

# Shaping a future of health

*Driven.*

The University of Minnesota Campaign

The Campaign for the  
School of Public Health

Assistant Professor and tick researcher  
Jon Oliver examines a tick with School  
of Public Health students during a  
fieldwork collection.



The University of Minnesota has embarked on a campaign to set a new course for students, the state, and the world. Through *Driven: The University of Minnesota Campaign*, we will join forces with our philanthropic partners and friends to raise \$4 billion to strengthen Minnesota's only land-grant research university and fuel our quest to solve the world's great challenges.

## A dilemma for public health:

Although it touches everyone everywhere, many people don't know what public health actually is. Public health links to all other health sciences and professions, but stands apart in three key ways:

- 1. Prevention:** Public health stops suffering before it starts.
- 2. Populations:** Public health seeks solutions for entire populations and communities rather than treating disease and injury one patient at a time.
- 3. Partnerships:** Public health research is built on partnerships to move our research into action and to explore the root causes of and solutions to persistent or emerging health and policy challenges.

At the University of Minnesota School of Public Health, our pioneering research, inventive and innovative education, and collaborative model have positioned us among the top ten schools of public health in the nation for many years. Through this campaign we fortify our strengths to advance our impact wherever we work.

*Your investment in the School of Public Health will create a healthier tomorrow by:*



**Shaping a strong knowledge base** by increasing our capacity to improve lives through public health research and practice.



**Shaping future leaders in health** by ensuring that the strongest student candidates choose our school and thrive during their education.



**Shaping critical priority areas** by attracting world-class faculty to lead and maintain our standing as a premier global institution.



## A MESSAGE FROM CAMPAIGN CHAIR BRIAN OSBERG & DEAN JOHN FINNEGAN JR.

**Imagine a world where every person in every community has the opportunity for a healthy life.** Some believe that people won't accept an idea if it is too advanced, too forward thinking to imagine or grasp.



Pictured: Brian Osberg with wife, Jean Marie Hamilton (left); John Finnegan Jr. (right)

At the University of Minnesota School of Public Health, we think the opposite is true. We believe that thinking far into the future is exactly what we need to advance health and well-being and to meet the needs of a changing world. We believe that preparing for and preventing disease and injury is of utmost importance. We believe that avoiding health crises is first and best. And we think you do, too.

***Together we shape a healthier future. Be bold. Be part of the change.***

### CAMPAIGN GOALS



## Imagine a world without public health

Public health is essential to preventing disease and injury, protecting populations, and invigorating people to lead healthy lives through research, policy, and health behavior strategies. Well-known outcomes that can be attributed in large part to public health include:

### Increase in average life expectancy

from 48 years (1900) to 71 years (2013)

### Smoke-free environments

### More effective, nimble responses

to global pandemics

### 2 million people

saved each year from smallpox

### Clean, potable water

from the tap

### 13,000 lives

saved each year by seatbelts

## We have a critical job to do.

**Our belief that everyone has the right to a healthy life drives us to work relentlessly for the billions of people all over the world in need of better health and well-being.**

**To do this, we must confront the persistent and evolving problems the world faces now and in the future.** Although no one can predict exactly what the future holds, global changes will continue to threaten human health. The University of Minnesota School of Public Health is actively working to meet those changes now to prevent and prepare for devastating health situations.

Our vision unites our students, health care professionals, industry and community collaborators, and forward-thinking philanthropic partners who understand the critical role that public health plays in shaping a healthier future.

***The path to a healthier future is paved with determination.***

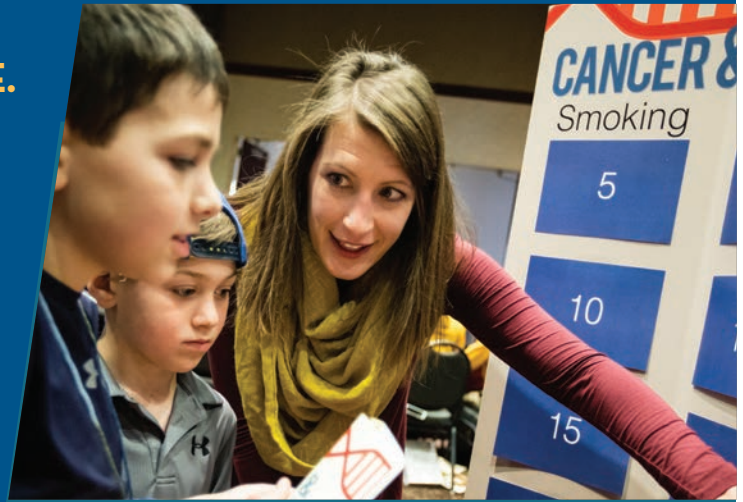
**As one of the world's premier public health research institutions, our school has a responsibility to maintain its excellence and to advance the skills and knowledge required to protect and promote the health of all populations into the future.**

We are well positioned for the task. We engage communities in active application of research. We train and inspire tomorrow's public health professional and scientific leaders who will push the field forward in new and creative ways. And we focus on critical areas of research that will drive large-scale change.

## WANTED: HEALTH ADVOCATES COMMITTED TO LARGE-SCALE CHANGE. THE URGENCY IS NOW.

To assure good health for all people, we must focus our efforts now on the main determinants of health as the world changes faster every day:

- **Rapid population growth.** The world's population will swell to a projected 8.5 billion in 2030 (1.2 billion more than today), making it ever more costly and overwhelming to treat health issues after they develop.
- **Unprecedented aging of societies worldwide.** In 1950 the population of people 0-4 years was nearly double that of people 65 and older. By 2050, that statistic will be flipped, creating more urgency to find ways for people to age with resilience, health, and dignity.
- **Our global economy** is producing larger and more diverse urban communities with broader health needs. The speed and ease of global transportation puts us all at risk of infectious and communicable diseases.
- **A warming climate** is causing oceans to rise. In the U.S. alone, more than 50 percent of the population lives in coastal areas that will be affected by this phenomenon increasingly driven by changing weather patterns.
- **Prevalence of chronic disease.** According to the CDC, 7 out of 10 U.S. deaths are caused by chronic diseases, including heart disease, cancer, diabetes, and HIV/AIDS. By 2030, that number is expected to increase by 37 percent in the U.S. and chronic illnesses are a growing problem in the developing world.



Shannon Sullivan, PhD student, teaching youth about the dangers of smoking.



After interning at the White House on HIV/AIDS policy, Jake Maxon, MPH student, is bringing national HIV plans to Hennepin County.

*You have the potential to make huge impacts on health across the globe.*



# What drives us to shape a future of health?

## Voices of the School of Public Health



### Improving access to high quality data

"Health agencies in the developing world need access to the highest quality data so that their limited resources can be put to best use. Throughout the aftermath of the Ebola epidemic, we've provided reports that international health agencies have used for this sort of resource management."

Cavan Reilly  
Professor, Biostatistics



### Creating public health programs for Minnesota's Somali community

"I teach new immigrants in the community about chemicals and what they're being exposed to in their neighborhoods. The work I do on a daily basis has an impact on the entire state."

Amira Adawe (left), MPH '15, Legislative Liaison,  
Minnesota Department of Health



### Leading clinical trials that transform medical care worldwide

At the height of the Ebola outbreak in 2014, Professor Jim Neaton flew to Liberia to work on prevention and treatment of Ebola in collaboration with the NIH. "We helped build an infrastructure to conduct research, and completed a phase 2 vaccine trial and a treatment trial. Our work now involves additional research on survivors of Ebola and on additional phase 2 vaccine trials in adults and children in four West African countries. With the results of this research, we will be better prepared for future epidemics."

Jim Neaton, MS '70, PhD '84,  
Professor, Biostatistics

### Investigating plastics in water and beyond

"I want to make the world a less toxic place for my children. By eliminating some plastic in the world, whether it's here in Minnesota or on a global scale, I feel like I'm contributing."

Mary Kosuth, MS '17, Senior Instructor, Dunwoody College



### Preventing meningococcal meningitis

"Preventing meningococcal meningitis has huge potential for communities because the disease kills quickly, overwhelms health care infrastructure, and causes long-term health problems like deafness and seizures."

Maria Sundaram, PhD student, Frieda Martha Kunze Fellow

### Developing global partnerships to improve the health of vulnerable populations

"We are evaluating the success of the HPV vaccination program in Uganda, with a specific focus on ensuring that rural communities have access to these life-saving vaccines that prevent cancer."

Nicole Basta, Assistant Professor, Epidemiology and Community Health



### Stopping infectious disease

"Public health is not about preventing deaths, it's about preventing bad deaths. People who die of infectious diseases far too often die bad deaths. We strive to give people good deaths, which come after a long and fulfilled life. That's all I hope to do."

Michael Osterholm, MS '77, MPH '78, PhD '80, Regents Professor, Environmental Health Sciences





A woman with dark hair, wearing a white lab coat and a small earring, is shown in profile, writing on a whiteboard with a marker. The background is a blurred laboratory setting with various equipment and shelves.

PIONEERING RESEARCH

## Shaping a strong knowledge base

**Driven to understand how  
environmental exposures can lead  
to cancer**

**SILVIA BALBO**

Assistant Professor, Environmental Health Sciences

Balbo received seed funding to conduct primary research to decode how interactions with environmental exposures can lead to cancer and to identify the populations that are at higher risk.

*“My work focuses on identifying exposures that modify DNA, potentially leading to mutations and cancer. It’s a constant quest. With funding made possible through this gift, I was able to set up my own lab and purchase equipment that was crucial to becoming an independent mass spectrometry investigator searching for the causes of cancer rooted in human DNA.”*





## Driven to improve equity in birth outcomes

**RACHEL HARDEMAN, MPH '07, PHD '13**

Assistant Professor, Health Policy & Management

**KATY KOZHIMANNIL**

Associate Professor, Health Policy & Management

African American babies are twice as likely to die in their first year of life than white babies. To help change this reality, which has roots in a history of racism, Hardeman (right, above) and Kozhimannil joined with Rebecca Polston (left, above) of Roots Community Birth Center in North Minneapolis to create better birth outcomes for all. Roots is 'rooted' in the North Minneapolis community—a community that experiences some of the most troubling birth outcomes in the state.

*“Research can't be done effectively without community voices, and when people outside of academia drive the work, it ensures that what we're doing will have an impact and will help people. (Rachel Hardeman)”*

## Invest in research

**\$20 million**

**We will provide the knowledge that health departments, communities, and policymakers need to make the best decisions about population health.**

School of Public Health researchers shape the way public health is practiced around the globe. Their research begins in two primary ways: 1) by building on established evidence with further critical discoveries, and 2) by following their intuition and pushing into completely new areas of research, a path made possible through venture seed funding.

Our school's success today and in the future is indispensably linked to our ability to produce world-class research that can be translated into meaningful action.

We understand that addressing health at the population level cannot be done in a vacuum. Conducting our research with community partners and faculty across the University and the world gives our work depth and relevance. Partnerships at the state, national, and global levels amplify our work and place the school at the nexus of big challenges and big questions.

## Your gift to public health research:



Will fuel innovative research projects led by accomplished faculty and grounded in a collaborative philosophy that translates science into impact.



Will provide seed funding for creative and game-changing new ideas.



STUDENT SUPPORT

# Shaping future leaders in health

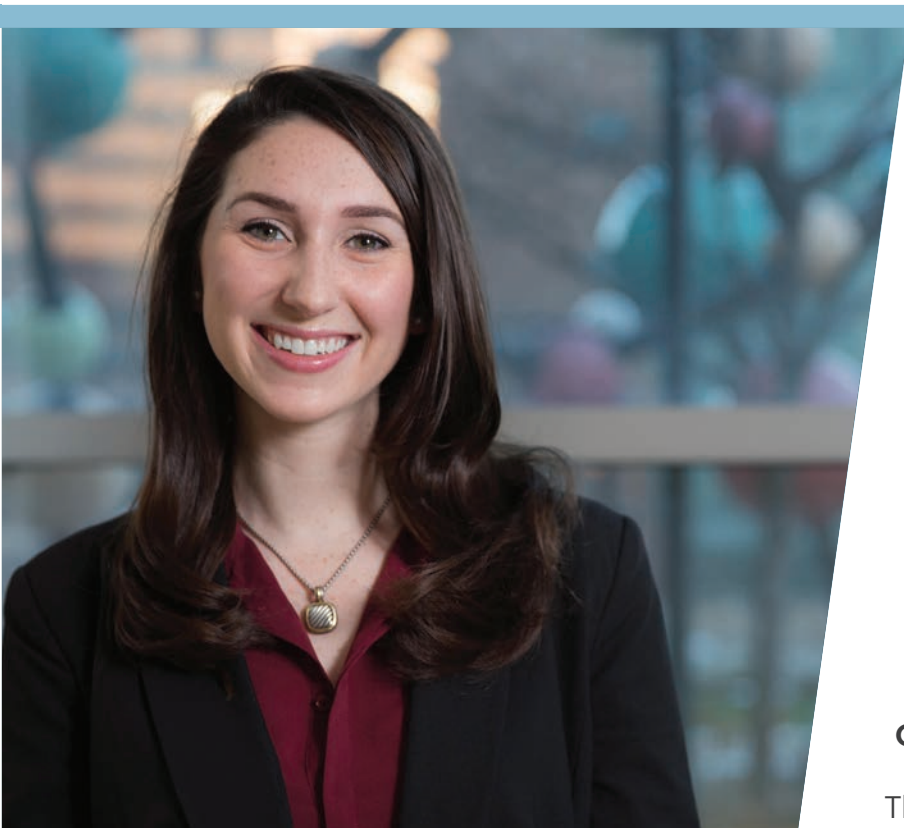
**Driven to create and manage  
health information systems in  
developing countries**

**PATRICK WILLIAMS, MPH '17**

Dr. James & Roberta Craig Scholarship for International  
Public Health Studies

*"Public health is vast and I think that Minnesota, more than other top 10 schools, gives students the tools necessary to practice public health in a number of different locales and fields. After volunteering for four years in Burkina Faso, I returned to America with very few assets and even fewer financial resources. Being selected as a scholarship recipient changed my life in ways that I have yet to fully recognize."*





## Driven to improve health care in medically underserved communities

**MEGHAN HOWELL, MHA '17**

Douglas Bean Hospital & Healthcare Administration Program Scholarship, SPH Alumni Scholarship, Howard Johnson Endowed Scholarship, Jack Dumas Residency in Medically Underserved Communities

Howell has entrenched herself within the School of Public Health and the local community. Scholarship support has been paramount in her ability to devote time to these activities.

*“I’ve been able to undertake unpaid professional development experiences, such as a space utilization project at Children’s Hospitals and Clinics of Minnesota. These experiences have helped me refine my passions and skill sets moving forward in my career.”*

## Invest in students

**\$10 million**

**We will be a destination for top talent and provide the rigorous academic experience needed to tackle the world’s most pressing health challenges.**

At Minnesota, we give students the freedom to explore the complex and far-reaching field of public health and provide the comprehensive skills and training required to create large-scale change.

### On the Cusp of a Changing Field...

The demand for public health professionals is high. Prevention is increasingly seen as the best solution in the face of rising insurance costs and incidence of disease, illness, and injury. The world requires highly qualified graduates to lead hospitals and health systems, conduct community assessments, develop interventions, shape policy, investigate hazards, and analyze big health data.

### ...That Has Stimulated a Competitive Environment

Competition for students is fierce. In 2008 there were 40 schools of public health compared to 59 in 2017 – an astonishing 48 percent increase. We aim to award scholarships that rival our peers in order to attract top talent to Minnesota.

### Your gift to students:




Will help us attract and retain the strongest students and give them once-in-a-lifetime opportunities.



Will provide critical local and global learning experiences as well as distance learning options.



A portrait of Jon Christianson, a middle-aged man with a grey beard and mustache, smiling. He is wearing a dark blue suit jacket, a white shirt, and a red tie with a small blue and white geometric pattern. The background is a blurred indoor setting with large windows.

FACULTY SUPPORT

## Shaping critical priority areas

**Driven to catalyze  
essential health policy  
improvements**

**JON CHRISTIANSON**

James A. Hamilton Chair, Health Management  
Professor, Health Policy & Management

As the James A. Hamilton Chair in Health Management, Christianson can devote the time and resources required to shape and inform pivotal policy changes. Christianson is seen by his contemporaries to be among the most influential health services researchers in the country, if not the world. His decades-long and groundbreaking research determined his selection as commissioner and vice chair of the Medicare Payment Advisory Commission (MedPAC), a nonpartisan Congressional commission that advises Congress on Medicare policy.



## Driven to help people age with dignity

### ROBERT KANE

Endowed Chair, Long-Term Care and Aging  
Professor, Health Policy & Management  
Director, Center on Aging  
(pictured with Associate Professor Tetyana Shippee)

The late Bob Kane, a former School of Public Health dean, faculty member, and giant in the field of aging, was driven to help people thrive as they age. Ranked number 1 in the U.S. for senior health, Minnesota was the best place for Kane to pursue his career goals — working relentlessly for the rights and well-being of older adults.

## Invest in faculty expertise

**\$10 million**

**We will develop leaders in research and education to shape critical priority areas.**

The core question for the School of Public Health is this: *What contributions will we make to address the grand challenges of prevention, health promotion, and health care that confront Minnesota, the nation, and the world?*

The heart of our scientific enterprise is our faculty. They ask the critical questions, mount the studies, make discoveries, and translate them into action. If a faculty chair can focus their work in a specific research area, the impact increases dramatically. Schools across the country and the world compete for these effective and productive faculty leaders who can build a school's reputation and attract top grants and students.

Faculty recognize and study many of the challenges facing us today and in the future, like aging populations, health equity, the effects of environmental and climate change, and infectious and chronic diseases, to name a few. They are also increasingly engaged in cutting-edge methods to advance big data health analytics. Our world has transitioned from an era of data scarcity to data abundance, and it is essential that we become experts in its applications and train students to do the same.

### **Your gift to endowed faculty:**



**Will lead and shape our priority areas and maintain our standing as a world-class institution.**

# GIVING OPPORTUNITIES

Campaign goal: \$40 million



## SHAPING A STRONG KNOWLEDGE BASE

### PIONEERING RESEARCH

**\$20 million**

New gifts for research will enhance and accelerate our strategic partnerships and opportunities to advance health and well-being for everyone.

#### *Your gifts will create and sustain:*

- Innovative and progressive research projects led by our accomplished and dedicated faculty who translate science into meaningful impact
- Seed funding for creative and game-changing new ideas



## SHAPING FUTURE LEADERS IN HEALTH

### STUDENT SUPPORT

**\$10 million**

New gifts will ensure that we attract the strongest student candidates and train them as tomorrow's public health leaders.

#### *Your gifts will create and sustain:*

- Scholarships and fellowships to attract the strongest candidates and give them once-in-a-lifetime opportunities
- An enriched student experience by providing critical exposure to experiential learning and innovative distance learning options



## SHAPING CRITICAL PRIORITY AREAS

### FACULTY SUPPORT

**\$10 million**

New gifts will strengthen our ability to attract world-class faculty leaders who will accelerate advances in health.

#### *Your gifts will create and sustain:*

- Endowed faculty chairs and professorships to lead and shape critical research areas and maintain our standing as a premier global institution

To learn more please contact

Louis Clark IV, Chief Development Officer  
612-626-2391  
clarkl@umn.edu





**The multiplier effect is real.** When you support public health, the output is exponentially greater than the input. One breakthrough in public health produces years, decades, and even centuries of change...for the better. Philanthropic investment at this key time will advance the School of Public Health's bold vision to lead the movement toward a healthier future.





# Shaping a future of health *Driven.*

The Campaign for the  
School of Public Health



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**PUBLIC HEALTH**

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