Essentials of Global Community Health

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Dedication

To our parents
and
To our children, Oren, Ronit, and Yoel, and their families
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ABOUT THE EDITOR:
Richard K. Riegelman, MD, MPH, PhD, is Professor of Epidemiology-Biostatistics, Medicine, and Health Policy, and Founding Dean of The George Washington University School of Public Health and Health Services in Washington, DC. He has taken a lead role in developing the Educated Citizen and Public Health initiative which has brought together arts and sciences and public health education associations to implement the Institute of Medicine’s recommendation that “all undergraduates should have access to education in public health.” Dr. Riegelman also led the development of George Washington’s undergraduate major and minor and currently teaches “Public Health 101” and “Epidemiology 101” to undergraduates.
We are indebted to our mentors, teachers, colleagues, students, and graduates who have contributed to our understanding and mastering of community health and health care and have stimulated continuous learning.

Sidney L. Kark (deceased in 1998) and J. H. Abramson from the Department of Social Medicine of the School of Public Health and Community Medicine of the Hebrew University and Hadassah played a central role in our professional development. We were privileged to be their students and then their humble colleagues, enjoying not only their wisdom but also a personal relationship throughout the years. J. H. Abramson wrote Chapter 8, “Epidemiology as a Tool for Community Health Care.”

Our heartfelt thanks go to each of our colleagues from the Department of Social Medicine and its Hadassah Community Health Center with whom we worked for many years; they shared with us their experience and contributed to our own.

The uniqueness of the integration of the academic framework of the Department of Social Medicine with the practice at the Community Health Center provided the opportunity for service-oriented research in COPC and for the study of health and disease and their determinants.

Special thanks to Professor Ayman El Mohandes, dean of the College of Public Health of the University of Nebraska Medical Center and the former head of the Department of Prevention and Community Health of the School of Public Health and Health Services (SPHHS) of the George Washington University. Professor El Mohandes provided us with an academic home in Washington, DC and wholeheartedly supported, and continues to support, the teaching and practice of COPC.

Professor Richard Riegelman, the founding dean of the SPHHS and the editor of the Essential Public Health series, supported the teaching of COPC in the school as the director of the Public Health Program. Our thanks for his initiative, advice, and support throughout the preparation of the manuscript.

We would like to acknowledge the following individuals for their assistance in reviewing, editing, and providing comments and insights at various stages of this manuscript: Elvira Beracochea, MD, MPH; Suzanne Cashman, ScD; Ayman El-Mohandes, MBChB; MD, MPH; Becca Feldman, PhD; Joan Klevens, MD, MPH; Cara Lichtenstein, MD; Itzhak Levav, MD, MSc; Heather Pitorak, MPH; and Delia Sanchez, MD, MPH. Our acknowledgments also go to Karyn Pomerantz, MLS, MPH for providing the sources of data in Chapter 2.

To all the authors of the case studies, our sincere thanks for your contribution to enriching this book with your experiences.
We extend thanks to our children, who struggled in their young age to explain to their friends what kind of physicians their parents are, working in social medicine. Before long, they were not only able to explain but also to become supporters of our experience with COPC.

Traditionally, authors end their acknowledgments by saluting their spouses. In our case . . . the two together enjoyed this tango.

—Jaime Gofin and Rosa Gofin
Jaime Gofin, born in Uruguay, got his MD from the Universidad de la República of Uruguay and his MPH from the Hebrew University-Hadassah School of Public Health and Community Medicine in Jerusalem, Israel. He is a public health expert in community health and epidemiology.

Dr. Gofin is a professor of the College of Public Health at the University of Nebraska Medical Center. During the time this book was written, he was visiting professor at the Department of Prevention and Community Health of the School of Public Health and Health Services of the George Washington University as the director of the MPH Community-Oriented Primary Care (COPC) Program.

During 1975–2003, Professor Gofin was a member of the Department of Social Medicine of the Hebrew University-Hadassah School of Public Health and Community Medicine in Jerusalem, academic director of the MPH Program, director of the Hadassah Community Health Center and director of the COPC Teaching Programs. He co-directed the 1-year International Certificate Distance Learning Program on COPC (a joint program of the George Washington University and the Jerusalem School).

Professor Jaime Gofin has developed COPC capacity programs in Portugal; Spain; Turkey; United Kingdom; Washington, DC; Argentina; Costa Rica; Ecuador; Uruguay; South Africa; and Vietnam. He is a consultant and advisor for international organizations, academic institutions, and governments, including the PAHO/WHO; the Catalan Health Department; the Medical School of the Universidad de la Republica in Montevideo; and the Ministry of Health of Uruguay. He is a founding member of the COPC Working Group of the Catalan Society of Family and Community Medicine in Catalonia. He is also the chairman of the task force on Integrating Medicine and Public Health of The Network: Towards Unity for Health. Dr. Gofin has delivered lectures on COPC at International Health Organizations and published articles about the practice, teaching and evaluation of COPC.

Professor Jaime Gofin was the recipient of the 2007 Gordon Wyon Award of the International Health Section of the American Public Health Association (APHA) for his "outstanding leadership and contribution to Community-Oriented Primary Health Care."

Rosa Gofin, born in Uruguay, got her MD from the Universidad de la República of Uruguay and her MPH from the Hebrew University-Hadassah School of Public Health and Community Medicine in Jerusalem, Israel. She is an expert in public health in the areas of mother and child health, community health, and epidemiology.

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Professor Rosa Gofin has extensive international experience in service, capacity building, and research on community-oriented primary care (COPC) and mother and child health. She has served as a consultant for international organizations, governments, and academic institutions in the development of school health services and strategic planning for injury control and in the development of curricula related to primary care in schools of medicine and family medicine residency programs.
COMMUNITY HEALTH AND THE COMMUNITY-ORIENTED PRIMARY CARE (COPC) APPROACH

Health and disease are the concerns of individuals, families, and health services. When the health–illness continuum is examined, it becomes clear that beyond individuals and families, there is another dimension related to both, that of the community. The community dimension provides an understanding of the context in which health and disease are expressed. Yet this expression cannot be understood without examining the determinants of health and disease, not only at the individual and family levels, but at other levels as well. The interaction of individual, familial, community, societal, and global determinants shape the community’s health.

It is this aspect of health that we develop in this book. As a natural corollary, we approach community health care by addressing the health of individuals and families in the context of their communities, stressing interventions that are intended to promote health and prevent disease at the community level.

A special feature of this book is the presentation of the history, principles, and practical steps in the development of Community-Oriented Primary Care (COPC), an approach in the delivery of community health care through primary care.

The book consists of two main sections. Section I is composed of eight chapters, and Section II is composed of 16 case studies on community health across the globe.

The first chapter elaborates on the concept of community health and its different levels of determinants. In the second chapter, community interventions are addressed, giving an overall picture of methods and types of interventions and guiding the reader through the process of developing a community intervention. Chapters 3 and 4 are specific to health interventions in primary care, addressing the principles and methods of the community-oriented primary care (COPC) approach. Chapter 3 also presents the history and origin of COPC in South Africa and follows it through its development in Jerusalem and beyond, in different countries. These two chapters have special significance because they present an approach in the delivery of care that started in the 1940s in a rural deprived area but has relevance today, considering the widespread disparities in health and inequities in the delivery of health care in many populations. Chapter 4 details the steps in the process of developing COPC programs.

Chapter 5 develops a new concept, that of community-oriented public health (COPH), which applies population health principles in the context of the community’s health. It includes a comparison of traditional public health and COPH, and it highlights how COPH differs from COPC.

Chapters 6 and 7 deal with basic features of community health. In Chapter 6, community participation in health care is presented, related to the maintenance and improvement of individual and community health. A framework for the development of community participation in community health care, together with a monitoring framework, is
suggested. Chapter 7 analyzes the fragmentation of health services, its negative effects, and the factors responsible for its prevailing situation in different health systems. Various approaches of integration and a framework for integration in community health care are suggested. Chapter 8 deals with epidemiology as a tool in community health and community health care from needs assessment to evaluation and for assessing health information.

Section II describes the global experience of community health and community health care. The 16 case studies examine varied conditions and situations from a variety of places and health systems in developing, transitional, and developed countries.

The book aims to respond to the increasing interest and manifested need to learn and teach public health and community health to undergraduate and graduate students who, potentially, will form the future professional cadre in community health.

We intend for the book to spark the reader’s interest, and although it does not provide all the answers to questions that might be asked and does not cover all possible aspects of community health, we hope that it will stimulate further reading, questioning, and a search for answers. The challenges of health services reform and addressing health disparities and inequities may pose more questions than answers. We hope this book will contribute to addressing these issues and to training the public health workforce, as well as contributing to citizens’ education in health matters.

Essentials of Global Community Health is an expression of the many years of work, experience, teaching, and learning by the authors, starting in Uruguay, then continuing in Jerusalem and many other parts of the world.
Essentials of Global Community Health is a landmark textbook providing health professional students, health professionals, and undergraduates with a practical framework for putting community health into practice. The book is based upon principles of community-oriented primary care (COPC), a step-by-step approach to address health problems in the community. The text provides an abundance of examples of efforts from around the world to apply COPC principles.

Essentials of Global Community Health was written by two of the world’s leaders in community health, Jaime and Rosa Gofin. For nearly 40 years the Gofins have been in the forefront of efforts to educate health professionals and citizens about implementing the COPC approach. They themselves have been active in efforts to establish model COPC practices. They have established what is today undoubtedly the largest network of COPC practitioners, including practitioners from every corner of the Earth.

The book is divided into two basic sections. The first is an overview of the content of community health and the COPC approach. The second is a series of structured case studies illustrating the approach in a wide array of settings. The overview is carefully organized to provide the reader with necessary content, complete with illustrative examples, summary tables, plus discussion and review questions to reinforce the material.

The book is ideal as a textbook for health professionals, including clinicians, public health professionals, and administrators. It is also an extremely useful book for future health professionals who want to understand how their future careers might serve communities as well as individuals.

This approach to community health is based upon the COPC principles so well developed by the Gofins and their mentors and colleagues over more than a half century. The book also introduces a recent expansion of these concepts to include a wider focus on the population as a whole through community-oriented public health. The Gofins do a wonderful job of summarizing what has been learned over the last half century and look forward to what needs to be done in the years to come.

I’m delighted that Essentials of Global Community Health is now part of our Essential Public Health Series. Take a look; I’m convinced you will be equally pleased.

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