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The Lattice

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Director's Comments

Collective Impact: A Key Part of the Essence of Public Health

Given the community-based nature of our Community Health Education/Public Health programs, it is important to be aware of an emerging approach called "collective impact."

Drawing from seminal work at Stanford University (Kania, J. & Kramer, M.2011. *Stanford Social Innovation Review*) emphasis is placed on large-scale social change that has a more broad-based coordination. Overall, collective impact uses the guiding principle that no single organization can develop broad-based and sustainable social change by itself. To do so, the process needs to go beyond well-intentioned collaboration. FSG has specified five conditions for

collective impact success (www.fsg.org):

- Shared vision for change
- Collecting data and measuring results consistently
- Activities that are differentiated while still being coordinated
- Consistent and open communication
- Separate organizations that serve as the backbone for the initiative

While collaboration and sustainable actions are fully intended with such an approach, it is clear that the strategic and systematic nature of collective impact can make a distinct difference with

community-based engagement for health enhancement. Candidates in our Community Health Education/Public Health programs have multiple opportunities to engage in such an approach through Preceptorship and capstone project experiences.



G.D. Gilmore, MPH, Ph.D.
MCHES, Professor and Director

Candidate Spotlight: Jenna Willems

Jenna Willems graduated from the BS-Community Health Education program at UW-La Crosse in December 2012.

In January, Jenna returned to UW-L as a graduate candidate for the Masters of Public Health (MPH) degree in Community Health Education. Most graduate students spend at least one year on professional development between undergraduate and graduate school. Jenna feels she was prepared for graduate school immediately because of the myriad professional development activities she engaged in during her

undergraduate experience.

Jenna studied public health in Ireland and traveled to Washington, D.C. to attend an advocacy summit where she was able to interact with congressional leaders. Locally, Jenna became involved with a coalition to end risky drinking behavior. In her final semester, she interned as a wellness specialist for the Community and Preventive Care Services Department of Gundersen Health System. "These activities not only expanded my outlook, but provided networking opportunities and profession-

al experiences," Jenna said.

Jenna is currently completing her second semester of graduate coursework and serving as project coordinator of an alcohol policy grant at the La Crosse Medical Health Science Consortium.



Jenna Willems, B.S.

“Public health and medicine complement each other; neither one will survive without the other.”
-Ahmed Elhindi

Candidate Spotlight: *Ahmed Elhindi*

Ahmed Elhindi grew up appreciating the value of education. “From an early age, if I or one of my siblings was hungry and asked for something to eat, my father used to bring to that hungry individual a sandwich and a book.” Ahmed’s father would then make Ahmed and his siblings choose, “if we chose the sandwich, then he would say ‘this sandwich will make you happy for couple hours, but this book will make you feel happy the rest of your life and will help to bring as many sandwiches as you want.’”

Ahmed took this message to heart. After high school, he left Sudan to study medicine in Russia. Ahmed spent several years practicing medicine in Sudan. A life-long learner, he

moved to the United States to continue his education in and out of the classroom.

Ahmed looked at several masters and Ph.D. programs before choosing UW-La Crosse. “I felt that UW-L would facilitate both my short and long term career aspirations,” Ahmed says. He was particularly impressed with the wide variety of opportunities and experiences offered through the MPH and MS-CHE programs.

“There are many academic institutions, all around, but if you are looking for a program that will enhance your knowledge, and a program that has appealing components consisting of multidisciplinary interactions, presentation and

research opportunities, a diverse population, and many networking opportunities, UW-L is the right place for you.”

Ahmed is a Master of Science candidate in his second year of the UW-L Community Health Education program. He has worked as a researcher for the Mayo Health System in Rochester, and has been a volunteer Health Educator with a local non-profit organization since 2009.



Ahmed Elhindi, M.D.

The Ninth Lattice Editor: Heather Hertzelt (2013)

I graduated from Arizona State University in 2011 with a B.S. in Microbiology and a B.A. in Global Health. After graduation, I took a job at an immunization coalition and immediately fell in love with the field of public health. I am in my third semester of study as an MPH candidate at UW-L. Currently, I am working as a graduate assistant to Dr. Gilmore, and completing my preceptorship experience at a regional women’s health clinic where I coordinate community outreach initiatives.



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MPH-CHE Mission Statement

The mission of the MPH-CHE graduate program at the University of Wisconsin-La Crosse is to prepare professionals, using advanced-level health education competencies and public health core areas, who will address quality of life enhancement through health education and health promotion, mindful of the holistic, dynamic and interdependent nature of people and their interactions within the environment.



**Dr. Gilmore engaging
Community Health
graduate students
during class**