



Announcing
The CAMPAIGN for the
SCHOOL of PUBLIC HEALTH
Healthier Lives in a Safer World

School of Public Health Launches Ambitious Fundraising Endeavor as Part of Campuswide “Campaign for Berkeley”

On September 19, UC Berkeley publicly launched *The Campaign for Berkeley*, a fundraising effort to raise \$3 billion dollars for the Berkeley campus by the end of June 2013. Nearly \$1.3 billion has already been raised in the quiet phase of the campaign, which began on July 1, 2005. The campaign will support the Chancellor’s overall goals for the campus, as well as those of the separate colleges and schools.

As part of the overall campuswide effort, **The Campaign for the School of Public Health** has a private philanthropic fundraising goal of \$110 million. Sixty million is targeted to help construct a new building to house the School, as the centerpiece of a new community health campus located at the northwest corner of the Berkeley campus. The remaining \$50 million will be used for faculty and student support and new programmatic initiatives.

The fundraising effort comes at a time when the need for superior public health education, research, and action has never been more urgent. There is an estimated national shortage of 250,000 public health professionals, and the demand for trained graduates is growing. It is predicted that 50 percent of California’s governmental public health workers will retire within the next five years.

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\$15 million Gift from Fred H. Bixby Foundation Establishes Center for Population, Health, and Sustainability

Thanks to a \$15 million gift from the **Fred H. Bixby Foundation**, the UC Berkeley School of Public Health will enrich and expand its current Bixby Program in Population, Family Planning & Maternal Health to create the **Bixby Center for Population, Health, and Sustainability**. The new center will highlight the critical impact of population on the global environment, global public health, and civil and international conflict, and help to address the well-documented unmet need for family planning around the world.

Professor Malcolm Potts, who has led the Bixby Program at the School since becoming its director in 1992, believes that population growth is at the core of many of the world’s problems. “I think the huge challenge for the human race in the 21st century is whether we can move to a biologically sustainable way of life on this planet,” he says. “And population plays an essential role in that.”

\$10 million of the overall gift will be used to create the new center, which will be anchored in the School of Public Health, but will be recognized as a campuswide center, working in collaboration with the Blum Center for Developing Economies, the Berkeley Center for Global Public Health, the Berkeley Population Center, and other initiatives. The remaining \$5 million of the gift will help support a new building for the School of Public Health, in which a wing will be named in honor of Fred H. Bixby.

“This generous gift will enable our School to significantly expand initiatives in population health,” says **Dean Stephen Shortell**. “The impact of the Fred H. Bixby Foundation commitment will be felt around the world for generations to come.”

Fred H. Bixby (1910-1972) was a California rancher who attended UC Berkeley in the 1930s. Interested in addressing the problem of overpopulation, he provided



Malcolm Potts and Martha Campbell

for the creation of the Fred H. Bixby Foundation in his will. The three trustees of the foundation, **John Warren, Howard Friedman, and Owen Patotzka**, oversaw the foundation’s first pledge to the School of \$500,000 to establish at Berkeley the Fred H. Bixby Chair in Population and Family Planning, which resulted in the recruitment of Potts, a Cambridge-trained

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Dean's Message: Meeting Challenges, Seizing Opportunities

People often ask me what we do at the School of Public Health. I respond, "We produce the knowledge and people that help everyone live

longer, healthier lives." Our School

has been doing this with outstanding success for more than 60 years. But the challenges of the 21st century demand that we raise our sights.

- Too many people suffer from chronic illnesses, which constitute nearly 80 percent of all health care expenditures in the United States alone and result in a greatly diminished quality of life.
- Disparities in health by ethnicity, race, and socioeconomic status are growing.
- The health effects of global warming and alternative energy sources cry out for examination.
- We are at increasing risk for the harmful consequences of pandemic infections, bioterrorism, and natural disasters.
- Our nation's health care system requires fundamental reorganization if all Americans are to receive access to the most cost-effective value added services.
- Millions among the world's population live in conditions of poverty that breed ill health, which increasingly affects the health of all of us.

These are huge challenges which will only be solved by developing a worldwide interconnected web of public-private cross-sector partnerships. Our School is playing, and will continue to play, a leadership role in this worldwide "ecology" of problem solvers.

Thanks to Berkeley for the outstanding faculty and staff that have produced more than 12,000 graduates over the past 60 years who are working on these challenges.

But we must do more. We must seize the opportunities presented to us and create further opportunities to:

- Significantly expand the number of trained public health professionals to meet acute shortages statewide, nationally, and globally;
- Increase the size of our distinguished faculty and staff to support the expanded enrollment growth;
- Meet the continuing education and learning needs of public health professionals throughout their careers;
- Expand our significant global health research, training, and service initiatives;
- Develop new research centers which address the 21st-century health challenges;
- Further expand our partnerships on campus to include schools of engineering, journalism and law among others, in addition to those that we enjoy with the Haas School of Business, the Goldman School of Public Policy, the School of Social Welfare, the College of Environmental Design, the College of Natural Resources, and the Department of Molecular and Cell Biology; and
- Expand and further strengthen our many partnerships locally, statewide, nationally, and globally—including our work in 25 developing countries throughout the world.

To seize these opportunities, we have set an overall five-year campaign goal of \$110 million. Sixty million of this is targeted for construction of the new building for our School, which will serve as the anchor site for Berkeley's Community Health Campus. An additional \$50 million is targeted for student, faculty, staff, and related programmatic support. The good news is that we have already raised \$45 million or 41 percent of our overall campaign goal during the "quiet" phase of the Campaign. We are particularly grateful to the Fred H. Bixby Foundation for its gift of \$15 million—\$10 million to create The Bixby Center for Population Health, Environment and Sustainability, and \$5 million to be set aside for our new building (see cover page).

With the support of our alumni, our many friends, and partners we can achieve our goals and provide the foundation to meet the health challenges of the 21st century. We can also reach out to others to communicate our passion for improving the health of the public, so that they too may say "Thanks to Berkeley" for working to provide "Healthier Lives in a Safer World."

Sincerely,

Stephen M. Shortell, Ph.D., M.P.H.

Dean

Blue Cross of California Distinguished Professor of Health Policy & Management
Professor of Organization Behavior

Meet the Campaign Director



Donna M. Howard has joined the School of Public Health as campaign director, bringing an impressive set of fundraising credentials and enthusiasm for the success of the Campaign for the School of Public Health.

Howard has experience hitting the ground running on fundraising: As president and chief executive officer of the Kapi'olani Health Foundation in Hawaii, she created a private gifts and grants program from scratch and increased giving by 300 percent in two years. Previously, she served as president of the University of Hawaii Foundation and conducted the school's first-ever capital campaign. From 1983 to 1990, she worked in Oakland at Mills College as the vice president of institutional advancement.

"The need for additional and well educated public health workers cannot be overstated," says Howard. "Berkeley's continued commitment to provide exceptional leadership in meeting this need stretches our existing facilities and resources. I'm pleased have a role in developing the resources to accept the extraordinary challenge/opportunity the School faces."

Howard has a master's degree in education from the University of Hawaii and a bachelor's degree from Pennsylvania State University. She began her position in February 2008.

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School Launches Ambitious Fundraising Endeavor, *continued*

"While the need is growing, the state is no longer in a position to provide the support they have in the past. Currently state support provides only 15 percent of our operating budget," said **Dean Stephen Shortell**. "Private philanthropy is essential for us to address the health challenges of the 21st century. We must expand students enrollment, continue to attract and retain leading faculty, and develop new ideas for improving the health of all."



1 Chancellor Robert Birgeneau speaks at kickoff ceremony for The Campaign for Berkeley, where he unveiled a 72-foot-long art installation that features more than 400 black-and-white portraits of UC Berkeley's diverse community of students, staff, faculty, and alumni.


2 After the kickoff ceremony, members of the audience view the art installation amid festive, colored balloons.

With the recent \$15 million gift from the Fred H. Bixby Foundation, the School has already raised \$45 million, or 41 percent of the goal during the "quiet" phase of the campaign. The campaign offers giving opportunities for donors at all levels, including providing support for student fellowships, funding endowed chairs for faculty, and contributing to the annual fund.



"Alumni participation in giving to the School has never been more important," said campaign director **Donna Howard**. "As we seek funds from the community at large—individuals, foundations, and corporations—being able to show that our alumni support the campaign will have an enormous positive impact."

The Campaign for Berkeley's theme, "Thanks to Berkeley," was prominently featured in the September 18 ceremony at Dwinelle Plaza, where **Chancellor Robert Birgeneau** unveiled a 72-foot art installation featuring portraits of hundreds of Berkeley students, faculty, and staff. More than 100 of the pictures contain a message of thanks written about the campus by the person who was photographed. To view the photos and learn more about The Campaign for Berkeley, visit campaign.berkeley.edu.

The Campaign for the School of Public Health, with the theme of "Healthier Lives in a Safer World," will also be publicly celebrated at the Public Health Heroes Awards Ceremony and Campaign Gala on Wednesday, March 18, 2009, at the Yerba Buena Center for the Arts in San Francisco. 

Bixby Foundation Gift Establishes Center for Population, Health, and Sustainability, *continued*

obstetrician and reproductive scientist who had been the first medical director of the International Planned Parenthood Federation.


Over the next 16 years, Potts built a team of population and family planning experts with the goal of broadening the understanding of the population factor and making an impact on policy all around the world. That team includes **Professor Ndola Prata**, **Professor Martha Campbell**, **Paige Passano**, **Amita Sreenivas**, **Claire Norris**, and **Laura Spautz**. Campbell is also the founder and president of Venture Strategies for Health and Development, a nonprofit

organization designed to build on the science from the university.

As an example of translating research into action, Potts cites a joint initiative with Campbell's organization and directed by Prata to make injectable contraceptives such as Depo-Provera more available in rural villages in Ethiopia. "In this case, we know from our research that Ethiopian women like injectable contraception," says Potts, "That's their choice. Currently the rules are that only doctors and nurses can give these injections, but there aren't any doctors in the remote villages. We're showing that you don't need doctors or

nurses; you just need a person in the village who will teach others in a few days how to give injections. In one village, we trained an Ethiopian priest to give the injections. These are the kind of details that just change the world."

Potts and Campbell make a compelling case for the urgency of addressing population growth, pointing to its underlying contribution to problems such as global warming, war, and violence. "All these terrorists come from places where it's difficult to get birth control," Potts puts it simply. Another striking point: "We've never found a country that has gotten out of poverty while maintaining high birth rates," says Campbell. "Governments of rapidly growing countries simply cannot keep up with the requirements for education and health services when the number of children increases every year. At the same time there is a huge unmet need for family planning in all the fast-growing countries."

Potts believes that Berkeley is the only university that has been consistently saying two things: first, that rapid population growth has a lot of deleterious effects, and second, that population growth can be slowed in a human rights framework. "Other universities have gone into much less focus and more diffuse descriptions of this," he says. "I see the Bixby Center as an opportunity for Berkeley to enhance its leadership in the United States and globally in putting population growth back on the world agenda." 

"Governments of rapidly growing countries simply cannot keep up with the requirements for education and health services when the number of children increases every year."

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University of California, Berkeley
School of Public Health
Healthier Lives in a Safer World

Highlights

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- Fred H. Bixby Foundation Gift Establishes New Center for Population, Health, & Sustainability

News and Notes



Expert Lectures About Primary Health Care and Reproductive Health in Iran

Hossein Malek-Afzali (right), professor in the Department of Statistics at Tehran University's School of Public Health, discussed primary health care and reproductive health in Iran at a Dean's Colloquium held September 18. An Iranian scientist, physician, and associate of the World Health Organization, Malek-Afzali is former deputy health minister of Iran. Pictured with Malek-Afzali is **Dean Stephen Shortell**.

Proceeds from the Spring Alumni Brunch and Silent Auction Fund Student Scholarship

The Public Health Alumni Association (PHAA) board of directors awarded a \$5,000 scholarship to **Maria Ruiz**, an incoming M.P.H. student in the Health and Social Behavior Program. This was the first award ever given by the PHAA board. Funds for the scholarship came from proceeds of the past three years' silent auctions. The board plans to award a scholarship to an incoming student each year. Pictured, Maria Ruiz speaks at the Scholarship Tea, which was held September 23. The annual event brings together scholarship recipients and their sponsors.



Medical Students Choose a Path with Passion

Students in the **Program in Medical Education for the Urban Underserved (PRIME-US)** discussed their career paths and current projects at a special event held October 3. PRIME-US is a five-year track for medical students committed to improving all aspects of the health of the underserved. The program includes students in the UC Berkeley-UCSF Joint Medical Program and the UCSF School of Medicine. Pictured (left to right) are PRIME-US students **Jamila Harris, Jennifer Cameron, Irving Salmeron, Mikah Owen, and Emilia Wilkins**.