

For Immediate Release

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**NEW BOOK SHOWCASES
“MILESTONES IN PUBLIC HEALTH”**

Philadelphia, PA, December 9, 2005 – Public health is what our society does collectively to assure the conditions in which people can be healthy. Because public health success in prevention and protection is often invisible to the society it serves, its value is hidden. A new book, *Milestones in Public Health*, seeks to highlight how public health is fundamental to the health and well-being of our nation and is at the center of every family and community. The book takes an in-depth look at the leading public health milestones in the U.S. over the last 100 years, and is being launched tomorrow at the 2005 American Public Health Association annual meeting (December 10-14) in Philadelphia, PA.

Milestones in Public Health celebrates innovative solutions to public health challenges and the people and institutions that have implemented them. *Milestones* also seeks to reinforce a core trait of public health, namely that success redefines the challenge. Advances in disease prevention and treatment often result in the public health community facing a new generation of challenges. For example, the development of penicillin, which changed the treatment of infectious disease in the last century, has led to concerns about antibiotic resistance in the 21st century – an issue that the Centers for Disease Control and Prevention (CDC) are addressing energetically.

The topics covered in *Milestones in Public Health* have been sourced in part from the CDC's "*10 Great Public Health Achievements in the 20th Century*" (MMWR, April 1999), as well as from input from nationally recognized public health experts. The format of *Milestones* is unique. The book showcases "real life" examples of public health milestones by summarizing their history, selecting a case for in-depth review and another for a more focused presentation, and finally directing people to think about the challenges that lay ahead in each area of public health.

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“*Milestones in Public Health* celebrates the discoveries, solutions and innovations in public health over the last century. More importantly, it showcases the manner in which complex public health challenges were addressed through the creative thinking and expert problem-solving skills of key individuals and institutions,” explains Barbara A. DeBuono, MD, MPH, Senior Medical Director/Group Leader, U.S. Public Health/U.S. Medical, Pfizer Inc. “Public health problems are best solved when science, policy, politics and the media converge to construct the best solution and make a difference. We hope that the book will serve as a useful tool for public health students and professors in provoking thoughtful discussion and exploration of how public health challenges are met and continue to evolve. Mostly, we hope this book will inspire a new generation of public health professionals.”

In keeping with CDC’s list of ten acknowledged milestones in public health, the book includes the following chapters: Addiction; Automotive Safety; Cancer; Cardiovascular Disease; Environmental Health; Food Safety; Infectious Disease Control; Maternal and Child Health; Oral Health; and Vaccines. The concluding chapter focuses on the development of the Public Health Infrastructure in the United States, and how it has contributed greatly to advances in public health and serves as a model for the world. Leading experts reviewed and provided commentary for each chapter in the book.

“It is certainly true that public health always faces new challenges,” writes David Satcher, MD, PhD, former U.S. Surgeon General and current interim President of the Morehouse School of Medicine in Atlanta, in the book’s Prologue. “However, embedded within these challenges are also new opportunities. Public health is challenged to improve communication and to become more visible while developing new partnerships with and in the communities. Through these partnerships, the opportunity to better impact the all-important social determinants of health is real and tremendous.”

Milestones in Public Health, which is published by Pfizer’s U.S. Public Health Group, is available free of charge and can be ordered on www.pfizerpublichealth.com. The book will also be distributed on-site at the American Public Health Association meeting. *Milestones in Public Health* is the latest addition to Pfizer’s ongoing

commitment to providing high-quality books on health care careers, including *The Faces of Public Health* and *Advancing Healthy Populations: The Pfizer Guide to Careers in Public Health*. These books can also be ordered free of charge on the Pfizer Public Health website.

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Expert Reviewers for
Milestones in Public Health

Prologue

Expert Reviewer: David Satcher, MD, PhD
Former U.S. Surgeon General and Interim President, Morehouse School of Medicine

Chapter 1: Vaccines

Expert Reviewer: D.A. Henderson, MD, MPH

Chapter 2: Automotive Safety

Expert Reviewer: Susan Baker, MPH
Bloomberg School of Public Health, John Hopkins University

Chapter 3: Environmental Health

Expert Reviewer: Richard Jackson, MD, MPH
California Department of Health Services

Chapter 4: Infectious Disease Control

Expert Reviewer: James Curran, MD, MPH
Rollins School of Public Health, Emory University

Chapter 5: Cancer

Expert Reviewer: John Seffrin, PhD
American Cancer Society

Chapter 6: Cardiovascular Disease

Expert Reviewer: Thomas Pearson, MD, MPH, PhD
University of Rochester

Chapter 7: Safer and Healthier Foods

Expert Reviewer: Ernest Julian, PhD
Rhode Island

Chapter 8: Maternal and Child Health

Expert Reviewer: Allen Rosenfield, MD, MPH
Mailman School of Public Health, Columbia University

Chapter 9: Oral Health

Expert Reviewer: Myron Allukian, DDS, MPH

Chapter 10: Addiction

Expert Reviewer: Joseph Califano, Jr.
National Center on Addiction and Substance Abuse, Columbia University

Chapter 11: Public Health Infrastructure

Expert Reviewer: C. William Keck, MD, MPH
Northeastern Ohio Universities College of Medicine

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