

Association for Prevention Teaching and Research

# **APTR-ODPHP Health Policy Fellowship Program**

Healthy People Communication Fellowship



Fellowship Application Package

**Application Deadline**

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## **APTR-ODPHP Preventive Medicine and Public Health Fellowship Program Healthy People Communication Fellowship**

The Association for Prevention Teaching and Research (APTR) with support from the Office of Disease Prevention and Health Promotion (ODPHP), U.S. Department of Health and Human Services is seeking applications for the position of Prevention Science 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 management of the Healthy People Web site (healthypeople.gov), including managing the development of new interactive tools and a relational database of Healthy People 2020 objectives and implementation strategies.
- Assist in Web optimization, user testing and evaluation of the web site.
- Work in collaboration with the ODPHP Community Strategies Team and Communication and e-health Team to plan, implement and evaluate outreach and engagement of Healthy People constituents and potential partners, including the use of social media (such as LinkedIn and Twitter)

- Serve as the liaison between the Healthy People management team and the Healthy People 2020 Health Communication and Health IT topic area coordinators.
- Additional duties as needed:
  1. Assist Community Strategies Team with preparation for and drafting of proceedings of the 2012 National Health Promotion Summit planned for spring 2012.
  2. Work with the Healthy People Consortium Coordinator in reinvigorating the Consortium and developing strategies to keep members engaged.
  3. Assist the Community Strategies Team in the production of the monthly Leading Health Indicators bulletins, webinars and other resources.
  4. Assist Health Communication and Health IT working group respond to data development, tracking and reporting.

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 spring 2012. 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 in a sealed envelope, along with the rest of the application materials. **Incomplete, faxed, or late applications will not be accepted.**
- Each application will be objectively reviewed by ODPHP staff. Finalists will have a personal interview with members of the selection committee.

## **APPLICATION DEADLINE**

Complete applications must be **RECEIVED** by the close of business on March 2, 2012.

## **FOR MORE INFORMATION**

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

Flannery Peterson  
Association for Prevention Teaching and Research  
1001 Connecticut Ave, NW, Suite 610  
Washington, DC 20036  
Phone: (202) 463-0550 x137  
E-mail: [frp@aptrweb.org](mailto:frp@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](mailto:carter.blakey@hhs.gov)

Linda M. Harris, PhD  
Lead, Health Communication and ehealth Team  
Office of Disease Prevention and Health Promotion  
US Department of Health and Human Services  
1101 Wootton Pkwy, Suite LL-100  
Rockville, MD 20852  
Phone: (240) 453-8262  
E-mail: [linda.harris@hhs.gov](mailto:linda.harris@hhs.gov)

**APTR-ODPHP Preventive Medicine and Public Health Fellowship Program**

**Healthy People Communication Fellowship Application**

**DIRECTIONS**

- A. Complete the entire application package. All materials must be **received by the close of business on March 2, 2012.**
- B. Print legibly.
- C. Use a single paperclip to attach requested materials in the order requested. **Letters of recommendation must be enclosed, in a sealed envelope, with all other application materials. Do not staple the application.**
- D. Incomplete, illegible or faxed applications will not be reviewed.

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**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: \_\_\_\_\_

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**PART II: APPLICANT CREDENTIALS & ESSAY**

Please provide the following documents and attach to the application in the following order.  
Do not staple application materials.

- A. Applicant’s Resume or C.V.
- B. Academic Transcripts – unofficial transcripts accepted
- C. Enclose 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 have letters sent separately. Letters must be enclosed with all other application materials.**

1) Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

2) Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_  
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.

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**PART III: 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 Preventive Medicine and Public Health Fellowship Program and that the information provided is accurate.

Print Name of Applicant: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**PART IV: HOW DID YOU HEAR ABOUT THIS PREVENTIVE MEDICINE AND PUBLIC HEALTH 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**

**ATTN: Training Projects**

**1001 Connecticut Avenue, NW**

**Suite 610**

**Washington, DC 20036**

**APPLICATIONS MUST BE RECEIVED BY CLOSE OF BUSINESS ON  
March 2, 2012**

**Applicants will be notified via e-mail by March 9, 2012 that their application has been received. Please do not contact APTR to check application status before this date.**

## 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](mailto:training@aptrweb.org).

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



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