



Public Health Week: Mailman School Participates in New ASPH “This is Public Health” Campaign

Fifty students from the Mailman School of Public Health, along with staff from the Association of Schools of Public Health (ASPH) and the communications firm SS+K, braved the chilly New York City weather at 5am on Monday, April 7, to be in the audience of the three national morning shows with the hope of getting on the air to voice their support for public health. Carrying signs with public health messages and wearing “This is Public Health” t-shirts, students could be seen on both the *Today Show* and *Good Morning America*. Some students met and had their picture taken with *Today Show* host Ms. Meredith Vieira (see photo).

Throughout the week, the Mailman School hosted several events to celebrate Public Health Week including a kick-off event held in Hess Commons where students with video cameras posed the question, “What is public health to you?” to faculty, staff, and students.

In the weeks leading up to Public Health Week, several students participated with ASPH to create a video called “This is Public Health.” Produced by ASPH, the video highlights Mailman School students using “This is Public Health” stickers to promote better understanding of public health. According to ASPH, the video and sticker campaign has generated a lot of interest among student groups and other organizations interested in starting their own sticker campaigns. To view the video and for further examples of how students are participating in the sticker campaign, please visit the “This is Public Health” website.

National Public Health Week, organized nationally by the American Public Health Association (APHA), highlights the important role that public health plays in an increasingly interconnected world. APHA designated climate change—an unprecedented challenge to the health of our planet and its citizens—as the theme for 2008. More information can be found at www.nphw.org/nphw08/default.htm.