

THIS IS PUBLIC HEALTH

#thisispublichealth



tipheurope



UPDATES REPORT ON TIPH CAMPAIGN ACTIVITIES.



4,162,000 likes



tipheurope PUBLIC HEALTH IS THE BEST PROFESSION IN THE WORLD!
#ThisIsPublicHealth #ASPHERCampaign #ASPPHgoesglobal

INTRODUCTION



**THIS IS
PUBLIC
HEALTH**

The Association of Schools of Public Health in the European Region (ASPHER) launched a new "This is Public Health-Europe" campaign challenge in 2019 to communicate the message of the importance of public health.

The overall objective is to enhance the visibility of public health and opportunities for careers in public health careers for the benefit of our populations.

The effort is aimed at increasing the level of interest among potential students to pursue public health education/training to reinforce the current public health workforce.

ASPHER sounded the rallying cry to build awareness by launching locally-driven campaigns during the 2019-2020 academic year.

Students, faculty and administrators at schools of public health around Europe were challenged to develop communications campaigns that help raise awareness about public health and how it affects our lives.

A lot of excellent applications were received as there was a positive response for the call with a wide range of exciting and enriching proposals (which can be found on our website) from our member schools.

After a reviewing process, 5 schools of public health emerged full grant winners and 3 partial grant winners of the TIPH-Europe Campaign.

These winning schools will carry out their projects until May 2020.

UPDATES FROM CAMPAIGN WINNING SCHOOLS

FULL GRANT WINNERS

Braun School of Public Health and Community Medicine, Hebrew University-Hadassah.

Making Public Health the Students' Choice - Project Launched on the 14th of November 2019 and Survey has begun!

Social Media Handles for engagement: Pending consultation to be created.

Department of International Health, CAPHRI, University of Maastricht.

Leaders for Public Health in Europe make impact in Maastricht and Euroregion Limburg - Project Launched on the 14th of November 2019.

Social Media Handles for engagement:
Twitter: @glephum

School of Public Health, University Vita-Salute San Raffaele Milan.

Health in all policies: from advocacy to action - Project Launched on the 9th of December 2019.

Social Media Handles for engagement:
Twitter: @saluteditutti, Facebook: @perlasaluteditutti Instagram: perlasaluteditutti

Faculty of Public Health, Sofia Medical University.

European Public Health Activities in Promoting, Training And Increasing Capacity (EUPHAPTIC) - Project Launched On The 12th Of November 2019.

Social Media Handles for engagement:
Website: <http://foz.mu-sofia.bg/>

School of Health and Related Research (ScHARR), University of Sheffield.

Talk Public Health - Project Launched on the 27th of November 2019.

Social Media Handles for engagement:
Twitter: @TalkPubHealth,
Facebook: @talkpublichealth

ACTIVITIES FROM SCHOOLS

Department of International Health, CAPHRI, University of Maastricht.



Faculty of Public Health, Sofia Medical University.



30/10/2019 6:48 am

Факултетът по обществено здраве към МУ-София има удоволствието да Ви покани на Крайла маса на тема „Това е обществено здраве“ която ще се проведе на 12.11.2019год. от 13:00ч в АУЛА Максима в УМБАЛ „Св. Екатерина“.

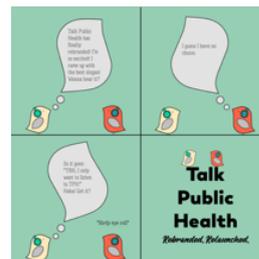
Това е първото от поредица събития свързани с Кампанията „Това е обществено здраве“ на Асоциацията на училищата по обществено здраве в Европейския регион. Целта на събитието е да се покажат полезни практики на преподаване и учене в сферата на общественото здраве. В програмата има заложени лекции на следните теми:

- Дигитално здравеопазване
- Здравно осигуряване
- Епидемиология и Медицинска етика
- Промяна и проценка на здравето

Студентите ще имат възможност да се запознаят предварително за една от темите на е-мил: students@mau-bio.bg. Те ще бъдат разделени в няколко групи и ще получат клауси, въпреки които да работят. Всеки участник ще получи сертификат.

Обществено здраве се определя като наука за защита и подобряване на здравето на обществите чрез образование, разработване на политики и изследвания за превенция на болести и наранявания. Това събитие ни дава възможност за нов поглед върху здравеопазването на обществите. Събитието е предизвикателно за студентите от Медицинския университет – София, както и за преподавателите от различните Факултети.

School of Public Health, University Vita-Salute San Raffaele Milan.



Talk Public Health
Season 1 - This is Public Health
**Episode 1:
The Sands of Time
are Running Out
For Climate Action**

PLEASE NOTE: ALL FULL GRANT WINNING SCHOOLS MAINTAIN A BLOG PAGE ON THE ASPHER WEBSITE WHERE MONTHLY UPDATES ON PROJECT ACTIVITIES IS PROVIDED. DO CHECK IT OUT!

UPDATES FROM CAMPAIGN WINNING SCHOOLS

PARTIAL GRANT WINNERS

**Krakow Institute of Public Health -
Faculty of Health Sciences.
Jagiellonian University.**

Social Media Handles for engagement:

Twitter: @IZPwKrakowie,

Facebook:

@InstytutZdrowiaPublicznegoUJCM,

Instagram: @zdrowiepubliczneujcm



**The University of Bologna - School of
Public Health.**

Social Media Handles for engagement:

Twitter: @TIPHunibo,

JOURNAL CLUB

- Presentazione della campagna "THIS IS PUBLIC HEALTH! - Salute è Ambiente, Ambiente è Salute"
- L'impatto del Cambiamento Climatico sulla salute: il ruolo dei giovani

18 DICEMBRE 15:30

DIPARTIMENTO DI IGIENE
VIA SAN GIACOMO 12 (AULA ROSSA)
BOLOGNA

Incontro rivolto agli studenti dell'Alma Mater Studiorum - Università di Bologna e ai medici in formazione specialistica

Per info: tiphunibo@gmail.com

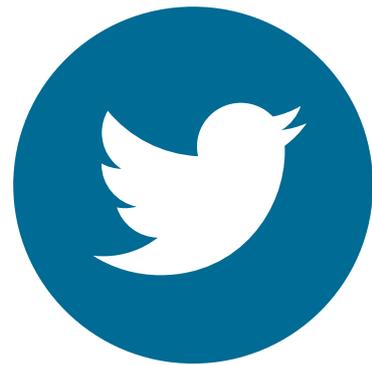
Faculty of Public Health, Lithuanian University of Health Sciences.

Campaign to begin in 2020.

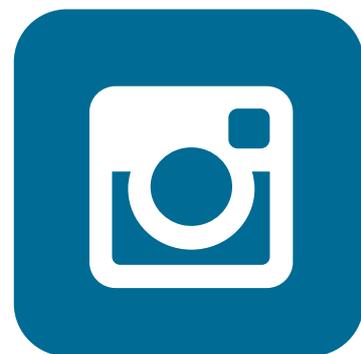
SOCIAL MEDIA ENGAGEMENT



**Facebook page: @TIPHEurope
304 Followers, with 296 Likes.**



**Twitter page: @TIPH_Europe
160 Followers**



**Instagram page: @tipheurope
334 Followers.**

SOCIAL MEDIA ENGAGEMENT

POSTS & VIDEOS

"The art and science of preventing disease, prolonging life and promoting health through the organized efforts of society" (Acheson, 1988; World Health Organization (WHO)) 🤩🤩

PUBLIC HEALTH

improving health of populations

making people healthy

saving lives

CONTENT CREATION

HAVE YOU EVER IMAGINED HOW POWERFUL A COMMUNITY CAN BE?

WELL, THE UNAIDS INITIATIVE KNOWS IT.

THAT'S WHY THEY HAVE JUST MAPPED ALL THE ORGANIZATIONS THAT ARE ALL OVER THE WORLD LED BY PEOPLE LIVING WITH OR AFFECTED BY HIV.

BE PART OF THE COMMUNITY
EXPLORE THIS PEER SUPPORT AT:

[HTTPS://COMMUNITIES.UNAIDS.ORG/](https://communities.unaids.org/)



#PUBLICHEALTH

Promotes and protects the **#health** of people and the communities where they live, learn, work and play.

I AM HEALTH

@THISISPUBLICHEALTH

THE BATTLE AGAINST HIV/AIDS

37.9 MILLION

People living with HIV at the end of 2018

25.7 MILLION

People living with HIV live in WHO African Region

770,000 DEATHS

From HIV-related causes in 2018

1.7 MILLION

Newly infected people in 2018

29%

Increase in new HIV infections in Eastern Europe and Central Asia since 2010

8.1 MILLION

People living with HIV remain undiagnosed

62%

Of all people living with HIV receive antiretroviral therapy (ART)

68%

Female adults aged 15 years and older had access to treatment

8 OUT OF 10

Pregnant women living with HIV received antiretrovirals worldwide in 2018



SOURCE: UNAIDS, 2019

SOCIAL MEDIA STORIES

SOME HIGHLIGHTS FROM EPH CONFERENCE 2019 MARSEILLE



TIPH-Europe @ EPH Conference 2019
How do you say
“This Is Public Health”
in your native language?
Tweet your answers to us @TIPH_Europe
#ThisIsPublicHealth #EPH2019

HOW TO JOIN THE TIPH - EUROPE CAMPAIGN



ASPHER-TIPH Europe Campaign Guide

(HOW TO JOIN & PARTICIPATE IN THE TIPH CAMPAIGN)

Introduction to TIPH Campaign

The Association of Schools of Public Health in the European Region (ASPHER), launched the *This is Public Health* (TIPH) Project in Europe, at the Dean's and Director's Retreat, Erice, Italy in May 2019. The aim of the campaign is to brand public health and raise awareness of how public health affects individuals, families, communities, and populations. To reach that goal we want to invite institutions, organisations, networks, professionals, and students in the field of Public Health, to support our aim and join the campaign driving the momentum for understanding this field in the European Region.

Purpose

The purpose of the "This is Public Health" European campaign is to communicate the message of the importance of Public Health as a field (and a well-solicited career path). Further, showing the attractiveness of a career in this field and the impact possibilities concerning population health.

Key Goals

- Sustaining a Europe-wide campaign on TIPH to create awareness for the Public Health field;
- Enhance the visibility and create opportunities for Public Health careers for the benefit of populations;
- Increase the level of interest among potential students to pursue Public Health education/ training to reinforce the current Public Health workforce.

Official TIPH Campaign Social Media Accounts.

Facebook: @TIPHEurope

Twitter: @TIPH_Europe

Instagram: @tipheurope

How do I or my organisation join or participate in the TIPH-Europe Campaign?

1. Join TIPH-Europe activities.

Ranging from This is Public Health Stories, Twitter conversations, Facts and information on Public Health topics, we've got so much to share with you on what makes Public Health super cool. Follow us on social media to join in our activities: Facebook - @TIPHEurope, Twitter: @TIPH_Europe, and Instagram - @tipheurope.



2. Use the official TIPH-Europe Logo for your Public Health events & activities

Are you planning or having Public Health-related events & activities, feel free to inform us and you can use the official TIPH-Europe Logo on your event and activities promotional materials. The logos can be found below in the campaign toolkit section.

NOTE: Please, do not interfere with the corporate branding of the logo, if you have a specific request (different language etc), contact the TIPH Campaign Team.

3. Use the official TIPH Hashtags

#ThisIsPublicHealth, #TIPHEurope, #ASPHERCampaign, #ASPPHgoesglobal

4. Social media posts

When you share highlights of your activities, tag the TIPH social media accounts and/or use the official hashtags for your social media posts, we will follow along!

5. Request for TIPH - Europe stickers (subject to availability) for your event.

Should have an activity planned and you would like to have some TIPH -Europe sticker, Please feel free to request this to the TIPH campaign team. Be aware that the campaign team can only provide stickers in the English Language.

6. Collaborate and partner with us.

Do you/organisation/network have ideas and ways to contribute to the TIPH -Europe campaign to reach its aim to communicate the message of the importance of Public Health? Please feel free to write the TIPH campaign team - tiph@aspher.org We are indeed happy to collaborate and partner with other organisations/networks towards reaching our goal.

NOTE: Please be informed that only requests tailored at least 6 weeks before an event would be considered and is subject to availability of the stickers).

Possible TIPH Campaign Activities/Ideas

1. TIPH Ambassadors - represent the This Is Public Health brand and ASPHER member institutions. TIPH Ambassadors are currently students or alumni at our member



schools/programs who applied and were selected to the Ambassador scheme. These students help raise awareness about the field of public health by leading virtual events, taking over the TIPH social media accounts, and planning activities to grow interests in public health education and careers. A different Ambassador takes over our social media each week with a theme based on their concentration in their studies/field of practice.

Our team will create a weekly calendar with all of the themes each Ambassador will focus on for their Social Media Takeover. (Watch out for the call for application on our social media channels!!!)

2. TIPH Talks - organise talks with Public Health professionals (young and old) to discuss and highlights how public health touches our daily lives.

TIPH General Timeline and Health Days.

Month	Content-Type	Platform
November	European Public Health Conference	Instagram, Facebook, Twitter
December	World AIDS Day – Dec 1 st	Instagram, Facebook, Twitter
January	Cervical Health Awareness Month Thyroid Awareness Month	Instagram, Facebook, Twitter
February	I Heart Public Health Month World Cancer Day – Feb 4 th	Instagram, Facebook, Twitter
March	World Tuberculosis Day - March 24 th	Instagram, Facebook, Twitter
April	World Health Day – April 7 th Earth Day – April 22 nd World Immunization Week – Last Week of April	Instagram, Facebook, Twitter
May	Mental Health Awareness Month World No Tobacco Day - May 31 st	Instagram, Facebook, Twitter
June	World Blood Donor Day - June 14 th	Instagram, Facebook, Twitter
July	World Hepatitis Day - July 28 th	Instagram, Facebook, Twitter



FAQs

Do I have to be a campaign grant winner to join or participate in the TIPH -Europe campaign?

- Absolutely not! The TIPH-Europe campaign is aimed at creating awareness and communicating the importance of public health across the European Region. Therefore we encourage the entire Public Health community and networks to join and participate in the campaign.

Our planned activity will be held in a non-English speaking context, if possible to get the campaign logos "THIS IS PUBLIC HEALTH" in another language?

- Absolutely Yes! Please send the campaign team you request and make sure you have the right translation for the language you would like to have the TIPH-Europe campaign logo.

We are a Public/Global Health student network/organisation, can we join or participate in the TIPH -Europe campaign?

- Absolutely Yes! Your network/organisation can join in and participate in the TIPH-Europe campaign grant. Simply use the logos, hashtags and tag our social media channels for you for public health-related events and activities.

Will there available funding to organise activities and events the TIPH -Europe campaign?

- Unfortunately not! There is no available funding to organise activities and events for the TIPH -Europe campaign. We encourage the public health community to incorporate the campaign in all events and activities that denotes "Public Health".

My institution/organisation is considering to apply for the campaign grant in 2020, do I have to be an ASPHER member school?

- Absolutely Yes! The TIPH-Europe campaign grant is open only to ASPHER member schools. Therefore we encourage the join ASPHER and contribute to the development of a formidable Public Health Workforce across the European region and beyond.

I would like to learn more about the campaign and how me/organisation/institution can contribute to the TIPH -Europe campaign? Is the campaign open to partnerships?

- Absolutely Yes! Send us a quick email to tiph@aspher.org and we would be happy to discuss and collaborate with you.

SOME PLANNED ACTIVITIES BY THE TIPH TEAM TO BE CONTINUED IN 2020!

TIPH - EUROPE

presents

TWITTER CONVERSATIONS!!!

BASED ON THE THEME OF THE UPCOMING EUROPEAN PUBLIC HEALTH (EPH) CONFERENCE: "BUILDING BRIDGES FOR SOLIDARITY AND PUBLIC HEALTH."

#Q1

WHAT DOES SOLIDARITY IN PUBLIC HEALTH MEAN FOR YOU?

#Q2

HOW CAN BRIDGES BE BUILT FOR SOLIDARITY & PUBLIC HEALTH?

To join the conversation simply do the following:

- Tweet your answer to one or both questions mentioning @TIPH_Europe
- Mention or tag someone that you would like to see their answer!
- Use these Hashtags: #Solidarityinpublichealth #ThisIsPublicHealth #ASPHERCampaign

WE LOOK FORWARD TO HEARING FROM YOU THIS WEEK!!!

LET'S START TWEETING!!!



TIPH - EUROPE

THIS IS PUBLIC HEALTH

presents

TIPH - AMBASSADOR SCHEME

Are you a student or young professional in the field of Public Health?

Are you keen to share your Public Health story with others?

Are you willing to promote and create awareness about the importance of Public Health?

If you answered yes to all these questions, then you've got all it takes to join the

This Is Public Health - Europe Campaign
Ambassador Scheme.

For more information and how to apply, please read the "How to be a TIPH-Europe Ambassador guide"!



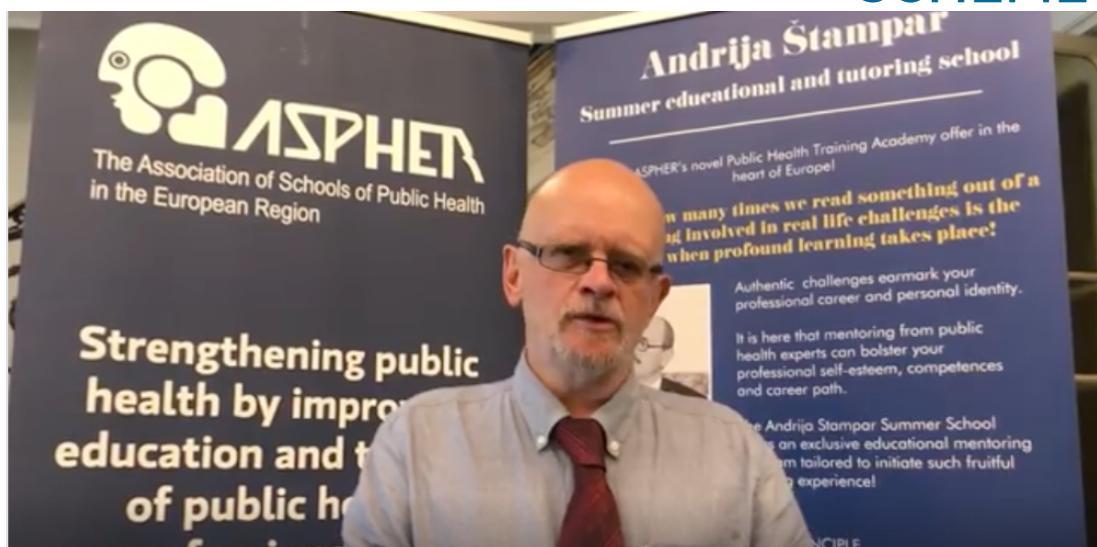
JOIN US TODAY !!!

Follow us on Social Media



MORE ENGAGING TWITTER CONVERSATIONS.

THE TIPH NOW RENAMED - (FORMER AMBASSADOR SCHEME



MORE INTERVIEWS - PUBLIC HEALTH JOURNEY VIDEO SERIES

AND PLANNED PARTNERSHIP AND COLLABORATIONS WITH SOME NON-GOVERNMENT ORGANIZATIONS ON THIS PROJECT.

TIPH CAMPAIGN TEAM OF VOLUNTEERS

Taylor Harris
Estefania Goel
Hannah Mesters
Laura Scheffelmaier
Tobias Weitzel

Razia Aliani
Ivonne Rodríguez
Shabnam Thapa
Bari Hasan Shuvo
Naomi Limaro Nathan



FINAL REMARKS

We would like to thank you all for your support and engagement with the TIPH Campaign.

We also encourage all ASPHER members and European Public Health Community to join in and keep the momentum for the This Is Public Health (TIPH) - Europe.

Please follow the TIPH Campaign social media handles for more updates on the campaign.

For more information on how to participate, please read the “How to join the TIPH-Europe campaign”, A copy is also available on the campaign page on the ASPHER website.

<https://www.aspher.org/this-is-public-health-tiph.html>

Finally, please anticipate the call for proposals in 2020.

WE WISH YOU A HAPPY NEW YEAR!!!

TIPH LOGOS

AVAILABLE IN OTHER EUROPEAN LANGUAGES



PLEASE CONTACT US IF YOU WOULD LIKE A LOGO IN YOUR NATIVE EUROPEAN LANGUAGE.

