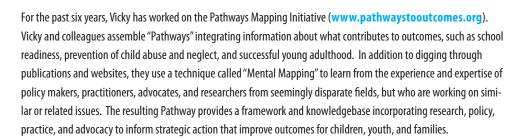
## Public Health Social Work **& the Nation**

With the boom in information and new media, it has become harder for program planners to find the most relevant information for their particular needs. Public health social worker **Vicky Marchand** (SSW'93, SPH'94) helps states, coalitions and communities not only find this information, but use it to see the big picture.





Ever increasing access to information and the struggle to act on what we know has emerged as an increasing trend in Vicky's work. Based in Washington, D.C., she is working also as an independent consultant with The Finance Project (www.financeproject.org) that provides technical assistance to leaders focused on financing and sustaining for strategies that benefit children, families, and communities. By combining external expertise with local wisdom, Vicky hopes the impact of her work is to inspire results-oriented community action on public health issues across sectors. "We talk about how to put the pieces together and what connections can be made both fiscally, and across disciplines,

to get the best return on investment...with our help, folks think and, eventually, act differently."

## The Campaign for Public Health Social Work www.publichealthsocialwork.org

## She acknowledges that her

interdisciplinary training has launched her to where she is today. "My work is focused on the world beyond programs. I look at how we build infrastructure and create new norms that support families at the population level. I couldn't have done my work [without my MSW/MPH.] By putting the pieces together, I can engage an audience to think more broadly and plan holistically. When you say 'social work' people automatically think 'clinical', but it is far beyond clinical."



Vicky Marchand



