

# CEPH Accreditation News & Updates



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July 2012

## CEPH Reviews Schools in Mexico, Canada and France in 2012

Teams of CEPH reviewers will have traveled to three countries outside the United States in 2012 to conduct accreditation site visits. In March, the Instituto Nacional de Salud Pública (INSP) in Cuernavaca, Mexico, underwent a reaccreditation review. As the oldest public health institution in Latin America, INSP offers 28 graduate degree programs at its campuses in Cuernavaca (Morelos), Tapachula (Chiapas) and Mexico City.



Above: Academic Dean Laura Magaña Valladares (second from left) welcomes the CEPH site visitors to the Instituto Nacional de Salud Publica.

Left: CEPH site visitors prepare for on-site meetings in Cuernavaca, Mexico.

Below: The Edmonton Clinic Health Academy building houses the University of Alberta School of Public Health.



Site visitors also reviewed the University of Alberta in Edmonton, Canada, in March. This was the school's first accreditation review since it was formed in 2006, and it seeks to be Canada's first accredited school of public health. The Council will make accreditation decisions about each of these schools at its fall 2012 meeting.

In addition, a review team is scheduled to visit École des Hautes Études en Santé Publique (EHESP) in Rennes, France, in December. This school of public health was created from the former National School of Public Health, also in Rennes, which trained French and foreign health professionals for 45 years. An accreditation decision for EHESP is expected in spring 2013.



### DATES TO REMEMBER

#### **THURSDAY, AUGUST 30, 2012**

**All materials due for fall 2012  
Council meeting**

#### **SATURDAY, OCTOBER 27, 2012**

##### **Technical Assistance Sessions**

APHA Annual Meeting

San Francisco Marriott Marquis  
San Francisco, CA

2:00 pm – 3:30 pm

4:00 pm – 5:30 pm

Room and topics to be announced

#### **SUNDAY, OCTOBER 28, 2012**

##### **Site Visitor Training**

San Francisco, CA

By invitation only

### **ATTENTION SITE VISITORS!**

#### **MONDAY, NOVEMBER 19, 2012 OR**

#### **TUESDAY, NOVEMBER 27, 2012**

##### **Retraining Webinar for Site Visitors**

1:00 pm - 2:30 pm

Site visitors trained in 2011 or earlier must choose one of these dates to participate in a webinar on the criteria revisions that will go into effect with 2013 site visits

Look for an e-mail with more information in early fall

## CEPH Accredits 5 New Programs in June 2012

### Claremont Graduate University

Master of Public Health Program

Initial accreditation conferred to July 1, 2017

### Charles R. Drew University of Medicine & Science

MPH Program in Urban Public Health

Initial accreditation conferred to July 1, 2017

### University of Montana

MPH Program

Initial accreditation conferred to July 1, 2017

### Washington University in St. Louis

Master of Public Health Program

Initial accreditation conferred to July 1, 2017

### Westminster College

Public Health Program

Initial accreditation conferred to July 1, 2017

*The following programs were granted continued accreditation*

### Eastern Virginia Medical School/Old Dominion University

MPH Program

Continued accreditation conferred to July 1, 2019

### University of Pennsylvania

Graduate Program in Public Health Studies

Continued accreditation conferred to July 1, 2019

### Mercer University

Master of Public Health Program

Continued accreditation conferred to July 1, 2019

### Case Western Reserve University

MPH Program

Continued accreditation conferred to July 1, 2019

### American University of Beirut

Master of Public Health Program

Continued accreditation conferred to July 1, 2019

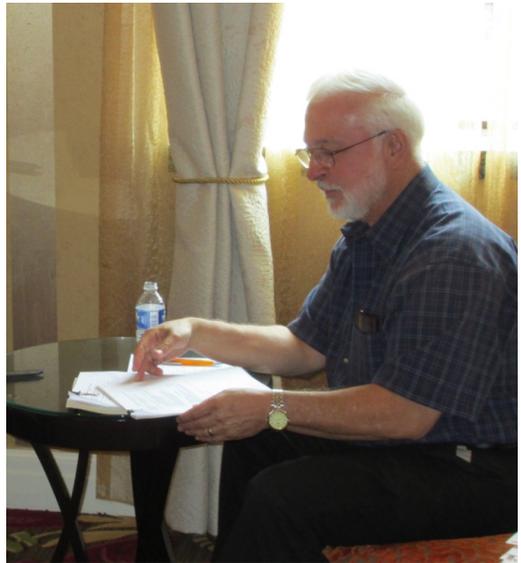


Representatives from the MPH Program in Urban Public Health at Charles R. Drew University of Medicine and Science

## Update on Baccalaureate Public Health Accreditation

The Council continues to work in close collaboration with the *Framing the Future: The Second 100 Years of Education for Public Health* Task Force. An important piece of this project is the discussion of the critical component elements of a baccalaureate public health degree.

CEPH is also working in parallel to begin to develop draft accreditation criteria for baccalaureate public health degree programs, particularly those operating without the benefit of affiliation with an accredited school or graduate program in public health.



The Council reviewed the recommendations of three workgroups at its spring Board meeting and plans to create a first draft of accreditation criteria during the summer and fall. The initial draft, when completed, will be widely circulated. The Council encourages all stakeholders to review and submit comments on the initial draft.



## Site Visitor Compares CEPH and PHAB Accreditation Processes

Matthew Stefanak, MPH, has been a CEPH site visitor since 2005 and has served as the Health Commissioner of the Mahoning County District Board of Health in Youngstown, Ohio, since 1988. In 2009-2010, his health department was one of



19 local health departments in the United States to participate in a beta test of the Public Health Accreditation Board's (PHAB's) voluntary national accreditation standards. Matthew shares his observations about the PHAB process and how his experience as a CEPH site visitor helped him prepare for health department accreditation.

### **Q. Why did your health department decide to pursue PHAB accreditation?**

A. When I asked my Board of Health and management team if we should volunteer to serve as a beta test site for the new PHAB standards back in 2008, one could have argued that it was the worst possible time to take on such a commitment. We had just lost 15% of our workforce due to funding cuts and a declining economy. To my surprise, they said "go for it!" We knew that we had years of hard work ahead of us to rebuild our organization. Measuring ourselves against a set of nationally recognized performance standards for health departments seemed like a good approach to finding out if we were doing things right AND doing the right things as we set about rebuilding. From our beta test experience we learned that we were doing many things right: the PHAB site visitors concluded that we fully demonstrated 84 of 101 accreditation measures in the beta version of the standards. These results so encouraged us that we set to work preparing for voluntary accreditation as soon as the process went live.

### **Q. What is the status of the Mahoning County District Board of Health's PHAB accreditation?**

A. My accreditation team submitted our completed package for accreditation through PHAB's e-PHAB online application in early March. We were able to reuse about half of the documents we assembled for the beta test to satisfy documentation for the 97 measures in the final accreditation standards. PHAB staff conducted a completeness review of our documentation and asked us to address comments on 18 of the measures. We submitted our responses in early June and PHAB is now in the process of selecting visitors for our upcoming site visit.

### **Q. About how long did it take to prepare your PHAB application?**

A. As a beta site, PHAB had asked us to enumerate the staff hours involved in preparing our application. My accreditation coordinator, secretary, management team and I ended up committing about 430 hours to the project. Although we didn't keep as close an accounting of our time for the application process once the standards went live, I estimate that we devoted an equivalent number of hours to the final application.

### **Q. How is the process similar and/or different from CEPH accreditation?**

A. I was struck by how similar the processes of accrediting public health academic and practice organizations are. Both require self-study, submission of documentation that performance standards are being met and an on-site visit from peer professionals. One difference is that PHAB requires applicants to use an online documentation submission tool that we found to be user-friendly. As a CEPH site visitor representing the practice community, I've always felt that my input was valued by my fellow visitors and the academic programs seeking accreditation. Perhaps PHAB will consider recruiting public health academics to serve as site visitors in the future – that could further strengthen linkages between academics and practice.

### **Q. Has the PHAB process given you a new perspective as a CEPH site visitor?**

A. Having been on both ends of an accreditation site visit, I can now appreciate how much work goes into preparing the self-study documentation and just how committed to success those who are close to the process in the organization seeking accreditation become! Site visitors must be equally committed to their work.

### **Q. Has being a CEPH site visitor given you any skills/understanding that help through the PHAB process?**

A. As a CEPH site visitor with a busy "day job" running a \$6 million public enterprise I came to appreciate clarity, directness and economy of expression in the self-study documentation that I reviewed. I urged our accreditation coordinator to assume that our PHAB site visitors – who are also volunteers with day jobs – would likewise appreciate finding what they needed "front and center" in the documentation we submitted.

### **Q. What advice would you give to other health department practitioners considering PHAB accreditation?**

A. PHAB has posted Accreditation Readiness Checklists on its website at [www.phaboard.org](http://www.phaboard.org) to help health departments decide if they are ready to begin the application process. As we worked through the application process it became apparent that two areas of public health practice in our health department – performance management and quality improvement – needed work. Other health departments will find that they need to make improvements in different areas of practice and will be looking for guidance. Fortunately, we now have opportunities to share best practices that can be used to satisfy PHAB standards and measures. The National Association of County and City Health Officials (NACCHO) in particular provides a number of resources for health departments around preparing for accreditation and working to achieve an agency culture of QI on NACCHO's website at [www.naccho.org/accreditation](http://www.naccho.org/accreditation).

**The Mahoning County District Board of Health accreditation team submits the final documentation to PHAB on March 5, 2012.**



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## Long-time Practitioner Tackles World of Academia

After serving as the health commissioner for the West Allis (Wisconsin) Health Department for 23 years, Terry Brandenburg, MPH, CPH, decided it was time for a change and became director of the Medical College of Wisconsin's MPH Program in September 2011. Terry shares his experiences from his first year on the job and how he incorporates his practice background into his new role.

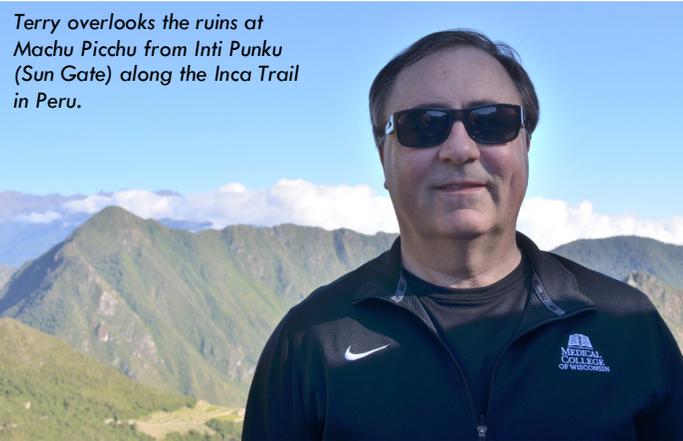
**Q. What has been the biggest surprise to you in your new position?**

A. When you're the director of an agency, you're dealing with all aspects of public health, but now I have a laser beam on the development of the next generation of the public health workforce. It's liberating to be able to concentrate so much time and effort on one focus and I'm actually enjoying it a lot.

**Q. What are the similarities and differences between your former and current positions?**

A. All organizations have similar issues, so I'm still dealing with staffing and budgets. But I have not received a call from an elected official or an irate citizen since I've been program director and I haven't missed that! I'm still not able to shake the 24/7 mode I used to work in. I feel the need to be found at a moment's notice, so I'm always checking my phone and e-mail

*Terry overlooks the ruins at Machu Picchu from Inti Punku (Sun Gate) along the Inca Trail in Peru.*



for public health emergencies and sometimes that gets you funny looks from people.

**Q. What do you wish practitioners understood better about academia?**

A. It's important for practitioners to know that there is incredible talent and skills available in academic settings but they are not always used in the best way. This resource isn't fully realized at the practice level and it can be a barrier to really innovative, creative community-academic partnerships. I think the development of academic health departments and public health practice-based research networks is helping to bridge the gap, but we still have work to do on developing a culture of collaboration.

**Q. How has your background influenced your job as director?**

A. I think like an employer and I think about what type of employee I want to see walk in the door and then I work backward to make sure the program is providing those skills and experiences. The field of public health is moving away from more direct, clinical services and people are needed who understand systems, assessment and planning, performance management, quality assurance and quality improvement, and leadership. These are whole new skill sets that schools and programs of public health are in a great position to provide.

**Q. What has been your most significant accomplishment since arriving at the Medical College of Wisconsin?**

A. Through the strong collaboration of many key people, our college has just completed an agreement with Mount Mary College in Milwaukee to offer a joint undergraduate-MPH degree. We plan to begin enrolling students for spring 2013, and this is a very exciting opportunity for all involved. We hope an MD/MPH will soon follow and there are some other creative endeavors in discussion. The leadership at the Medical College of Wisconsin places a high value on collaboration, so just about anything is possible as we position ourselves to support the current and future public health workforce.

## Former CEPH Board Member Appointed to ASPA Board

Ed Napieralski, public member of the CEPH board from 2006 through 2011, has won election to the board of the Association of Specialized and Professional Accreditors (ASPA). ASPA's membership includes about 60 accreditors, including CEPH, and represents members on issues of educational quality for the benefit of higher education, governments, students and the public. In two conferences a year, ASPA members meet to discuss skills, best practices and ethical commitments for accreditors.

In a first term that continues through 2015, Ed says he welcomes the opportunity to continue serving the higher education community and looks forward to seeing CEPH

representatives at these meetings.

More information can be found on the [ASPA website](#); however, Ed recommends using a search engine to avoid confusion between this organization and the American Salvage Pool Association, in which he currently plays no role.



## CEPH Expands Ranks of Trained Site Visitors

CEPH trained 34 new site visitors in conjunction with the ASPH Retreat for Associate Deans in Portland in June. CEPH thanks the following participants for their enthusiasm and engagement during the workshop and looks forward to their service on accreditation reviews beginning in 2013.

**Richard Beaulaurier, PhD, MSW**

Associate Dean for Research & Engagement  
Florida International University

**Melissa Begg, ScD**

Vice Dean for Education  
Columbia University

**Jesse Bliss, MPH**

Assistant Dean for Public Health Practice  
Loma Linda University

**Daniel Boatright, PhD**

Senior Associate Dean  
University of Oklahoma

**Jean Brender, PhD, MSN**

Associate Dean for Research  
Texas A&M Health Science Center

**Thomas Burke, PhD**

Associate Dean for Public Health Practice and Training  
Johns Hopkins University

**Julie DeLoia, PhD**

Associate Dean for Academic Affairs  
George Washington University

**Molly Emmons, MPA**

MCH Policy Analyst & Title V Coordinator  
Oregon Public Health Division

**Eleanor Feingold, PhD**

Associate Dean for Education  
University of Pittsburgh

**Dale Fish, PhD**

Senior Associate Dean for Academic Affairs & Student Affairs  
University at Buffalo - SUNY

**Edward Fitzgerald, PhD**

Associate Dean for Research  
University at Albany - SUNY

**Judith Garrard, PhD**

Special Assistant to the Dean  
University of Minnesota

**Helen Hopp-Marshak, PhD**

Associate Dean for Academic Affairs  
Loma Linda University

**Jayakaran Job, DrPH, MD, MBBS**

Chair and Professor  
Loma Linda University

**Ann Carroll Klassen, PhD**

Associate Dean for Research  
Drexel University

**Dushanka Kleinman, DDS, MScD**

Associate Dean for Research  
University of Maryland

**Laura Magaña Valladares, PhD**

Academic Dean  
Instituto Nacional de Salud Publica

**Shannon Márquez, MEng, PhD**

Associate Dean for Academic Affairs  
Drexel University

**Phyllis Meadows, PhD, MSN, RN**

Associate Dean for Practice  
University of Michigan

**Wilbur Milhous, PhD, FAAM, DABMM**

Associate Dean for Research  
University of South Florida

**Christine Moranetz, MS, PhD**

Associate Dean for Academic Affairs  
University of North Texas Health Science Center

**Michael Noe, MD, MPH**

Associate Dean for Community Relations & Clinical Affairs  
University at Buffalo - SUNY

**Jean O'Brien, PhD**

Public Member on CEPH Board  
Professor of Psychology  
King's College

**William Pfeifle, MS, MA, EdD, MBA**

Associate Dean for Academic & Student Affairs  
University of Kentucky

**Phyllis Pirie, PhD**

Interim Associate Dean for Research  
Ohio State University

**Elaine Puleo, PhD**

Associate Dean of Research  
University of Massachusetts Amherst



**James Regens, PhD**

Associate Dean for Research  
University of Oklahoma Health Sciences Center

**Darcell Scharff, PhD**

Associate Dean of Academic Affairs  
Saint Louis University

**Richard Sewell, MPH**

Associate Dean, Community and Public Health Practice  
University of Illinois at Chicago

**Edward Trapido, MSPH, ScD**

Associate Dean for Research  
Louisiana State University Health Sciences Center

**Stephen Walston, MPA, PhD**

Associate Dean for Academic Affairs  
University of Oklahoma Health Sciences Center

**Cameron Wild, PhD**

Associate Dean for Research  
University of Alberta

**Stephen Wisniewski, PhD**

Associate Dean for Research  
University of Pittsburgh

**Ricardo Wray, PhD, MS**

Associate Dean for Graduate Education & Research  
Saint Louis University



**Leading and fostering innovation in quality improvement**

The Council on Education for Public Health (CEPH) is an independent agency recognized by the US Department of Education to accredit schools of public health and public health programs offered in settings other than schools of public health. These schools and programs prepare students for entry into careers in public health. The primary professional degree is the Master of Public Health (MPH) but other baccalaureate, masters and doctoral degrees are offered as well. Visit [www.ceph.org](http://www.ceph.org) for more information.

## CEPH Staff

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## CEPH Office Moves to Silver Spring, Maryland

The CEPH office has relocated to Silver Spring, Maryland, to accommodate the future growth of the organization. CEPH enjoyed a long and successful relationship being co-located with APHA since CEPH's establishment in 1974 and looks forward to maintaining those professional collaborations in the future.

Located just north of Washington, DC, Silver Spring is easily accessible by car or public transportation. The CEPH office is just three blocks from the Silver Spring Metro Station and less than 12 miles from Ronald Reagan Washington National Airport (DCA).

**NOTE OUR NEW ADDRESS:**  
1010 Wayne Avenue  
Suite 220  
Silver Spring, MD 20910-5660

