



A publication of the Department of Health, College of Health Sciences

WEST CHESTER UNIVERSITY

M.P.H. CONNECTIONS

SPRING 2011 ISSUE

12th Integrative Health Conference

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On March 18th and 19th, more than 400 clinicians, students and members of the public gathered at West Chester University for this year’s Integrative Health Conference. The theme was Integrative Health Coaching. The keynote address in Asplundh Hall was delivered by Dick Vermeil, a coach with a national legacy of success. His inspirational address, entitled *Seven Common Sense Principles of Leadership*, spoke to those characteristics of individuals who make effective and successful leaders and coaches, whether in sports, healthcare, or life. He received a rousing standing ovation at its conclusion.



Concurrent presentations for the public and clinicians were held the second day at the Graduate Business Center. A distinguished panel of experts—Steve Uhlenbrock, Erika Jackson, Joan Badyna, Jodi Hutchinson and Dr. Gerald Lemole—presented on the psychology of coaching, the research that verifies that coaching works, how to effectively communicate with clients, and the emerging field of integrative health coaching.



Dick Vermeil meets with students and members of the community during the 12th Integrative Health Conference.

Dr. Cinelli elected Chairperson of the Department of Health

Dr. Bethann Cinelli assumed the duties of Chairperson of the Department on May 1, replacing Dr. Roger Mustalish who served for 12 years. Dr. Cinelli had been Assistant Chairperson; these responsibilities will now go to Dr. Lynn Carson, who will also retain her lead role as Director of the M.P.H. Program. Dr. Cinelli is Professor of Health Education and the Director of the Center for Healthy Schools. Stop by in H207 and wish her well!

HEA610 Integrative Health Coaching

This new course is not open to M.P.H. students as an elective *unless* they are also earning the Graduate Certificate in Integrative Health and following the Integrative Health Coaching option. To earn both the M.P.H. in integrative health AND the Graduate Certificate in Integrative Health (coaching option) the following courses are required, in addition to the M.P.H. core: HEA 501, 538, 539, 550, one NTD elective (503 or 515), KIN 615, HEA 545, and HEA 610. HEA 649 and 650 will be required in a community setting and focused on health coaching. HEA 610 needs to be taken concurrently with HEA 649. HEA 650 must be the last class taken and only after all coursework for the M.P.H. and Graduate Certificate are completed.

Attention M.P.H. Students!

Students who were accepted into the M.P.H. program provisionally are required to complete MAT 121: Statistics and must complete this requirement prior to enrollment in HEA 526 Biostatistics. For degree candidacy approval, the stipulated provisional admission requirements must be met. Students who began the M.P.H. program during the fall 2007 semester or after are required to complete 45 hours of courses for the M.P.H. degree.

M.P.H. Poster Session

The 2011 spring M.P.H. poster session will be held Friday, April 29 from 4 p.m. to 6 p.m. in Sykes Ballroom. Contact the Health Department at 610-436-2931 or health@wcupa.edu immediately to let us know if you plan on presenting in the poster session.

Integrative Health Placement Sites for HEA 649/650

A new compendium of placement sites suitable for integrative health students will be available by June 2011. See Dr. Carson and/or Dr. Cinelli. Information on sites, projects/experiences they will host, preferred credentials of prospective students, and contact information are provided. This reference will assist all Integrative Health students seeking placements for HEA 649/650. As always, students may propose other sites to be approved by Dr. Carson and their Integrative Health advisor. New sites will be added as they are developed.

Dr. Mustalish Leaving WCU

After a full career spanning more than 30 years, Dr. Roger Mustalish will be leaving WCU effective June 17, 2011. All integrative health students needing assistance during the summer please contact Dr. Bethann Cinelli, Chairperson, at bcinelli@wcupa.edu or 610-436-2931. The new Integrative Health track advisor effective fall semester 2011 will be Donald McCown. The M.P.H. program wishes Dr. Mustalish well in the future.

Integrative Health Students on Record

The following students are listed in our records as Integrative Health. If you are not on this list and are following the Integrative Health curriculum it is very important that you contact the department of Health (health@wcupa.edu) to have your records corrected.

Anyanwu, Chibu E.	Patel, Jitendra K
Battish, Anita D.	Shank, Theresa E.
Boyer, Lisa M.	Siemer, Anne S.
Carey, Tenesia	Simko, Lauren E
Gallagher, Andrea A.	Skok, Danielle G.
Gincley, Nina L	Thacker, Tapan C.
Hale, Nicole S.	Thomas, Najaah S
Lediju, Josephine-Theresa	
Liberty, Samtoinette E.	
McKnight, Jessica G.	
Mekala, Dhanush Kiran	
Morrissey, Sarah A.	
Pandya, Jimit A	

Healthcare Reform Presentation

On March 16th, Dr. Gilboy and three M.P.H. Students Rebecca Del Rossi, Andrea Pavone and Emily Smith presented topics related to the Patient Protection and Affordable Care Act of 2010 to members of the WCU Student Dietetic Association.

Dr. Gilboy presented an overview of the programs related to nutrition included in the Patient Protection and Affordable Care Act. Ms. Del Rossi presented on the Community Transformation Grants, Ms. Pavone presented on the Childhood Obesity Initiative and Ms. Smith presented on Pre-Existing Conditions. The presentation provided insight into the specifics of the bill and potential job opportunities for current or future dietitians that were created by the Patient Protection and Affordable Care Act.



Left to right: Dr. Mary Beth Gilboy, M.P.H. Nutrition Track Coordinator; Jessica Serdikoff, SDA Officer; Emily Smith, M.P.H. student; Rebecca DelRossi, M.P.H. student; Andrea Pavone, M.P.H. student; Lindsey Vaughn, SDA Officer.

Donald McCown to join M.P.H. faculty in Integrative Health

Prof. Donald McCown has accepted a tenure track appointment in the Department of Health beginning in August 2011. He will serve as the Integrative Health program director and advisor for the Integrative Health track within the M.P.H. as well as the Graduate Certificate in Integrative Health. His teaching responsibilities will include: mind/body medicine; stress management; and mental health. He will also supervise the Applied Learning Experience for M.P.H. students in Integrative Health.



Prof. McCown earned a BS in English Literature and BA in Communications from Eastern University, and a Masters in Applied Meditation Studies from the Wan Institute of Graduate Studies. In 2012 he will complete his Ph.D. from the Taos Institute/Tilburg University, Tilburg, The Netherlands. His dissertation is entitled: *The Ethical Dimensions of Mindfulness in Clinical Practice*.

Currently, Prof. McCown is Director of the Mindfulness at Work Program at the Mindfulness Institute, Myrna Brind Center for Integrative Medicine, Thomas Jefferson University, Philadelphia, PA. He is also a staff therapist for the Council for Relationships and teaches in its Program in Couple and Family Therapy. Prof. McCown is a licensed clinical social worker, and has extensive professional training in Mindfulness Based Stress Reduction through the University of Massachusetts Medical School.

We are thrilled that Prof. McCown will be joining our M.P.H. program. All students in the Integrative Health track and the Graduate Certificate in Integrative Health are encouraged to contact Prof. McCown at the start of the fall semester to introduce themselves and get acquainted.

ALE Student Spotlight

Ann Protzmann is an Environmental Health student who is working on her ALE I and II project under the direction of Dr. Charles Shorten. This ALE I and II project supports the efforts of the Chester County Health Department's Childhood Lead Poisoning Prevention Program which endeavors to reduce blood lead levels to less than 10µg/dL through a combination of behavioral and environmental hazard reduction interventions. The purpose of this study is to determine how effective these lead hazard reduction strategies are at managing blood lead levels in children. Retrospective data review and GIS mapping methods will be utilized. Paired t-tests will be calculated to determine if mean blood lead level in children differed before and after completion of each lead hazard reduction intervention. This analysis will determine the effect of behavioral intervention and environmental intervention on blood lead levels in children and the efficacy of each intervention. In addition, addresses in Chester County, where environmental lead hazard reduction work was completed, will be geocoded and added to an existing pre-1970's housing density map. This map will determine which areas within Chester County pose a high risk for childhood lead poisoning.

Loretta Parks (Environmental Health) and Charles Shorten are working together to examine food safety in imported seafood. A short abstract of the work underway follows: The demand for seafood worldwide has significantly increased over the last 20 years resulting in the overexploitation of our natural resources, creating the need for a globalized food source. The practice of aquaculture has been developed and drastically expanded to meet the growing demand for seafood products. The aquaculture industry is dominated by several southeastern Asian countries, which utilize intensive farming practices characterized by high stock density and volume production. Rearing a large population of fish or shrimp in small tanks and ponds presents several challenges including stress, water quality and sanitation issues and an increased rate of disease. Many aquaculture facilities have responded by treating their seafood stock with illegal antibiotics. The intensive use of veterinary drugs has sparked global concerns regarding the consumption of antimicrobial drug residues in seafood. The health risk associated with illegal veterinary drugs include: carcinogenicity, allergens, fatal blood disorders, mutagenic effects and toxicity concerns. With the growing concerns regarding the exposure to prophylactic antibiotics and the lack of data identifying specific antibiotics and usage patterns it can be challenging to establish adequate screening program, assess risk exposure and establish

policies to protect public health. Currently, a comprehensive antibiotic inventory list does not exist and there is little knowledge regarding the specific amounts of antimicrobials utilized in developing countries. The purpose of this study is to identify specific antibiotics utilized on a country by country basis in shrimp farming and to assess the contaminant levels. The data from this study will help to fill a knowledge gap and assist regulatory agencies in further developing programs that control the use illegal veterinary drugs.

Kristina Early (Environmental Health) and Charles Shorten will be presenting "An Exploration of SADA Software and its Support in Human Health Risk Assessments, Decision-Making, and Risk Communication" at WCU's Research Day, April 27-28. An abstract of the presentation follows: Spatial Analysis and Decision Assistance (SADA) developed through the University of Tennessee is funded by the Environmental Protection Agency (EPA) and the United States Nuclear Regulatory Commission (NRC). SADA utilizes spatial elements to combine data analysis, modeling, and decision-making in a user-friendly interface, with capabilities that include Geographic Information System compatibility, sample designs, statistical analysis, geospatial interpolation, human health and ecological risk assessment, cost benefit analysis, and remedial design. One of the primary benefits of using SADA is that site assessment information can be presented in a spatial context that is clear and transparent, thereby enabling public health professionals to bridge the gap between technical and non-technical audiences. This investigation explores the usability of SADA in a human health risk assessment (HHRA) through a comparison of a traditional HHRA performed using an EPA-approved approach and a HHRA conducted entirely within SADA. The results of the HHRA are then expanded upon with geospatial modeling utilizing inverse distance weighting interpolation. The interpolated results are presented in the form of data screens, area of concern maps, and risk contour maps. The spatial modeling is also evaluated in terms of its effectiveness in decision-making and risk communication. The comparison of HHRA approaches highlights several limitations of SADA as a stand-alone risk assessment tool; therefore establishing the traditional EPA-approved method as the preferred approach. However, incorporating SADA at the back end of the HHRA proves to be a highly effective tool for illustrating and communicating potential risk. SADA allows decision-makers and stakeholders to make more informed decisions regarding remediation and future land use; and is an invaluable tool for activities such as public meetings and risk communication.

Faculty/Student Scholarship and Presentations

Bill, Debra, Professor, M.P.H.- Community Health Track, and Kaila Smeach (M.P.H., community health track student) received a West Chester University, College of Health Sciences Student-Faculty Research Grant in 2011 entitled “A Needs Assessment of Mental Health Care Agencies in Chester County for the Medically Underserved Latino Community.” This research was a direct out-growth of the cultural immersion trip to Guanajuato, Mexico in 2010, where mental health was reported as a priority area for research and program development by key public health directors in Pennsylvania and Guanajuato.



Bill, Debra., Smeach, Kaila, Santana-Wynn, T., and Belliveau, M. “Latino Mental Health Issues and Resources in Chester County, PA: Results from a Needs Assessment,” 2011 Latino Social Issues Conference, West Chester University, West Chester, PA March 25, 2011.

Bill, Debra, Professor, M.P.H. Community Health Track Director and Gilboy, Mary Beth, As Professor, M.P.H. Nutrition Track Director are Co-Principal Investigators on a West Chester University McNeil College of Health Sciences Initiative Grant, Latino Nutrition and Education Program: My Food Health Plate. M.P.H. students in nutrition and community health are learning to work in the community to assess the nutrition and physical activity needs of Latino families in Chester County nutrition and wellness environment, and to develop, implement and evaluate nutrition and wellness programming to meet these identified needs.

Belinske SH (M.P.H. Integrative Health Alumnus), & **Metz SM**. Knowledge and Attitudes Influencing Male Inmate Voluntary HIV Test Acceptance. Poster presented at *WCU Research Day*, April 2011.

Birdsey K (M.P.H. Community Health Student), & **Metz SM**. Seasonal Influenza Vaccine Perceptions among University Students. Poster presented at *WCU Research Day*, April 2011.

Gallagher A (M.P.H. Community Health Student), & **Metz SM**. Attitudes towards Massage Therapy for Stress Relief amongst Corporate Fitness Center Members. Poster presented at *WCU Research Day*, April 2011.

Helms J (M.P.H. Health Care Administration Student), & **Metz SM**. Barriers to Under-Utilization of Outpatient Physical Therapy Services. Poster presented at *WCU Research Day*, April 2011.

Jackson A (M.P.H. Community Health Student), Asbury K (M.P.H. Community Health Student), & **Metz SM**. Expecting Mothers and their Attitudes towards Breastfeeding. Poster presented at *WCU Research Day*, April 2011.

Mendez S (M.P.H. Community Health Student), **Metz SM**, & McIntosh B (M.P.H. Integrative Health Alumnus). Attitudes toward Condom Use Behavior among University Students. Poster presented at *WCU Research Day*, April 2011.

Protzman A (M.P.H. Environmental Health Student), & **Metz SM**. University Student Attitudes toward the Use of Animals for Experimental Research. Poster presented at *WCU Research Day*, April 2011.

Nanda V (M.P.H. Community Health Student), & **Metz SM**. Oral hygiene and tobacco knowledge, attitudes, and behavior among rural and urban residents in India. Poster presented at *WCU Research Day*, April 2011.

Robinson B (M.P.H. Environmental Health Student), & **Metz SM**. Attitudes on the Recycling of Electronic Waste using the Health Belief Model. Poster presented at *WCU Research Day*, April 2011.

Smith W (M.P.H. Community Health Student), & **Metz SM**. Workplace Injury Attitudes in Long-term Health Care Facility Employees. Poster presented at *WCU Research Day*, April 2011.

REMINDER

Students are strongly encouraged to submit news, views, and experiences for publication in the M.P.H. Connections. Please contact The Health Department (health@wcupa.edu)

Faculty News

Maggie Tripp, Ellen DiSanti (both from Office of Service Learning and Volunteer Programs) and **Gopal Sankaran** (Health) developed and submitted the West Chester University (WCU) application in summer 2010 for the elective Carnegie Community Engagement Classification. The Carnegie Foundation for the Advancement of Teaching selected WCU as one of the 115 institutions of higher education chosen for this prestigious elective classification in 2010.

The Carnegie Community Engagement Classification defines community engagement as “the collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.”

Invited Panelist

Sankaran, G. *Looking to the Future: Obtaining a Ph.D.* Invited panelist at the symposium organized by the Graduate Student Association at West Chester University, West Chester, Pennsylvania on October 28, 2010.

Invited Presenter

Sankaran, G. *You...Student Leaders and Social Justice!* Invited workshop conducted as part of the Global Leadership Series for Student Leaders at West Chester University, West Chester, Pennsylvania on April 1, 2011.

Grants

Nanda, V., and **Sankaran, G.** *Knowledge, Attitudes and Behaviors about Oral Health among Graduate Students.* 2010 College of Health Sciences Student-Faculty Research Program Award, West Chester University, West Chester, Pennsylvania. Award amount = \$964.

Invited Editorial Board Member/Reviewer

Sankaran, G. Invited Associate Editor for *BioMedical Central(BMC) Public Health*. *BMC Public Health* is an open access journal publishing original peer-reviewed research articles in the epidemiology of disease and the understanding of all aspects of public health. The journal has a special focus on the social determinants of health, the environmental, behavioral, and occupational correlates of health and disease, and the impact of health policies, practices and interventions on the community (December 2010).

Sankaran, G. Invited external reviewer of thesis, *A study of hygiene behavior and water treatment practices of the residents of slums in North India in the context of an on-going behavior change intervention*, for the Doctor of Philosophy (Ph. D.) degree in Community Medicine at the All India Institute of Medical Sciences, New Delhi, India (fall 2010).

Sankaran, G. Invited Reviewer of text, Fan, H.Y., Conner, R. F., and Villarreal, L. P. (2011). *AIDS: Science and Society* (6th ed.). Sudbury, MA: Jones and Bartlett. (January 2011).

Service

Sankaran, G. Organized and chaired the Business Meeting of the *Global Health Connections Committee* of the International Health Section. 138th Annual Meeting of the American Public Health Association in Denver, Colorado on November 7, 2010.

Sankaran, G. Reviewed, on behalf of the International Health Section, policy resolutions submitted to the American Public Health Association, March 2011.

Sankaran, G. Planned and organized, as member of the Science Fair Committee, the 11th Annual Science Fair at Collegium Charter School, Exton, Pennsylvania on February 3, 2011.

Sankaran, G. Judge, 11th Annual Science Fair, Collegium Charter School, Exton, Pennsylvania on February 3, 2011.

Bill, Debra, Professor, M.P.H. Community Health Track Director continues to serve as Co-Chair of the Society of Public Health Prof (SOPHE), Anthropology and Public Health (APH), Communities of Practice (CoP) Group (APH COP) for the Society of Public Health Ed Meetings and Organization. The purpose of the Anthropology and Public Health (CoP) is to provide a forum to expand the dialogue anthropological or qualitative methods in solving public health problems. These methods offer the context-specific approach, providing a v participants and highlighting the similarities/differences of situations and problems that are important in decision making. Anthropolog qualitative methods and their accompanying paradigm of thought, illuminate ways of solving problems that provide trustworthy ways of kn A goal of these methods is collaborative empowerment-based research, which emphasizes the culture and expertise of the commu individuals involved

Bill, Debra published a Book Review “Health issues in Latino males: a social and structural approach.” (Ed) by Marilyn

Aguirre-Molina, Luisa Borrell, William Vega. Rutgers, NJ, 2011, 317 pgs, CHOICE: Current Reviews for Academic Libraries.

Faculty Scholarly Accomplishments

Publications:

Sankaran, G. (2011). Invited Reviewer of text, Fan, H.Y., Conner, R. F., and Villarreal, L. P. (2011). *AIDS: Science and Society* (6th ed.). Sudbury, MA: Jones and Bartlett.

Presentations:

Sankaran, G., and Sawhney, M. *Prevention and control of CNCDS in Costa Rica and the United States: Opportunities for international collaboration.* 138th Annual Meeting of the American Public Health Association in Denver, Colorado on November 8, 2010

Sankaran, G. *Building on successes: The future after 2015.* 138th Annual Meeting of the American Public Health Association in Denver, Colorado on November 8, 2010.

Sankaran, G. *Trafficking in women: A cry for social justice.* 138th Annual Meeting of the American Public Health Association in Denver, Colorado on November 9, 2010.

Sankaran, G. Moderator, Roundtable on *Invisible 'casting couch' in academia.* 138th Annual Meeting of the American Public Health Association in Denver, Colorado on November 10, 2010.