this because these skills that will be needed later when working in the field of public health.

The Minority Student Caucus was formed in the early 1970s, in part to help diversify the profession by attracting more students of color to the School. Other School organizations involved in the conference include the Student Union Board, the Minority Health Project and the N.C. Institute for Public Health. The North Carolina Department of Health also supports the event, along with the UNC School of Public Health. The conference keynote lecture is broadcast each year by satellite and Internet, and the lecture abstracts, slides and Webcast are archived online at the conference Web site at www.minority.unc.edu/sph/minconf. Vodcasts of the broadcast are distributed by the Public Health Foundation.

These technologies expand the conference’s impact beyond the roughly 500 people who take part each year. “I’ve only been able to ‘attend’ the Webcast of these lectures,” Professor Alice Furumoto-Dawson of the University of Chicago told past organizers. “Yet, every year the UNC School of Public Health Minority Health Conference Webcast and its associated Web site have been among the most informative and useful events/resources I access during the year.”

Through the Action-Oriented Community Diagnosis class (see page 57), student teams get real-world experience with communities and service providers and learn to analyze the social determinants of health. In this class and in many other ways, public health professionals still in training at the School are putting their education—and their passion—to work on community health issues, and they’re broadening their knowledge at the same time. Here are a few examples:

- Namman Shah, who earned a Bachelor of Science in Public Health from the School’s Department of Environmental Science and Engineering in May 2006, went to Cambodia as an undergraduate to train American and Cambodian health workers in genetic techniques he developed for detecting drug resistance in malaria. He also spent three weeks in Guyana as a mentor for a project on malaria and iron deficiency anemia. He is now an immunization officer with a World Health Organization polio eradication campaign in India. Working directly with underserved individuals and populations has strengthened his commitment to a public health career, he says. It also brings him great personal satisfaction.

- Between her junior and senior years, Barbara Frank spent a month in Guadalajara, Mexico, taking medical Spanish classes and volunteering at a free clinic. The hands-on experience confirmed her decision to become a physician. She completed her Bachelor of Science in Public Health in the School’s Department of Nutrition this year and is now in medical school. She plans to provide care to the Latino community. “To see the healthcare status in Mexico and realize that I could help once I receive my degree made it even more clear that I was choosing the right profession,” she says.

- Robin Briggs, who earned her Master of Public Health in Maternal and Child Health this year, worked with Dr. Frieda Behets as a research assistant on a Global AIDS Program in the Democratic Republic of Congo. Robin says that UNC understands that a crucial part of education is not leaving lessons in the classroom but applying them immediately in the field, whether that means working with migrant workers in North Carolina or pregnant women in the Congo.

A wardrobe truck sits at the entrance of the Ambulatory Care Center at UNC Hospitals. In the second-floor lobby, a makeup artist puts the finishing touches on an actor’s face; up in the third-floor pharmacy, movie lights and cameras move into position, people in headsets focus intently on their script binders, and a voice calls for silence. On this summer Saturday, the patient care facility has been transformed into a film set—all to help health professionals provide better care to their Spanish-speaking patients.

“¡A su salud!” (“To your health!”) is an innovative, multimedia Spanish language program built around authentic health situations. The intermediate course is offered as an elective to residential and distance education students at the UNC School of Public Health as well as the other UNC health science schools, the School of Social Work, and to undergraduates in the UNC College of Arts and Sciences’ Department of Romance Languages. The Office of Continuing Education at UNC’s School of Public Health and the UNC William Friday Center for Continuing Education at UNC support the program.

Dr. Naman Shah, who received his Bachelor of Science in Public Health from the School’s Department of Environmental Science and Engineering in May 2006, poses with young women from the Children’s Aid Clinic in Georgetown, Guyana, where he volunteered with at-risk youth in December 2005. Shah traveled to Guyana to initiate a study he designed that will examine and establish genetic markers for the resistance of a new anti-malarial drug, Co-Artem.

Cast and crew for the ¡A su salud! (“To your health!”) multi-media Spanish language program film a broadcast-quality Spanish soap opera on the Carolina campus. The program is designed to help health professionals provide better care to their Spanish-speaking patients. Here, Dr. May Farnsworth, a lecturer in Spanish in the UNC Department of Romance Languages, portrays a distraught Hispanic mother trying to relay her daughter’s medical needs to a pharmacist, played by Frank Rallahan. ¡A su salud! is offered to students through the UNC School of Public Health.

Claire Lorch, Salud project director and a clinical instructor in the Public Health Leadership Program (PHLP) at the UNC School of Public Health, says that preparing health professionals to communicate more effectively with their Latino patients can help improve health outcomes. “Latinos in need of medical care often face enormous challenges,” she says. “Few health care professionals speak Spanish or really understand Latino immigrant culture. As a result, Latinos rarely receive adequate preventive care, and they are less likely to follow treatment guidelines. Latinos tend to enter the system only when they urgently need services, and that puts a strain on their health and on the health care system.”

Nationwide, she notes, fifty percent of Latino immigrants are unable to speak English sufficiently well to communicate with their health care providers.

If a provider can communicate directly with patients, there’s a greater bond there, a greater chance the provider will have the full picture, get the context,” says another member of the Salud team, Claire Lorch, Salud project director. ¡A su salud!” multi-media Spanish language program film a broadcast-quality Spanish soap opera on the Carolina campus. The program is designed to help health professionals provide better care to their Spanish-speaking patients. Here, Dr. May Farnsworth, a lecturer in Spanish in the UNC Department of Romance Languages, portrays a distraught Hispanic mother trying to relay her daughter’s medical needs to a pharmacist, played by Frank Rallahan. ¡A su salud! is offered to students through the UNC School of Public Health.
The introductory telenovela focuses on two immigrant families, a family that recently arrived in a Southern town and a well-established family that has been in the community for many years. "We wanted to introduce some of the perspective of Latino immigrants," says Dr. Deborah Bender, a fourth member of the team and a clinical professor of health policy and administration in the UNC School of Public Health. "We felt it would be really important for beginning students in particular to understand and respect and show great respect."

"We don’t translate every word you say, just what they understand. In other words, there is some information that gets lost," she says. "Since I know Spanish, I know they don’t always translate all the information. They don’t translate every word you say, just what they understand. In other words, there is some information that gets lost."

The intermediate level ¡a su salud! course was funded by the Office of the Provost at UNC and by a grant from the U.S. Department of Education’s Fund for the Improvement of Postsecondary Education (FIPSE). The Office of the President of UNC, the North Carolina GlaxoSmithKline Foundation, Blue Cross and Blue Shield of North Carolina and The Aetna Foundation are funding the introductory program. ¡a su salud! is a project of the Office of Distance Education and E-Learning Policy at the William and Ida Friday Center for Continuing Education. The introductory ¡a su salud! will be offered at UNC and partner institutions by spring 2008 and distributed nationally soon after. For more information on the project, contact Claire Lorch at clorch@email.unc.edu or (919) 962-4011.

Laura Watford, a professional make-up artist, prepares actress Dr. May Farnsworth for the camera. Farnsworth acted as an “extra” in the production, but her starring role was that of linguist. She was on the set to ensure that actors spoke clearly and used dialect appropriately.

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