



Public Health
SEEPHI
harmonization, employability,
leadership and outreach



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WP6 – Narrative review - Public health is our mission

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How do you market Public Health (PH) career? How do you promote PH professionalism? How do you engage different stakeholders? Should the approach be general or specific? How do you tell the story of PH and its people? How do you strengthen the professional identity of PH professionals? How do you encourage satisfaction, reduce burden and prevent early retirement or change of profession away from the PH arena? Is there a common identity to various PH professions or is it split by professions (i.e. PH **nurse**, PH **physician**, PH **researcher**, PH **dentist**, PH **vet.**, etc.)? What is the relevance of the unique local context and culture?

During SEEPHI we had the privilege and opportunity to collaborate across EUROPE, across disciplines and institutions. We established strong ties and understanding between our teams – from the IAPHP, SRCU and the other SEEPHI partners and collaborators. In parallel, we were involved in all WPs and attempted to integrate the results and insights from the other WPs into WP6 (stakeholder engagement) and WP7 (together with ASPHER – Dissemination and Exploitation). The findings by earlier WPs are published in several published articles (references

here). During the journey we discussed and dealt with the above (or afore) - mentioned dilemmas and interrogations.

In our WP we focused on specific achievable and essential aims: to expose relevant career/education seekers to PH profession.

In the process, we identified below main challenges:

1. What is the message?

- Complexity of the PH field exacerbated by multi and interprofessional aspects of the work
- **PH profession challenges** such as political and commercial vested interests, prevention paradox

2. How to deliver the message?

- Wide target audience
- Limited resources
- General low engagement of PH professionals due to experience, shyness, motivation, ambivalence

One of the findings of the SEEPHI project is that there are large gaps between training and practice Highest gap was found for "Advocacy, communication and social mobilization for health" (ref. - Bashkin O ,Otok R ,Kapra O, et al. Identifying the Gaps Between Public Health Training and Practice :A Workforce Competencies Comparative Analysis .Int J Public Health67:1605303).

We heard that “Communication is not our core business”. We opened the question of maybe we should make it a core business as we need not only to promote health by communication but also to find ways to attract highly qualified motivated individuals to PH profession.

The SEEPHI project team identified unique opportunities in the PH profession. We are at times of crises (pandemics, climate change, political instability, wars and violence, growing disparities) and PH is highly needed. PPH has a unique opportunity to impact positively lives of populations in a sustainable, adaptive, long-term but also rapid manner. The field is highly diverse both in societies and content. In parallel, the profession is highly diverse and include people with a wide range of education, experience and expertise.

Education: In Israel, PH master programs are accessible to individuals holding a bachelor's degree in any discipline. However, in practice, the majority of students originate from health-related professions. It appears that many individuals from non-health fields—such as economics, political science, law, geography, and

biology—are neither aware of the opportunities within PH nor inclined to pursue careers in this domain. It is worth considering a targeted campaign to enhance awareness among these groups, coupled with efforts to bolster the engagement of health professionals and students in the field of PH.

In our pursuit of effective outreach, we initially partnered with a consultancy firm specializing in advertising strategies, which we had good experience in previous PH advocacy efforts in Israel. Their guidance proved valuable throughout the video production process. In addition, we use insights from our previous experience in engaging professionals in PH career (This is public health website: <https://phi.org.il/>). While the outcome seems attractive when shown to PH professionals (Table 1), upon launching our content on social media platforms such as Facebook, we were met with disappointing viewership numbers. It seems that the younger demographic that was aimed, was not engaged well. We realized that early career professionals may have an important role in engaging the next generation of PH professionals (candidates).

To address this shortcoming, we issued a call for PH influencers. Approximately ten influencers (who are currently studying or have studied recently for MPH or PhD, or early career professionals) responded enthusiastically. We organized a TikTok workshop (Table 1, Figure 1). This initiative aimed to not only leverage their influence, but also markedly enhance our engagement with a wider audience. We had an active WhatsApp group for mutual discussion and were active in the public sphere for news related to PH.

With insights gleaned from these influencers during ongoing trial and error, we recalibrated our content strategy, pivoting towards the creation of shorter, impactful videos featuring key phrases designed to resonate with our audience. By aligning our messaging with the fast-paced TikTok format, we sought to forge a more meaningful connection with the younger generation, fostering a renewed engagement with PH topics. This transformative shift marked a pivotal moment in our campaign, as we endeavored to promote health awareness in a relatable and engaging manner.

We offered participants of the IAPHP conferences to be filmed for PH professionals' stories, in addition to dedicated shooting days at workplaces and the Schools of PH (Figure 2). We took opportunities to present the stories in various meetings, conferences, occupational and educational fairs, etc. We discussed the campaigns in dedicated meetings and workshops.

We started from “This is PH” campaign and reinforced with an IAMPH campaign and with special happenings at IAPHP conferences. We reached better

understanding and recognition of what makes up PH and who is part of the PH workforce. We targeted to related health professionals, other stakeholders, and the wider public to engage them further in PH, with focus on the candidates. We realized that we should be more specific in three goals: a) Marketing PH education; b) Recruiting professionals to specific PH jobs; and c) Strengthening the identity as PH professional. As an aid, a PHI Register was developed resulting in a scheme for the PHW to gain official recognition as PH professionals (implemented through the online platform developed in WP4).

As an unexpected outcome, the process tightened our PH community and our ties with ASPHER and EUPHA. The collaboration set was instrumental for other activities (Figure 3).

Table 1. Links to IAMPH long stories and 8 short stories.

Link	Exposure	Date	Name of the clip
https://www.facebook.com/watch/?v=308647090518574	366	13/07/2022	Why study PH?
https://www.facebook.com/share/v/SfSMjM4s91yFCgmm/	128	13/12/2022	The story about the doctor, who save tens of thousands, by reducing factories pollution in the Negev
https://www.facebook.com/watch/?v=699128045210993	48	13/12/2022	"
https://www.facebook.com/watch/?v=1104302680240237	397	28/12/2022	Hagai Levine "Everything is Public Health"
https://www.facebook.com/watch/?v=660946269045323	55	28/12/2022	"
https://www.facebook.com/watch/?v=1921305774871281	388	11/01/2023	Physicians' day: Thank you to PH physicians
https://www.facebook.com/watch/?v=1108448896207168	577	15/01/2023	MPH student shares her experience
https://vt.tiktok.com/ZS2wAnqo2/	289	16/04/2023	
https://vt.tiktok.com/ZS2wAV7NX/	98	19/04/2023	
https://vt.tiktok.com/ZS2wACCQq/	178	23/04/2023	
https://vt.tiktok.com/ZS2wA4u4h/	178	27/04/2023	
https://vt.tiktok.com/ZS2wA7PUF/	282	30/04/2023	
https://vt.tiktok.com/ZS2wA9Q49/	1942	07/05/2023	
https://vt.tiktok.com/ZS2wAqC9w/	154	11/05/2023	
https://vt.tiktok.com/ZS2wAQXch/	832	21/05/2023	
https://vt.tiktok.com/ZS2wA9kvc/	476	12/06/2023	

https://vt.tiktok.com/ZS2wAH4u5/	222	14/06/2023	
https://vt.tiktok.com/ZS2wAcguP/	539	22/06/2023	
https://vt.tiktok.com/ZS2wAEgPC/	148	23/06/2023	
https://vt.tiktok.com/ZS2wA4MFU/	503	13/07/2023	

Figure 1. TikTok pilot PH campaign.

publichealthil
בריאות העם

Follow

2 Following 10 Followers 51 Likes

איגוד בריאות הציבור הישראלי
באנו לדבר על הבריאות שלך ושל כולנו. תעקבו אחרינו

Videos Liked

482
אני לומד כדי שאוכל להוביל פרויקטים למען בריאות הציבור

137
לא חושבים בקטן

1756
ללמוד לעשות יותר

269
ההבדל הקטן

161
חשבת על...?

157
3 דברים שלא ידעת על...

88
לחשוב גדול

286
8 טיפים לחיים בריאים

4 יאות הציבור ממכללת אשקלון ...

... יאות הציבור ממכללת אשקלון ...

... כשלוומדים בריאות הציבור

#תואראשון לימודים ...

... יאות הציבור במכללת אשקלון

... המכללה האקדמית אשקלון 3

... יאות הציבור ממכללת אשקלון ...

... יאות הציבור ממכללת אשקלון 8

Figure 2. Filming at Schools of PH



Figure 3. ASPHER and EUPHA letter to the president of Israel



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15 March 2023

REF: ASPHER-EUPHA-Letter-to-President-of-Israel-Isaac-Herzog

Subject: ASPHER and EUPHA Letter to Isaac Herzog, President of the State of Israel

To: Mr. Isaac Herzog, President of the State of Israel (Lishka@president.gov.il)
CC: Israeli Medical Association

Mr. President,

We write as international public health organizations concerned that certain legislative changes being proposed in Israel endanger public health. We express solidarity with Israeli health professionals whose professional autonomy and independence is under threat.

From the creation of the state of Israel, its commitment to the rule of law and the achievements of its health system have set an example to the world. The Israeli health system is committed to providing all its citizens with the highest standards of health, underpinned by principles of equity and ethical, medical, and scientific excellence enshrined in the Constitution of the World Health Organization¹ and ratified by the State of Israel. These principles recognize that:

- The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social condition.

Appendix 1: background materials on the IAPHP and SRCUC

ISRAELI MEDICAL ASSOCIATION – ISRAELI ASSOCIATION OF PUBLIC HEALTH PHYSICIANS (IMA/IAPHP): To expand the professionalization of the PH workforce IAPHP wishes to expand its scope of membership, to collaborate closely with all Israeli schools of PH, and to all PH professionals (including non-physicians) trained and engaged in PHW/PH professional work. Through annual conferences and workshops IMA/IAPHP reaches students and practitioners of multi-disciplinary groups from the wider fields of PH practice and research, in a variety of PH fields such as epidemiology, health policy, health promotion, environmental health and others. Through its Public Health Forum, IMA/IAPHP promotes work on urgent PH issues addressing PH reforms, health inequalities, climate change and health, tobacco control, healthy nutrition, vaccinations and more across Israel.

Through PH law reform, IMA/IAPHP strives to strengthen PH infrastructures, personnel and public planning.

The goals of the Association of Public Health Physicians in Israel are: serve as the official professional and scientific association of public health physicians in Israel; promote and develop the scientific, administrative, clinical, social, educational and ethical aspects of public health, in cooperation with the Israeli Medical Association; advance the professional standing of public health physicians within the Israeli Medical Association and among government agencies, medical colleagues and the public; serve as an official source for comprehensive professional consultation on the development and organization of health services in Israel; influence and affect the development and implementation of public health policy in Israel in accordance with "Health for All" principles, and to promote awareness to prioritization in resource allocation for public health; facilitate partnerships, processes and actions affecting public health; advance the professionalism of Israeli public health physicians; oversee the training of physicians in public health; collaborate, nationally and internationally, with organizations and individuals that share similar goals of public health promotion; advance the conduct of scientific public health research, and to support the dissemination of research findings among public health colleagues, policy makers and the general public.

The Swedish Red Cross University College (SRCUC) has trained nurses since 1867.

The SRCUC (formerly the Red Cross School of Nursing) was founded in 1867 by Emmy Rappe and was the first secular nursing education in Sweden. Since the start, the school has given nursing students the competence and skills required for global nursing needs and contributed to the development of the Swedish healthcare system.

The SRCUC, that offers a bachelor program in nursing as well as specialist education in nursing, has a specific focus on public health within its program.

The SRCUC was previously located at the campus of the Royal Institute of Technology (KTH), central Stockholm. In 2016, the SRCUC was relocated in a new and modern building to one of the largest medical campus in Sweden (Flemingsberg campus). This move provides the students with a stimulating professional and pedagogical atmosphere.

We offer an inclusive learning environment where a Student Council, involved in the promotion and development of education, represents student interests. At present, the SRCUC has more than 60 employees and around 650 students.

We are in collaboration with many Erasmus exchange programs within the European Community such as France, Great Britain, Spain and other countries. We are also active

with students/teachers exchange programs outside the European Union such as Japan, Tanzania, Ghana, Columbia etc. We have a close research collaboration with the Swedish Red Cross, Karolinska Institute and Stockholm University as well as other university nationally and internationally.

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