



# The UC Berkeley School of Public Health

Healthier Lives in a Safer World



*Your support for the School of Public Health helps promote health, prevent suffering, and protect lives.*

## In the slums of São Paulo...

...researchers are uncovering the causes of deadly infectious diseases and prompting officials to take action.

## In the fields of the Salinas Valley...

...farmworkers and their families are learning how to prevent harmful pesticides from coming into their homes.

## In the halls of Congress...

...lawmakers are debating the best ways to reform our nation's health care system by increasing access, improving quality, and containing costs.

## In your neighborhood...

...local health organizations are working to promote traffic safety and reduce air and water pollution, and provide children with a healthy start to life.

These and other critical breakthroughs are taking place  
thanks to UC Berkeley School of Public Health faculty, students, staff, and alumni.

## At the UC Berkeley School of Public Health,

we believe that everyone, everywhere, deserves the opportunity to live a healthy life, and that no one should be the victim of preventable disease, injury, or premature death. The School is working to fulfill this vision on three fronts:

- By educating and developing the public health professional leadership of tomorrow.
- By conducting rigorous interdisciplinary research into the determinants of health, both good and bad, and using the answers to drive action in the policy-making arena.
- By serving as a resource of knowledge and expertise for you and your community, for state and local government, and for public health practitioners around the globe.



**Consistently ranked among the leading** public health graduate schools in the United States, the UC Berkeley School of Public Health has a 65-year legacy of achievement in helping to shape public health policies, strategies, and practices in California and around the world. Some 12,000 Berkeley graduates have put their education and skills into practice in the public health field worldwide.



The demand and need for our highly skilled graduates is growing, along with the challenges to public health at home and abroad. There is an estimated national shortage of 250,000 public health professionals. An estimated 50% of California's governmental public health workers will retire within the next five years. The need for superior public health education, research, and action has never been more urgent.



## A Unique Opportunity

**To meet that need,** the School has embarked on an ambitious plan to double enrollment, increase our faculty and staff, and build a new, world-class public health center on the Berkeley campus. These new facilities are critical if the School is to continue to attract and retain top-tier faculty, and enroll greater numbers of qualified applicants and equip them with the skills to meet society's health needs.

State funding is important, but it covers only 15% of the School's operating budget. The vast majority of support comes from grants that are designated for specific research use only. Private philanthropy is essential to make our vision a reality, which in turn will make us even more competitive in attracting grants to develop solutions to the health challenges of today and tomorrow.

Support for the new facilities and programs is an opportunity to not only sustain the School's legacy of leadership, but to have an even greater impact in the future.



Community Health Campus artist's concept

## Public Health Is Your Health

### Ask “What is public health?”

and you’ll hear many different answers. But perhaps the most direct is: *Public health is your health.* The public is not an abstract population on the other side of town or the other side of the world. It is you, your family and friends, and everyone you know.

Public health is about reducing incidences of preventable suffering, minimizing the consequences of catastrophic events, and providing the basics of sanitation and safe food and water. All the factors that determine your health — biological, behavioral, and environmental — are the domain of public health. By promoting healthy behavior, preventing disease, and protecting communities, public health initiatives help contain the costs society pays for health care.

Today, public health necessarily takes a global view. In our increasingly interconnected world, disease, tainted food, and unsafe products cross oceans and borders with unprecedented ease. Poor sanitation and a lack of health resources in distant places ultimately affect the health of Americans.

We all have a stake in the future of public health. Investing in public health benefits everyone. Support for new facilities and expanded programs at Berkeley will further strengthen one of the true pillars of America’s public health infrastructure.





**Right now**, School of Public Health faculty, staff, students, and alumni are confronting the major health challenges of our generation. Among our priorities:

### **Improve the Health Care System**

The School has taken a lead in proposing solutions to make affordable, quality health care and coverage available to all. Innovative ideas from UC Berkeley have been incorporated into the national and state discussions and debates on health care reform.

### **Confront Climate Change**

Climate change is, at heart, a public health challenge — responsible for higher heat-related mortality rates, infectious diseases, water shortages, and potential natural disasters. The School is educating policymakers on the health benefits of stronger greenhouse gas controls.

### **Nurture Lifelong Health**

One of the School's priorities is determining how to prevent or reverse chronic illnesses. From prenatal development to childhood obesity to the effects of aging, the School is engaged on a number of fronts in finding ways to improve your odds of living a long and healthy life.

### **Protect You from Natural Disasters and Infectious Disease**

Planning for a disaster or epidemic, and for a swift and effective response when one occurs, is a critical public health initiative. The School trains frontline responders in communicable disease control, emergency management, and countering bioterrorism.

### **Promote Global Health**

Our world is getting smaller. Improving health in the developing world is humanitarian — but it is also for our own protection. Berkeley researchers and students are working for better health conditions and services in more than 25 countries throughout the world, including Brazil, China, Guatemala, India, Mexico, and Tanzania.

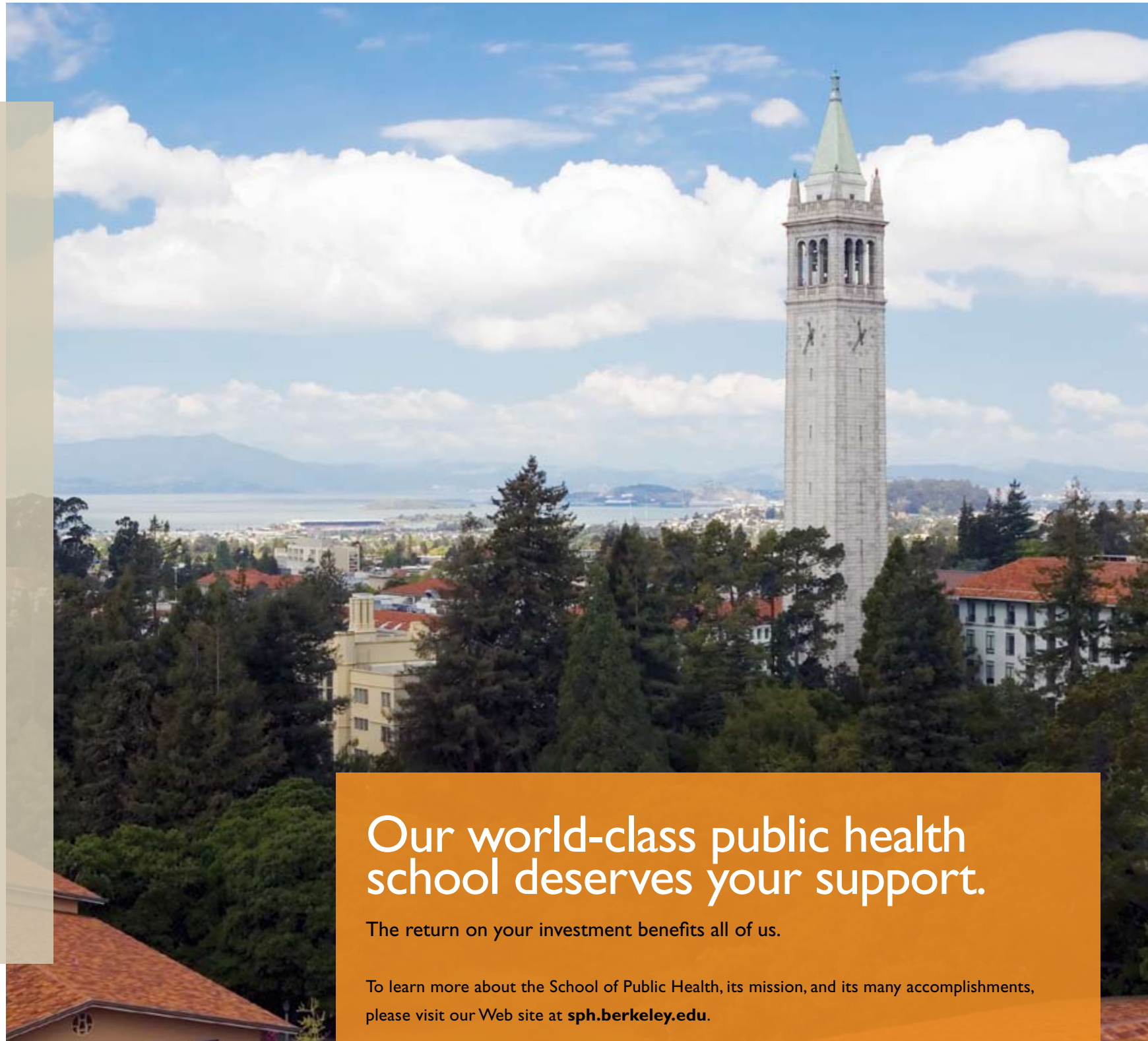
### **Eliminate Health Inequities**

Studies have uncovered vast inequities in disease rates and the quality of care received based on socioeconomic, cultural, racial, and linguistic differences. As California becomes increasingly ethnically diverse, the School is working vigorously to identify and help eradicate health disparities.

**The good news** is that there is a growing pool of prospective students who want to pursue careers in public health. The School, however, has to turn away many qualified students, and has more than 100 undergraduate applicants on its waiting list.

The planned new home of the School of Public Health will enable us to attract additional outstanding faculty, expand to meet the growing demand for trained health care professionals, and conduct more interdisciplinary research to solve health problems — which, in turn, will help advance our mission of longer, healthier lives for all.

A gift to the Campaign for the School of Public Health is an investment that pays dividends in the form of longer life expectancy, lower health care costs, higher productivity and prosperity, and better quality of life — for you, your family, your community, and your world.



## Our world-class public health school deserves your support.

The return on your investment benefits all of us.

To learn more about the School of Public Health, its mission, and its many accomplishments, please visit our Web site at [sph.berkeley.edu](http://sph.berkeley.edu).

To find out how you can support the Campaign for the School of Public Health, contact:

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