RISING TO THE CHALLENGE

RISING TO THE CHALLENGE: The Campaign for Johns Hopkins will raise unprecedented levels of support to attract, sustain, and empower the students and faculty of Johns Hopkins, who through their work improve the lives of millions around the world. Together with our philanthropic partners, we will:

ADVANCE DISCOVERY AND CREATIVITY through support of our exceptional faculty. Their innovative work drives the development of new knowledge, new forms of expression, and new ways to save lives and improve health across our core disciplines in science and technology, the humanities and arts, and public health and medicine.

ENRICH THE STUDENT EXPERIENCE by investing in scholarships and fellowships, inspirational spaces for collaborative learning and social opportunities, and new programs that will enhance student-faculty interactions, ensure diversity on campus, link learning in the classroom to life after graduation, and strengthen connections between our students and our communities.

SOLVE GLOBAL PROBLEMS AS ONE UNIVERSITY by creating new cross-disciplinary solutions in crucial areas such as sustaining global water resources, revitalizing America’s cities, advancing the health of individuals and populations, and understanding how we learn and teach.

With your help, the Bloomberg School will play a key role in the success of the campaign.

RISING TO THE CHALLENGE: A CALL TO ACTION
DEPARTMENT AT A GLANCE

DEPARTMENTAL PROFILE

Many of the most transformative public health changes have been behavioral. Hand washing. Teeth brushing. Wearing helmets and seatbelts. Using condoms and clean needles. Banning public spitting and smoking. Using checklists to prevent infections in hospitals. Just these few interventions have prevented untold millions of deaths, illnesses, and injuries. Going forward, the fight against chronic and infectious disease and its precursors, such as obesity, high blood pressure, and substance abuse, must rely heavily on effective strategies for promoting social and behavioral changes to benefit both individuals and society as a whole.

In 2005, the Johns Hopkins School of Public Health (JHSPH) established the Department of Health, Behavior and Society (HBS) with a generous gift from an anonymous donor. HBS grew quickly to become one of the School's largest departments as well as one of the strongest behavioral science departments in any U.S. school of public health. HBS utilizes a multidisciplinary, multilevel approach to develop, test, and disseminate effective public health interventions to neutralize the top international and domestic causes of death.

HBS also owns a special responsibility to address public health challenges that disproportionately impact vulnerable populations and urban communities like Baltimore. HBS faculty study how individual behaviors are shaped by physical environment, social context, and public policy. HBS emphasizes theoretical, methodological, and applied research in three signature areas: identifying the social determinants of health and improving them with structural and community-level interventions; health communication and health education; and behavioral and social aspects of genetics and genetic counseling.

The Department's research and teaching focus on areas of public health with strong social and behavioral components, including HIV/AIDS, sexually transmitted diseases, substance use, cancer, violence, unintentional injury, cardiovascular diseases, diabetes, obesity, respiratory diseases, and emerging infectious diseases, as well as the improvement of quality of life. Examples of the Department's globe-spanning mission include measuring the health impact of a new oil pipeline in Chad, guiding adolescents in Baltimore threatened by the HIV epidemic, helping physicians achieve better communication with their patients, and incorporating public health messages into popular TV programs in South Africa and other nations.

The founding chair of HBS, David Holtgrave, is a nationally recognized leader in HIV/AIDS and social science whose research has provided compelling evidence that the U.S. is spending too little on HIV prevention. Holtgrave and colleagues conducted a comprehensive cost-benefit analysis of HIV prevention among the most at-risk persons in the U.S. They concluded that the future savings in medical care costs from averting 20,000 new infections per year would justify spending up to $3 billion to achieve this goal. Holtgrave was also the lead author of a joint CDC-JHSPH report on HIV transmission rates in the U.S. from 1977 to 2006. Also, by
showing that a strong correlation exists between investment in HIV prevention programs and declining HIV incidence, Holtgrave and colleagues provided crucial support for continuing and expanding HIV prevention policies and programs. Since 2010, Dr. Holtgrave has advised President Barack Obama and U.S. Secretary of Health and Human Services Kathleen Sebelius via his service on the Presidential Advisory Council on HIV/AIDS.

Within walking distance of the Department’s main offices is the Lighthouse, a research clinic where HBS faculty study the transmission and prevention of HIV/AIDS and other diseases. By recognizing the fundamentally social nature of drug use, HBS researchers are developing interventions that tap into a drug user’s social networks—family members, sexual partners, and fellow users—to promote safer behaviors among those at highest risk. Staff train peer-education counselors on how to spread the word about sanitizing needles, portioning drugs without contamination, conscientious use of condoms, and addiction-treatment options. The Lighthouse has influenced public health practice in Baltimore and other U.S. cities as well as in Thailand, Vietnam, China, India, Russia, and Lithuania. The CDC selected one of its social network-based interventions for national dissemination to health departments and community organizations.

One of the most important emerging fields that will demand increasing social and behavioral science expertise is health communications. The Center for Communication Programs (CCP), based in HBS, advances the science and art of strategic communication to improve health and save lives. With hundreds of staff in the field and at Baltimore headquarters, CCP has active programs in the U.S. and more than 30 countries worldwide. Since 1988, CCP’s programs have reached more than 1 billion people. CCP partners with organizations to design and implement strategic communication programs that influence political dialogue, collective action, and individual behavior; enhance access to information that improves health and health care; and conduct research on health communications programs to guide their design and evaluate their impact. CCP has won over 120 awards, including a Peabody, a Regional Emmy, and prizes at the Cannes Film Festival and the New York Film Festival. Topics of CCP projects to foster social and behavioral change have included HIV/AIDS prevention and living positively with the disease, malaria prevention, safe water, promoting healthy behaviors, encouraging children to be environmentally responsible, and population and family planning. The Center for Communication Programs is emblematic of the Department’s transformative efforts to build consensus among the public and government leaders to take lifesaving steps toward better health.

In her research on physician-patient communication, University Distinguished Service Professor Debra Roter weaves together the Department’s strengths in health education and communication, social psychology, and clinical investigation. U.S. and international researchers have widely adopted the Roter Interaction Analysis System, which uses audiotapes of medical encounters to evaluate communication dynamics and interpersonal influence...
between patients and physicians and to yield positive effects on patient health outcomes. Roter’s research also guides physician training strategies to enhance physicians’ communication skills. Web of Science recognized Dr. Roter as one of the 250 most highly cited social scientists of 1981-99.

As these examples show, implementation science is a major strength of HBS and JHSPH. The School’s faculty have proven with consummate certainty that secondhand smoke kills, seatbelts save lives, and needle-sharing programs prevent HIV transmission, but just as importantly, they have formulated these findings into well-crafted policy that achieves measurable results. At any given moment, there are more than 100 active projects in HBS with implications for public health practice. From the local to the global level, Department faculty members work to incorporate state-of-the-art public health science into the mainstream of public health practice.

OPPORTUNITIES TO SUPPORT HEALTH, BEHAVIOR AND SOCIETY

To ensure its future, the Department must pursue the stability and flexibility that can only come from private funding. A more diversified funding base is critical to our mission of training first-class social and behavioral scientists and forging ahead in new fields of scientific inquiry. HBS faculty are highly competitive for NIH grants, yet every successful federal grant application demands many hours of grantwriting, assembling supporting documentation, revising proposals, reporting, and ensuring compliance with federal guidelines.

Constant pressure to raise their own salary drains away faculty time and energy that could be devoted to students or just pursuing a novel idea with creative potential. Dollar for dollar, private funding has a much greater impact, since it carries far fewer restrictions and conserves so much faculty effort.

More reliable core support for both faculty and students is essential for maintaining the quality of the HBS teaching program, which in turn benefits the entire School. The Department of Health, Behavior and Society is dedicated to high-quality teaching, and offers courses that ground all JHSPH students in the social science and communications methods that are essential for effecting behavioral and cultural changes to protect health. One such course teaches media advocacy, the strategic use of mass media to support community organizing to promote health policy change.

Expanding our endowment will provide consistent income to address the Department’s greatest needs. HBS seeks endowments for four doctoral fel-
Endowed professorships are highly attractive incentives for recruiting faculty to anchor existing programs or nucleate new ones. The chairs of five of the School’s 10 departments, including HBS, do not hold endowed professorships.

HBS faculty are truly leading the field: From 2009 to 2014, the American Academy of Health Behavior awarded its highest honor three times to HBS professors—David B. Abrams, Andrea Gielen, and Raymond Niaura. Endowed professorships will help the Department retain such stellar talent, and an emerging scholar chair would enable promising junior faculty to “jump off the treadmill” by providing three years of early career funding to support intensive research without the significant stress and time commitment of grant seeking. Such support would aid the Department in recruiting the best investigators in new fields and provide them time to generate preliminary data for subsequent grant applications.

**ALCOHOL: THE NEXT GLOBAL HEALTH CHALLENGE**

In the 1960s and 1970s, JHSPH was an early pacesetter in the epidemiology of both substance abuse and smoking-related illnesses. HBS faculty are spearheading the School’s current research and policy initiatives in alcohol and tobacco control. At the inaugural Johns Hopkins–Pulitzer Center Symposium held at JHSPH in 2013, HBS professors Joanna Cohen and David Jernigan joined leading journalists, lawyers, and public health experts to discuss how strong media coverage could help drive progress on noncommunicable diseases.

**The Institute for Global Tobacco Control** has become a key international resource to support tobacco control action around the world, and has won recognition as a Bloomberg Initiative Partner and a World Health Organization (WHO) Collaborating Centre on Tobacco Control Surveillance and Evaluation.

With its deep reservoir of relevant experience in the public health fields that are essential for success, JHSPH can potentially achieve dramatic reduc-

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**The Impact of Obesity and Poor Health on Learning**

Before Katherine Abowd Johnson entered the PhD program in social and behavioral sciences, she had worked as an information technology consultant in Washington, DC. “I didn’t feel like I was making a difference, so I started volunteering.”

While serving as a mentor in an inner city public school, Johnson was struck by the number of students whose weight and health problems interfered with learning. “There was one girl who had worked so hard to get into college, but she had gotten so big that she was afraid she couldn’t walk into her classes. It was a touchstone moment for me.” Ultimately, the girl chose to attend school—and Johnson did too, earning her master’s degree in nutrition.

Her next stop was the Bloomberg School to pursue her new career goal: childhood obesity prevention. “I never thought I’d want to do research. I thought I’d work for a nonprofit or a government program. But I realized that we really don’t know how to solve the obesity epidemic. So I became very interested in being part of the research community that’s trying to address this problem.”

That’s great news for the 31.8 percent of children in the U.S. who are either overweight or obese.
JOHANNA COHEN STUDIES THE REASONS WHY POLICYMAKERS ADOPT TOBACCO CONTROL LEGISLATION AND EVALUATES ITS LONG-TERM EFFECTIVENESS AND UNINTENDED CONSEQUENCES

From Baltimore to Bangalore, HBS faculty, students, and alumni are at the forefront of efforts to improve and protect health by promoting positive behavioral changes in individuals and whole societies. A successful development campaign will enable Health, Behavior and Society to become the leading resource for understanding how social and behavioral factors influence life expectancy and quality, and applying this knowledge to develop effective public health interventions and policies.

CAMPAIGN GOALS FOR HEALTH, BEHAVIOR AND SOCIETY

$100,000 Annual current use funds for implementation science

$250,000 Annual current use funds for a peer institutions conference

$1 million Faculty recruitment fund

$1 million Endowed Emerging Scholar Fund

$1 million Core funds for the Center for Communication Programs

$3.5 million Endowed department chair

$6 million 4 doctoral scholarships at $1.5 million per endowment

$3 million Current use funds for Global Alcohol Control ($1 million x 3 years)
On the cover: a woman practices good mosquito net care and repair, a key component of the Center for Communication Programs’ campaign in Senegal with NetWorks and the National Malaria Control Programme (upper left, photo credit: NetWorks Senegal/CCP, courtesy of Photoshare); Vanya C. Jones, assistant professor in HBS, analyzes psychosocial and environmental factors to reduce injury rates in older adults and other vulnerable populations (upper right); the Lighthouse, a community-based research center in East Baltimore, uses social networks to spread the word about sexual health (lower right); HBS faculty work to influence social policy to address major public health problems in the U.S. and around the world (lower right); CCP develops public health education initiatives like ProVision, which helps fight diabetes-related eye disease among Baltimore’s Hispanic community (inside cover).