# 2011 Curriculum Award Presentation
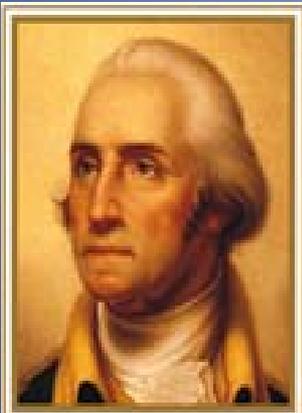
# Overview of the Course

- Designed to encourage learners to examine innovative organizations and organizational leaders

- "Social entrepreneurs identify resources where people only see problems. They view the villagers as the solution, not the passive beneficiary. They begin with the assumption of competence and unleash resources in the communities they're serving." --David Bornstein, author of *How to Change the World: Social Entrepreneurs and the Power of New Ideas.*

- "Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry." *--Bill Drayton, CEO, chair and founder of Ashoka.*

# The Rationale Behind Teaching Social Entrepreneurship in Public Health

- We ask the question:  If $30 a day can support a village for a month, why haven't the billions of dollars already invested in social services led to villages supporting themselves?

- Public health students are yearning for new approaches

- Learners are asked to critically evaluate the non-profit system's ability to deliver

# Addressing Public Health Educational Needs through Teaching Social Entrepreneurship

- **Social entrepreneurship is the nurturing and developing of ideas that leads to new programs or approaches to social issues identified in a community. The fundamental premises are that the program:**
  - is an innovative approach to solving a social issue,
  - is consistent with the broader mission of the organization,
  - benefits the civic life of the community,
  - benefits the clients of the program, and
  - is managed in a way that is operationally feasible for the organization.

# Integrating Public Health Practice into Classroom Discussions and Experiences

- **Students are given the opportunity to learn from visiting experts in various aspects of social entrepreneurship including:**
  - non-profit law,
  - global philanthropy,
  - cause-related marketing, and
  - monitoring and evaluation

# Employing Public Health Practice/Scholarship to Highlight Successful Models

- **In addition to site visits with public health organizations and social entrepreneurs, learners spend time with organizations that support social enterprises**
  - Feedback from the students to the organizations
  - Peer-to-Peer feedback during unstructured, lively discussion in the classroom
  - Blogging to the greater learning and enterprise community
  - Development of articles for submission to peer-reviewed journals (social entrepreneurship, social enterprise, public health practice, public health education)

# Emphasizing the Application of Public Health Principles and Science-Based Decision-Making

- The course takes a unique look at the 10 essential public health services – asking learners to identify where philanthropists and funders currently focus their support and where, based on the information learned in the classroom and in the field, support should be focused.

- Researching science-based decision-making should be at the top of the list of areas in need of support, yet organizations in the US and abroad continue to use untested home-grown interventions that prove to be unsuccessful and unsustainable.

# Strengthening Skills Development through Public Health Practice

- **Learners are asked, using the skills they develop through this class and their public health education and practice, to write a business plan - an idea for change. The details include the:**
  - problem
  - solution
  - innovation
  - proof it is evidence-based
  - expected impact on outcomes
  - marketing and/or cause-related marketing and media approach
  - management and financing of the enterprise to ensure it is a sustainable venture.

# Involving Community-Sector Partners in Teaching

- **To test their ability to develop such a project, students developed skills in the field by implementing public health practice through several service learning project in India**

# Presenting Case Studies and Other Examples of Inter-Disciplinary Projects

- **Finally, students analyze two specific case studies outside of the in-field India case study**
  - *Venture Philanthropy and Social Entrepreneurship in Community Redevelopment*
  - *Non-Profit Activist Public Relations and the Paradox of the Positive: A Case Study of Frederick Douglass*

# Thank You, Delta Omega!

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