As we enter the month of October, we are all getting ready for the midterm examinations, so let me begin by wishing everyone luck with the tests and with the studying that precedes them. It’s hard to believe that the semester is already, almost, half way over! Also, best wishes for a safe and happy fall break (October 15-16).

There are many events being hosted this month including a Breakfast with the Expert on Tuesday October 2nd at 8:30 a.m. with a light breakfast 8:15 a.m.

As we enter the workforce, there are many things we must consider, and one which is quickly becoming more important is the role that social media will play in our job, both professionally and personally. This is why this month’s focus is on Social Media...

“A Few Quotes for Your Thoughts”

“More companies are discovering that an über-connected workplace is not just about implementing new tools — it is about embracing a cultural shift to create an open environment where employees ... share, innovate and collaborate virtually.”
— Karie Willyerd & Jeanne C. Meister

“Privacy is dead, and social media holds the smoking gun.”
—Pete Cashmore

“Don’t say anything online that you wouldn’t want plastered on a billboard with your face on it”.
—Erin Bury, Community Manager at Sprouter
Many of us are new this semester, and as such, don't have a full understanding of what each of our professors is currently researching and the publications they are involved in. I thought that this could be the perfect opportunity for us to learn more about our professors by asking them just that.

**Question:** "What are you currently researching and what publications are you working on?"

**Answers:** I am currently involved in work dealing with the concept of the Academic Health Department, as we just secured an MOU with Sullivan County Regional Health Department to launch one. I am also working on a Training Action Plan for the Tennessee Department of Health based on findings from our statewide needs assessment of their workforce. My research focus is public health workforce training and needs.

Paula Masters - Program Director of LIFEPATH & Clinical Instructor
My research focuses on how the organization and delivery of health care services impact access to and utilization of care, particularly cancer care among disadvantaged groups of women. In spring 2012, I completed a survey of ETSU primary care physicians that examined physicians’ practices regarding cancer genetic services. Findings of this survey were presented at several professional meetings, and a manuscript is underway. This October, and working with colleagues at Penn State University, we are submitting a grant proposal to the National Cancer Institute to examine patterns in breast cancer treatment in Appalachia. We’ll submit another proposal in January 2013 to the NCI to examine patterns in breast cancer screening in Appalachia. I am also currently working on two manuscripts. One manuscript addresses the association between physical disability and chronic disease among Medicaid female beneficiaries. This manuscript was submitted to the *Disability and Health Journal* in June and will be revised and re-submitted in October. The second manuscript, now in its final development phase, reports on a survey of family physicians about their mammography referral practices.

In addition to the main research interest as described above, I have expertise in program evaluation and currently lead a multi-year evaluation of a tele-homecare disease management program for Congestive Heart Failure patients. This collaborative project between Mountain States Home Health and our department is funded by the Health Resources and Services Administration. The ETSU faculty team includes Dr. Martin, Dr. Liu and I. All of my research projects involve students who participate in project design, data collection and analysis, and dissemination activities, including presentations and publications.

**Dr. Amal Khoury – Professor & Chair**
A few things I’m working on include the enumerating the Local Health Department (LHD) Public Health Workforce of North Carolina (turning into publication for Frontiers in PHSSR). I am also working on a longitudinal comparison of NACCHO (National Association of County and City Health Officials) to North Carolina LHD Survey for public health workforce. Finally, I am looking into the relationship between public health workforce and health outcomes, using data from ASTHO (Association of State and Territorial Health Officials) and America’s Health Rankings.

**Dr. Robin Pendley – Assistant Professor**

My current research is about tobacco use and control. Currently, my team is working on 4 projects: tobacco control in Tennessee, smoke/tobacco-free campus policies, tobacco use and control in Africa, and governance in tobacco control. Recently, led by Dr. Sreenivas Veeranki, a graduate from our college and currently a postdoctoral fellow at Vanderbilt University, we published a paper in Environmental Health and Preventive Medicine using survey data about ETSU’s employee knowledge, attitude and behavior towards tobacco use and control. My third book on tobacco control was also published this year.

**Dr. Hadii Mamudu – Assistant Professor**
As Co-Investigator for LIFEPATH (with Dr. Pack as Principle Investigator), the HRSA-funded Public Health Training Center for the state of Tennessee, I am responsible for assessing the public health workforce in our state. This summer, I led the Tennessee Department of Health Workforce Assessment survey team, and we delivered our final report to the state at the end of September. I am also a Co-Investigator with Drs. Khoury and Liu on an evaluation sub-contract for the Southern Appalachia Tele-Homecare (SATH) program, a HRSA-funded grant awarded to Mountain States Health Alliance. My primary responsibility is the economic outcome evaluation.

Publication-wise, I am first author on the article “Weight Status Misperception as Related to Selected Health Risk Behaviors among Middle School Students,” which is under second peer review with the Journal of School Health. The article uses Coordinated School Health data for analysis. My co-authors are Drs. Dalton and Williams from the ETSU Department of Psychology, Dr. Slawson from the ETSU Department of Community and Behavioral Health, Dr. Dunn from Coastal Carolina University’s Department of Community Health, and Dr. Johns-Wommack from the TN Department of Education. The LIFEPATH team is also developing an article on the Tennessee Department of Health Workforce Assessment survey for inclusion in a Special Topics issue devoted to Public Health Training Centers in the journal Health Promotion Practice.

Dr. Brian Martin - Associate Professor and MPH Coordinator
In the News

This article explains how for the 1st time since 2007, the number of uninsured Americans has dropped, and policy-makers attribute this to the Affordable Care Act (ACA).

http://www.kaiserhealthnews.org/Stories/2012/September/12/census-number-of-uninsured-drops.aspx

This second article discusses how administrators who work with insurance plans now have to provide a Summary of Benefits and Coverage (SBC) to the beneficiaries and how this is changing their job duties.

http://www.wahcnews.com/newsletters/wa-jrothe-1012.pdf

This final article is about how many companies are offering incentive programs to encourage employees to adopt a healthier lifestyle. It is very interesting how companies are reducing the amount that they have to pay for employee insurance by making sure that their employees are healthy.

Social Media has exploded in the past few years with the rise of Twitter, Facebook, LinkedIn and Pinterest (to name a few). With the emergence of these social media pages, companies face new challenges in the workplace which include questions about professional and personal uses of social media. Now that these questions are being asked, it is imperative for employees to learn in what ways these social media forums can both help them and hurt them. Though employees must be careful, Social Media, if used properly, can benefit all organizations, especially Public Health Organizations. Social Media has the ability to reach the community in unparalleled ways, and it can be beneficial in informing the community about health issues and in promoting wellness.
Social Media has exploded in the past few years, and companies have had to face new challenges in the workplace. Should the company adopt pages to help connect with consumers and patrons? What about employee use of these social media pages? Now that these questions are being asked it is imperative for employees to learn in what ways these social media forums can both help them and hurt them.

In a recent poll, 40% of employers have had employees misuse social media in the workplace, with 1/3 of these incidents requiring disciplinary actions.

Most common employee violations with social media: posting insulting or provocative content, sharing information which is confidential, posting trade secrets, and revealing information about clients—including patient healthcare.

Social Media: Hurtful & Helpful

Though employees must be careful with their online communication, Social Media, if used properly, can benefit all organizations, especially those in the Public Health sector. Social Media has the ability to reach the community in unparalleled ways and can be beneficial in health education and health promotion efforts.

WITH ALL OF THE FACETS OF SOCIAL MEDIA BEING CONSIDERED, PERHAPS THE MOST IMPORTANT IS THE ABILITY OF SOCIAL MEDIA TO INSPIRE CONFIDENCE FROM THE COMMUNITY IN OUR PUBLIC HEALTH SYSTEMS. SOCIAL MEDIA IS A SORT OF ‘MIRROR’ THAT CAN ALLOW THE COMMUNITY TO SEE WHAT WE DO—BOTH GOOD AND BAD. WE CAN USE THIS TO OUR ADVANTAGE TO INSPIRE TRUST BY BEHAVING PROFESSIONALLY IN THE DIGITAL WORLD.


These are some of the sessions the conference covered this year:

- “Strategies and Evaluation of Social Media Channels Used to Promote Smoking Cessation”
- “A Common Major: Health Communication Interventions On College Campuses”
- “Twitter and Beyond: Implementing Successful Social Media Strategies and Showing Impact”
- “Health Literacy In Practice – Four Approaches to Lowering Public Health Communication Barriers”
- “The Role of New Technologies in Engaging and Linking People in Organizations”

The CDC orchestrates a conference every year to educate Public Health employees about how to use Social Media to spread health messages community-wide.