

**UNMC, College of Public Health**  
**Applied Practice Experience (APEX) Opportunities**

**Partner organization name:** [Center for Preparedness and Emergency Response Solutions | College of Public Health | University of Nebraska Medical Center](#)

**Partner organization website:** [Center for Preparedness and Emergency Response Solutions | College of Public Health | University of Nebraska Medical Center](#)

**Partner organization brief description:**

CPERS focuses on research, planning, training, exercises, and education related to public health and health care emergencies. This includes conducting traditional academic and community activities in preparedness and infectious diseases. Our programs are designed for the people they serve. This means keeping training affordable by bringing programs and services to our audience.

**Partner organization's point of contact name and email:**

Keith F Hansen [kfhansen@unmc.edu](mailto:kfhansen@unmc.edu)

**Description of partner organization's priority opportunity (APEX activities):**

A local public health department has asked CPERS to develop three trainings specific to public health Public Information Officers (PIOs). They have asked for three sessions:

- a one-hour overview (primarily didactic)
- a two-hour moderate depth (small number of case studies)
- a four-hour in-depth training (didactic, case studies, and skills practices)

**Timeframe of proposed activities:**

May 19 to August 15

**Benefit of proposed activities to partner organization:**

Public Information Offices in local public health departments in NE will gain knowledge and skills related to their roles in a disaster. Public Health is often asked to assist with public information in many types of disasters, regardless of whether they are the lead agency. This training will help them understand and, eventually, practice their roles.

**Benefit of proposed activities to the student:**

Students will learn:

- How to research and develop both didactic and hands-on training for public health practitioners to include:
  - Branding
  - Curriculum design
  - The principles of Content Marketing (educate, engage, and entertain)
- The role of public information officers in a disaster (and how those skills translate to daily public health activities)

**Skill sets of students requested:**

- Actively research material on a specific topic.
- Translate material from CDC, published research, the popular press, and other sources into a more condensed and usable format

\*Note—An affiliation agreement will be required prior to student engagement

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- The student should be able to put themselves “into the mind of the learner.” Critically assess the content they are developing and assure it meets the needs of the learner.

**Additional Information** (format of preferred engagement-virtual, hybrid, in-person; partner organization’s location):

- The APEX can be conducted completely virtually. If the student is in Nebraska, components may be conducted live, at the discretion of the student and the preceptor.