

New Voices in Public Health: A Dialogue with Millennials

A close-up photograph showing two hands, one with dark skin and one with light skin, holding a golden torch together. The hands are positioned horizontally, with the torch pointing towards the right. The background is a soft, out-of-focus blue and white.

American Public Health Association Annual Meeting
November 14, 2018

#NewVoices

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A Dialogue with Millennials

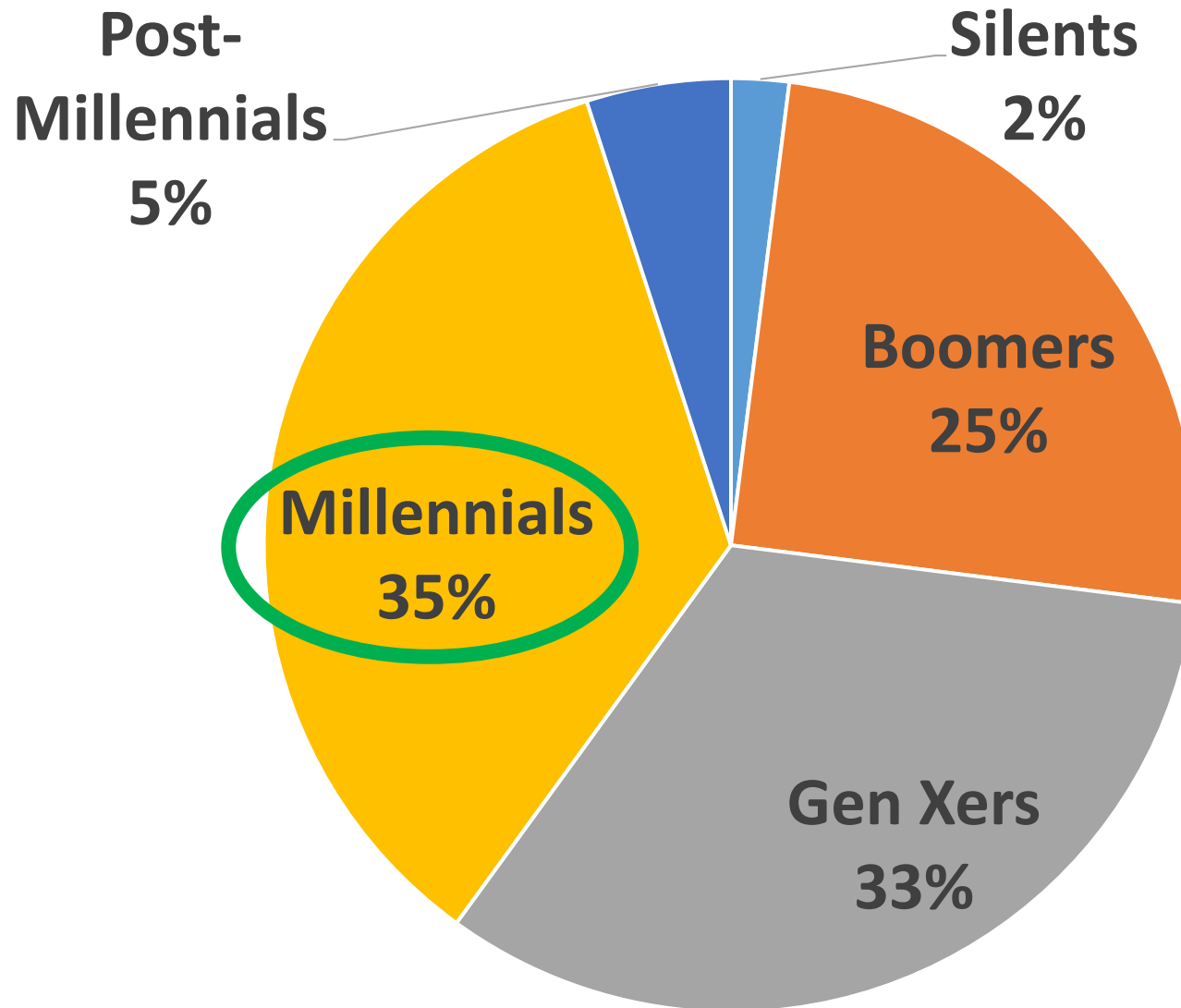
Generational Trends Influencing Millennials as Public Health Practitioners & Messengers

November 14, 2018

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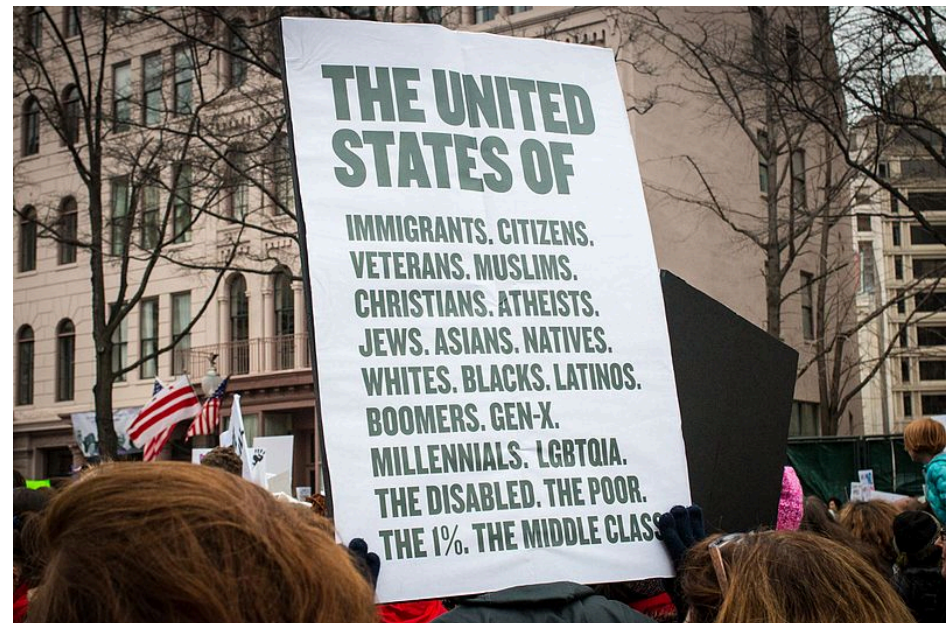
Workforce – by Generation (2017)



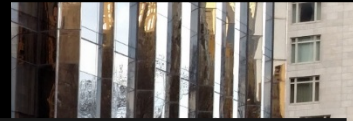
Who are Millennials?



- **Born between 1981 and 1996 (currently ages 22-37)**
(Fry, Pew Research Center, 2018)
- **Most diverse generation – 44% identify as minorities**
(Frey, Brookings Institution, 2018)
- **Most educated generation**
(Fry, Igielnik, & Patten, Pew Research Center, 2018)



Mill



“Millennials are a generation that is used to problems being identified in near-real time, campaigns or institutional responses being developed quickly, actions taken – and then groups dissolving and moving on to the next issue.”

(Ipsos Mori, 2017)



Asset

Millennial Trend #1: Cause-driven
“Cause not loyalty drives engagement.” (Millennial Impact Report 2016)

Challenge

Millennial Trend #2: Identity-focused
→ *Preference for “virtue signaling” over communicating and connecting.*
(See Enli & Thumin, 2012; Bartholomew, 2015)

Public Health Practice:

1.0 – Scientific
Advancement

2.0 –
Standardization,
Professionalization

3.0 – Chief Health
Strategist

Public Health Law:

PH Authority
(Police Powers)

Public Health
Laws
(Change Conditions &
Defaults)

5 Essential PH
Law Services
(Transdisciplinary &
SDOH)

Public Health Why:

Public Service

Strategic
Approach

Cause (→ the PH
Advantage)

*Millennials are prepared and
committed to working here.*

References

Richard Fry, Pew Research Center, *Millennials are the largest generation in the U.S. labor force* (April 2018), <http://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>.

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Bennett, W.L. (2012). The Personalization of Politics: Political Identity, Social Media, and Changing Patterns of Participation. *The Annals of the American Academy of Political and Social Science*, Vol. 644, 20-39.

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Brittany Marshall, DrPH, CPH, CHES



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SA: Benefits to APHA

Develop marketing and recruitment strategy
Increase the number of student members of

Leadership in the APHA

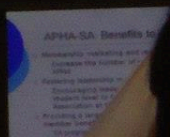
Encourage leadership in the Association at the
Student level to foster leadership in the
Association at the professional level

Provide a large percentage of APHA student
benefits

Programs & initiatives such as the student meeting,
Fact sheets, action alerts, etc.

Health Association

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Selected Public Health Fellowships

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- ▶ Public Health Associate Program (PHAP)
- ▶ CDC Evaluation Fellowship Program
- ▶ ORISE Fellowships
- ▶ ASPPH/CDC Public Health Fellowship Program
- ▶ CDC/CSTE Applied Epidemiology Fellowship Program
- ▶ Epidemic Intelligence Service
- ▶ Presidential Management Fellowship
- ▶ Public Health Informatics Fellowship
- ▶ Prevention Effectiveness Fellowship



Mentoring Millennials in Public Health

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My Personal Mentoring Journey

- ▶ Annual Meeting 2014 PHEHP Social with Dr. Jeff Hallam
 - ▶ Introduced to Dr. Carlos Rodriguez-Diaz
- ▶ Feb 2015 Reconnection
 - ▶ Developed individual investigation
- ▶ August 2015-2016
 - ▶ Maintained a mentoring relationship throughout the year and completed MPH Practicum in Puerto Rico
- ▶ September 2016
 - ▶ Dr. Rodriguez-Diaz referred me to UPenn for a research coordinator position
- ▶ Present
 - ▶ Collaborating on publication efforts on several projects as a mentee and also a mentor



What does mentoring look like to Millennials

- ▶ A recent survey conducted by the Student Assembly found:
 - ▶ 54% of respondents would participate in an APHA-SA mentoring program as a mentee.
 - ▶ 53% of respondents would participate in an APHA-SA mentoring program as a peer mentor.
 - ▶ 56% of respondents say that networking is more important to them compared to 43% who reported that mentoring is more important.
- ▶ Mentoring is a two way street (aka. Reverse Mentoring)
 - ▶ “Reverse mentoring can close that gap for business leaders in understanding millennials” (Oliver, 2018)
 - ▶ Oliver (2018) also reported that having a junior member mentor senior staff, can help junior staff members feel like they can speak up and not be intimidated.



Next Steps for Mentoring Millennials

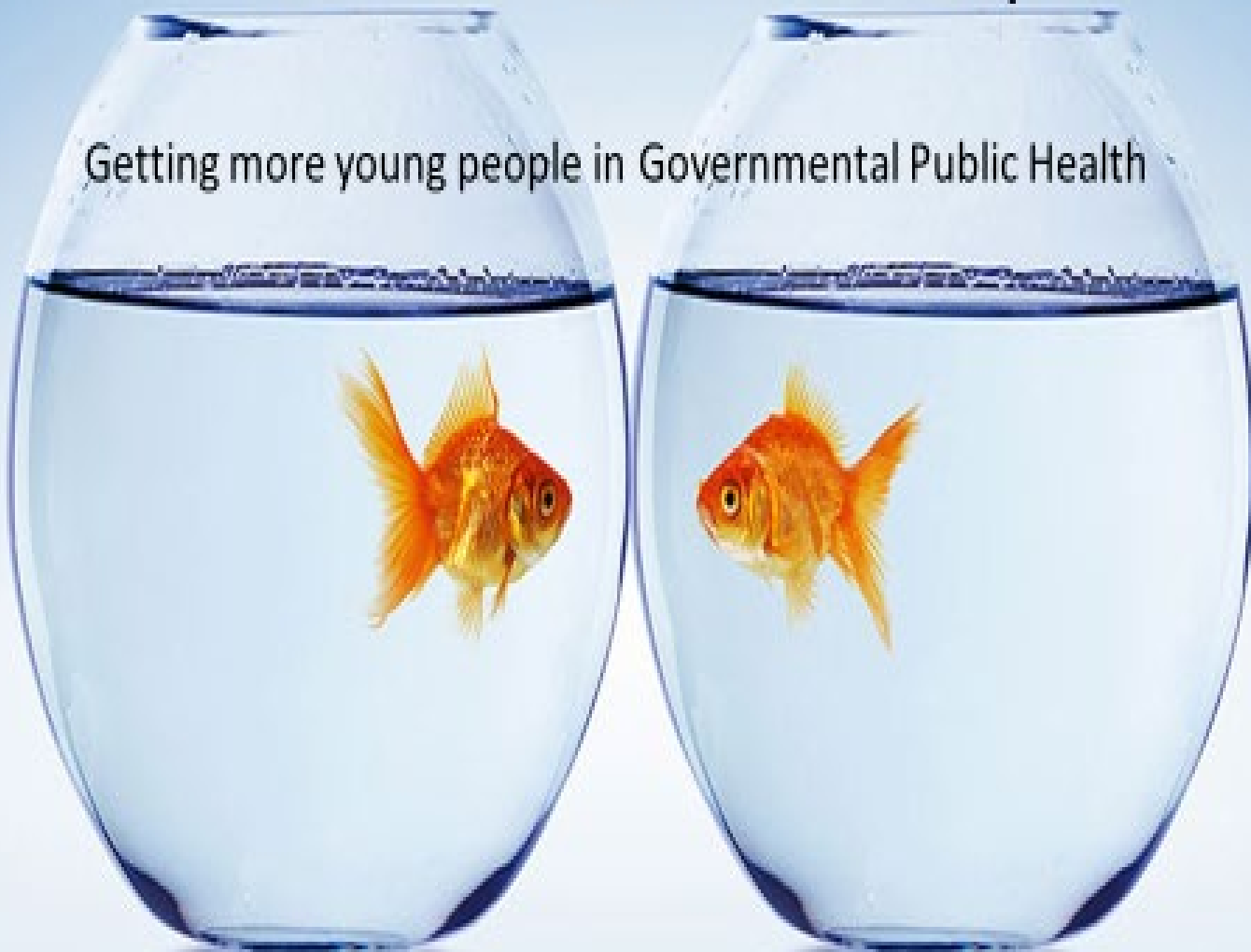
- ▶ Networking leads to mentoring relationships
 - ▶ Help millennials find their way and we will be forever grateful.
- ▶ Mentoring is a two-way street!
 - ▶ Mentoring Millennials leads to higher retention rates and improved performance.

References

- ▶ Oliver, L. (2018, Feb. 15). Millennials: we want mentoring – or we'll take our skills elsewhere. *Raconteur*. Retrieved from: <https://www.raconteur.net/hr/millennials-want-mentoring-well-take-skills-elsewhere>

The Millennial Gap

Getting more young people in Governmental Public Health



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A low-angle shot of several graduates in blue gowns and black caps, with their hands raised holding their caps and one holding a rolled-up diploma tied with a red ribbon. The background is a bright blue sky with white clouds.

Growth of MPH degree

- 300% from '92 to '16
- 5th fastest growing degree of the top 500
- Contributed to “do good” appeal

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PERCENTAGE OF THE WORKFORCE AGE 22-37 YEARS



What can Millennials Contribute to Public Health?

- Passionate about public health
- Passionate about doing good in communities
- Technology and social media natives
- Share cause outside walls of health department

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How?

- Creativity and stretch opportunities
- Renovating hiring processes and job descriptions
- Market your jobs to schools

- Academic health departments
- Mentoring
- Succession planning



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Q & A

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