

UNMC, College of Public Health
Applied Practice Experience (APEX) Opportunities

Partner organization name: Public Health Association of Nebraska (PHAN)

Partner organization website: www.publichealthne.org

Partner organization brief description: PHAN was established in November 1950 (initially as the Nebraska Public Health Association and renamed in 2000). PHAN provides a forum for discussion and advocacy around significant public health concerns facing our state. As the state's affiliate of the [American Public Health Association](#), PHAN members also add Nebraska's perspective to national public health discussions.

Partner organization's point of contact name and email:

Leslie Scofield – phan@publichealthne.org

Description of partner organization's priority opportunities (APEX activities):

1. Assessment of current public health initiatives statewide
2. Collaboration with PHAN, Nebraska Hospital Association and COPH HRSA program on bridging the gap between hospitals and public health
3. Create a PHAN historical database
4. Work with Advocacy committee on development of an Advocacy charter of advocacy efforts for PHAN
5. Assessment of messaging impact on PHAN membership
6. Assessment of PHAN's reach to engage with rural public health initiatives
7. Work with PHAN Communications Committee on messaging initiatives

Timeframe of proposed activities:

Fall 2023 Semester

Work on each of the above-mentioned activities could be accomplished in 100 hours.

Benefit of proposed activities to partner organization:

As an association with no paid staff at this time, any of the proposed activities will help to establish a foundational infrastructure or provide needed data to assist with advocacy efforts or funding requests.

Benefit of proposed activities to the student:

Students will have the opportunity to work directly with association board of directors and partnering organizations (for some projects). This will provide the student with relationships with public health leaders, a deeper understanding of the breadth of public health work in Nebraska as well as experience serving alongside a Board of Directors.

Skill sets of students requested:

- Knowledge of public health competencies
- Knowledge of social media platforms
- Understanding of the foundations of research
- Good communication and organizational skills
- Comfort in public speaking

*Note—An affiliation agreement will be required prior to student engagement

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Additional Information (format of preferred engagement-virtual, hybrid, in-person; partner organization's location):

All the proposed projects can be complete in a virtual format. There may be opportunities to work in person with certain board members, but these are optional and not mandatory.