

Public Health Partnerships at Their Best:

Public Health Foundation's use of CDC Podcasts during the Novel Influenza A (H1N1) Outbreak

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The Public Health Foundation (PHF) is a national, non-profit organization dedicated to improving public health infrastructure and performance through innovative solutions and measurable results. With over 35 years of experience, PHF is moving public health to the cutting edge of quality and innovation and is identifying and meeting workforce development needs. With its highly motivated and professional staff, PHF quickly and effectively responds to the current and emerging needs of the public health system.

TRAIN (TrainingFinder Real-time Affiliate Integrated Network) is a project of PHF that provides a unique, web-based learning management solution for public health organizations. It provides organizations with the ability to rapidly expand their training capacity by creating a searchable clearinghouse of on-site and distance training, thus allowing seamless tracking of distance learning opportunities available within their jurisdictions and across the country. TRAIN's infrastructure was developed with the input of over 40 states and 400 health professionals and with the financial support of states, the Centers for Disease Control and Prevention (CDC), and Robert Wood Johnson Foundation (RWJF). TRAIN is a robust nationwide system with over 2,800 course providers offering over 13,000 trainings to over 280,000 registered users. It is currently comprised of 22 states and two national organizations, the Medical Reserve Corps (MRC), and CDC's Division of Global Migration and Quarantine (DGMQ).

As the novel Influenza A (H1N1) outbreak unfolded during the final week of April, public health professionals found it difficult to access H1N1 flu podcasts on CDC's Web site due to the large internet traffic on CDC's servers. Working in collaboration with CDC, PHF ensured the public health community access to the entire H1N1 flu podcast series by making it available on TRAIN. In addition to the H1N1 flu podcast series, TRAIN provided access to a large number of CDC H1N1 flu webcasts, videos, and web-based trainings. Through its community model, TRAIN was able to disseminate emergent public health information, resources, and trainings at the local, state, federal and international levels.

To determine the efficacy of the CDC H1N1 flu podcasts on TRAIN, PHF attached a short evaluation to each linked podcast. Questions that TRAIN learners were asked to respond to included:

- their ability to play the video without technical difficulty,
- their rating of the podcast (on a scale of 1 to 5),
- whether they like CDC podcasts to be available on TRAIN, and
- whether they appreciate having their podcast viewing available on their TRAIN transcript (a fifth evaluation question provided an opportunity for open feedback).

Feedback provided by TRAIN learners revealed the following:

- Of the 768 learners who viewed the podcasts, 328 responded to the evaluation (42.71%).
- The greatest obstacle encountered was technical issues on the user-end. Only 73.35% of TRAIN learners reported being able to view the content without technical difficulty, and while this figure is a significant improvement upon initial evaluation results and was aided by clearer instructions and technical requirements, it is still below TRAIN's targeted result.
- Podcasts received an excellent 4.018 average rating (out of 5).

- Approximately 98.8% of respondents indicated the value in being able to access CDC's podcasts on TRAIN
- Approximately 98.8% appreciated the CDC podcasts being tied to their TRAIN transcripts.

In addition, learners provided the following comments about the podcasts:

- *"The video was great information, but short so as not to take too much time away from regular duties."*
- *"Hope CDC continues to use TRAIN to dispense information"*
- *"Good use of TRAIN in dispensing information"*
- *"It is great CDC reached out to post these videos on TRAIN."*

Based on the collected data, it is evident that TRAIN learners are satisfied with the cooperative efforts of CDC and PHF to make H1N1 podcasts available. Additionally, a number of comments from learners suggest that TRAIN expand to include other CDC resources and trainings. Most importantly, TRAIN was able, without significant accessibility impairment, to collect valuable data from CDC H1N1 flu podcast users. PHF's ability to disseminate CDC's H1N1 flu information, resources, and trainings through TRAIN is a great example of partnerships playing a role in protecting the health of people around the world.

For more information about TRAIN or to receive complete evaluation results used in this study, e-mail training@phf.org. Visit <https://www.train.org> for a free TRAIN account.

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