

## **GHP Internship Posting: Public Health Solutions**

### **Internship Project Overview**

Public Health Solutions is a nonprofit organization that develops, implements, and advocates dynamic solutions to prevent disease and improve community health. We conduct comprehensive research providing insight on public health issues, create and manage community health programs, and provide services to organizations to address public health challenges.

Programs of Public Health Solutions address critical public health needs such as maternal and child health, nutrition, access to health insurance, HIV prevention and care, and smoking cessation. For government agencies, nonprofit organizations and others, Public Health Solutions provides services to enable them to enhance their effectiveness and strengthen their capacity to have an impact and efficiently manage funds.

Our roots are in scientific research. We were founded in 1957 under the name Medical and Health Research Association of New York City to enable the New York City Department of Health and Mental Hygiene and other organizations to conduct health research to inform their work. Over the years, we saw an opportunity and a need to build upon this foundation of rigorous scientific research to link research and practice in dynamic ways to improve the health of communities. Today, as Public Health Solutions, we use research wherever we can to help illuminate critical public health issues and to design, implement and assess effective methods for preventing disease and improving health in New York City and beyond.

*Project Website:* [www.healthsolutions.org](http://www.healthsolutions.org)

### **Internship Details**

*Intern role and responsibilities:* The intern will serve as research assistant within the Clinical and Community Health and Research and Evaluation units at Public Health Solutions. Clinical and Community Health, a 6 person unit within the organization, oversees the design and implementation of projects and initiatives primarily in support of three direct service programs – MIC-Women’s Health Services, Bushwick Bright Start, and the Nurse Family Partnership Program. Research and Evaluation, a 6 person unit within the organization, aids in the design and implementation of program evaluations for ongoing Public Health Solution programs, carries out research projects on issues as diverse as the prevention of HIV amongst men who have sex with men (MSM), prevention of childhood diabetes, depression and reproductive health outcomes, and promotion of highly-effective birth control methods and disseminates research and evaluation findings in academic journals and conferences.

The intern’s duties will include: performing literature searches and retrieving and reviewing articles on specific topics; cleaning and analyzing data, developing survey questionnaires and focus group guides,

and writing literature reviews. Possible projects that the intern could work on are described below; the actual project assignment(s) will be determined by the unit's needs during the summer time period combined with the intern's interests so that a mutually beneficial set of assignments can be completed during the 10 week period.

### ***Potential Intern Project Assignments***

The intern might be assigned to assist in a variety of programmatic and research aspects of these projects.

#### ***Project Title: The EX Campaign***

The Legacy Foundation-designed EX Campaign to support individuals intending to quit smoking will be incorporated into services at two MIC women's health centers in the Bronx and Brooklyn where there is a higher prevalence of smokers among the patient population as compared to other MIC centers. Providers at these centers will be trained to use EX materials and messages as a key component of routine smoking cessation counseling. Tremont and EP will also display EX campaign posters and materials prominently in patient waiting areas to increase general awareness regarding EX campaign. Clients with internet access will also be directed to [Becomeanex.org](http://Becomeanex.org) and all clients will be informed about 1-800-QUIT-NOW. Providers will receive comprehensive training on the EX plan and supplies of EX materials. They will participate in a baseline assessment of smoking cessation counseling knowledge and behavior, as well as an assessment six months post-training. Patients receiving EX materials and messages will be asked for consent to be contacted via phone in 3 months for follow up.

#### ***Project Title: MIC Marketing Campaign – Women Under 24***

MIC-Women's Health Services serves approximately 18,000 women of reproductive age a year, and offers a comprehensive range of services in response to the multiple health and social service needs of the population it serves. The overarching goal of this marketing campaign is to position MIC to best reach, educate, and provide direct services to the low-income, immigrant teens and young women whose reproductive and sexual health needs are unmet. Working with a marketing consultant and an in-house team of managers, we are aiming to become more user-friendly and accessible to low-income NYC women under 24. Objectives include: (a) analyzing existing outreach and educational activities aimed at women under 24 to identify areas in need of improvement; (b) conducting targeted public opinion research to better understand the needs of our intended audience; (c) creating an evaluation tool, integrating existing metrics, so that we may measure our reach, the extent to which patients are taking steps to receive our services, and the actual results of our outreach and education to this population; (d) carrying out a marketing plan that will in all likelihood include the use of social marketing and other technologically-based marketing techniques, and forming new partnerships with organizations aiming to reach the same population, such as community colleges; (e) creating and institutionalizing a skills-building training for our staff that incorporates steps toward maintaining a cutting-edge approach to reaching low-income women under 24 in NYC, and (f) taking the steps necessary to ensure our centers are user-friendly to the 24-and-under population.

#### ***Project Title: Long Acting Reversible Contraceptives (LARC) Video Project (pending funding)***

Public Health Solutions proposes to conduct a feasibility study on the use of an online video to promote the use of long acting, reversible contraception (LARC) among young women up to age 24. The 5-minute video will be posted on social networking sites (i.e. Facebook or MySpace) and through video sharing websites (i.e. YouTube). This initiative seeks to learn how to help young women consider LARCs as an option, encourage positive word-of-mouth comments about LARCs in online communities and provide a training tool for providers as they offer these methods to young patients.

The project will entail: 1) Assessment of similar materials and resources for the target population to identify useful teen-focused strategies. 2) Convening an Advisory Committee and Concept Development.

3) Video Production using a consultant video production company; and 5) Tracking and Evaluation of Messaging on MIC's website and social networking sites.

*Project Title: First Foods Breastfeeding Initiative*

Public Health Solutions is in the process of becoming a breast friendly organization. Over the past year, we have developed and are implementing new policies and protocols across its MIC centers and its home visiting programs, trained clinical and home visiting staff to be Certified Lactation Counselors and begun offering lactation support groups for patients. The final component of the project will be an evaluation to determine the impact of these activities on the initiation and duration of breast feeding among our patients. We will develop an evaluation protocol, and with the expertise of our research and evaluation team we will conduct a survey and multiple focus groups for the 2 home visiting programs, Bushwick Bright Start and Nurse-Family Partnership. These 2 programs have baseline data and indicators on breastfeeding that we can use as comparison. The survey will be based on the CDC 2004 Health Styles Survey questions having to do with Breastfeeding Practices. The focus groups will aim to include women who fall into the following categories: women who intended to breastfeed but didn't at all or didn't for as long as they intended; women who didn't intend to breastfeed and didn't breastfeed; and women who didn't intend to breastfeed but did breastfeed.

*Direct Supervisor:* Kathy Miller

*Duration of internship:* 8 – 10 weeks

*Internship location:* Public Health Solutions, NY, NY

*Stipend/funding details:* The Program in Global Health & Health Policy will provide a \$4500 stipend for this internship.

*Number of positions available:* 1

### **Travel and Housing**

The intern will have to make her/his own arrangements for travel, room and board. Public Health Solutions is readily accessible via public transportation in the form of train/subway or express bus.

### **Experience Required/Preferred**

*Academic background:* Familiarity with internet-based academic research, including through PubMed.

*Technical skills:* Computer skills (Excel, SPSS)

### **Application Information**

*How to apply:* GHP students should apply to this position through the [Princeton Internships in Civic Service Program](#); select the GHP/PICS internship with Public Health Solutions. (All students may apply for up to two PICS internships, including this position.)

*Application deadline: **12pm on Jan. 25, 2010***

*For more information contact: Laura Spence-Ash (Director, Princeton Internships in Civic Service), 609-921-7948, [lsash@69csf.org](mailto:lsash@69csf.org)*