mailing Address _____ Permanent Address _____

E-mail Address: _____

Are you a U.S. Citizen? Yes No

If "no" you must have a visa permitting **permanent residence** in the U.S. Please attach a copy of your Alien Registration Card (Green Card).

Gender: Male Female

Ethnicity: African American Asian or Pacific Islander Hispanic White/Caucasian
 Other

Preferred start date of the fellowship: _____

PART II: APPLICANT CREDENTIALS & ESSAY

Please provide the following documents and attach to the application in the following order. Do **not** put transcripts or recommendations into separate envelopes.

- A. Applicant's Resume or C.V.
- B. Academic Transcripts – unofficial transcripts accepted
- C. Attach two letters of recommendation from current supervisor, academic faculty and/or preventive medicine/public health professionals endorsing the applicant for the fellowship position. List names and contact information for the two references. **Do not send letters separately or include in sealed envelopes.**

Healthy People Communication Fellowship

1) Name: _____ Telephone: _____

Address: _____

2) Name: _____ Telephone: _____

Address: _____

D. Applicant Essay: In one essay 1,000 words or less in length, please address:

- Personal interests, career goals and academic or professional experience related to the fellowship;
- Skills and talents you offer the fellowship position;
- How you plan to develop academically or professionally from the fellowship experience.

PART IV: SIGNATURE OF APPLICANT

By signing below, I certify that I have met the eligibility requirements as stated in the "Request for Application" announcement to apply to the APTR-ODPHP Health Policy Fellowship Program and that the information provided is accurate.

Print Name of Applicant: _____

Signature: _____ Date: _____

PART V: HOW DID YOU HEAR ABOUT THIS HEALTH POLICY FELLOWSHIP PROGRAM?

Past/Current Fellow (Name) _____

APTR Member (Name) _____

APTR Website

APTR Exhibit Booth

Friend

Internet Website (please specify) _____

Another Association (please specify) _____

Journal or Newsletter Advertisement (please specify) _____

Institution (please specify) _____

Other (please specify) _____

Send completed applications to:

**Association for Prevention Teaching and Research Training Projects
1001 Connecticut Avenue, NW
Suite 610
Washington, DC 20036**

**APPLICATIONS MUST BE RECEIVED BY CLOSE OF BUSINESS ON
October 16, 2009**

Applicants will be notified via e-mail by October 23, 2009 that their application has been received. Please do not contact APTR to check application status before this date.

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About APTR

The Association for Prevention Teaching and Research (APTR) is the professional organization for the academic public health community dedicated to prevention research, and interprofessional education. APTR advances population-based and public health education, research, and service by linking and supporting members from across the health professions.

APTR develops curriculum, professional development programs, and communication tools for educators, researchers, residents and students. By bringing together individuals and institutions devoted to prevention and public health, APTR is advancing interprofessional education and research to improve the health professions workforce.

For more information about APTR training projects email: training@aptrweb.org.

www.aptrweb.org



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Washington, DC 20036