MASTER OF PUBLIC HEALTH IN THE FIELD OF GLOBAL HEALTH COMMUNICATION

Program Directors  T. Gurman, K. Ndiaye

Mission
The mission of the MPH in Global Health Communication is to train the next generation of public health professionals engaged in tackling global health issues with direct ties to human behavior. Human behavior is at the core of many of the world’s most pressing public health challenges (i.e., HIV/AIDS, obesity). This MPH program will train professionals to approach the development and evaluation of behavior change communication programs that address the individual- and community-level factors relevant to the particular population and setting.

Goals
Understanding why people do what they do and being able to develop effective ways to get people to change their behavior requires a toolbox filled with a diverse set of skill sets. As a result, the goals of the MPH in Global Health Communication are to teach students the following:

- Recognition of the complexity of behavior change, especially the multiple levels of influence on human behavior;
- Ability to apply behavior change and communication theories in the development and evaluation of health communication programs and activities;
- Appreciation for the challenges that may arise in addressing behavior change in global settings;
- Critical thinking skills necessary to interpret and apply public health literature related to health communication and behavior change in global health settings;
- Skills for developing and evaluating health communication interventions in resource-limited settings or for vulnerable populations;
- Qualitative and quantitative research methods relevant to health communication;
- Knowledge of the various types of stakeholders, including governments, international donors, and local players, that may shape health communication interventions in global settings;
- Cultural competency skills necessary to develop programs and work in diverse cultural settings; and
- Awareness of the benefits and challenges to collaborating with organizations that serve disenfranchised/vulnerable communities.

COMPETENCIES
By the end of their MPH program, students should be able to:

- Apply multi-disciplinary perspectives to identify, analyze and address global health challenges.

  Relevant courses:
  - PUBH 6400  Global Health Frameworks
  - PUBH 6410  Global Health Study Design
  - PUBH 6411  Global Health Qualitative Research Methods

- Distinguish between qualitative and quantitative methods and select the appropriate method depending on the specific research or programmatic need.

  Relevant courses:
  - PUBH 6410  Global Health Study Design
  - PUBH 6411  Global Health Qualitative Research Methods

- Interpret and critique research and best practices to inform the development of evidence-based solutions for global health challenges.

  Relevant courses:
  - PUBH 6400  Global Health Frameworks
  - PUBH 6410  Global Health Study Design
  - PUBH 6412  Global Health Quantitative Research Methods

- Communicate public health evidence on global health topics to a variety of audiences, such as technical experts, policymakers, lay audiences, and other relevant stakeholders.

  Relevant courses:
  - PUBH 6412  Global Health Quantitative Research Methods

- Identify and address the ethical issues of global health programs, policies and research.

  Relevant courses:
  - PUBH 6416  Ethical and Cultural Issues in Global Health Research and Programs

- Engage with diverse individuals, organizations, and communities with respect for different values, beliefs and practices.

  Relevant courses:
• Explain multilevel determinants of problems in Global Health and the basis for strategies and interventions.

Relevant courses:

PUBH 6400 Global Health Frameworks

• Describe the governance and institutional landscape of global health.

Relevant courses:

PUBH 6400 Global Health Frameworks

• Demonstrate professionalism in practice, research and in communication activities.

Relevant courses:

PUBH 6410 Global Health Study Design

PUBH 6411 Global Health Qualitative Research Methods

• Explain the ways in which behavior change and communication theories can inform the development and evaluation of health communication interventions.

Relevant courses:

PUBH 6430 Theories for Global Health Communication Interventions

PUBH 6431 Global Health Communication Strategies and Skills

PUBH 6571 Social Mktg: Theory & Practice

• Develop logic and conceptual models to design, monitor, and evaluate context-specific health communication interventions.

Relevant courses:

PUBH 6430 Theories for Global Health Communication Interventions

PUBH 6431 Global Health Communication Strategies and Skills

PUBH 6571 Social Mktg: Theory & Practice

• Identify and describe essential components of health communication interventions and strategies, linking theory with practice.

Relevant courses:

PUBH 6430 Theories for Global Health Communication Interventions

PUBH 6431 Global Health Communication Strategies and Skills

PUBH 6571 Social Mktg: Theory & Practice

REQUIREMENTS

All Milken Institute School of Public Health (SPH) MPH students who select the Global Health Communication program enroll in Core Courses (15 credits), Department Courses (10 credits), Program-Specific Courses (8 credits), and Electives (7 credits). The total 45 credit degree program also includes a Practicum (2 credits) and a Culminating Experience (2 credits) where students apply their didactic education in a real world setting.

Required Core Courses:

PUBH 6001 Biological Concepts/Public Health

PUBH 6002 Biostatistical Applic for PubH

PUBH 6003 Prin & Practice/Epidemiology

PUBH 6004 Environmental and Occupational Health in a Sustainable World

PUBH 6006 Mgt & Policy Approaches to PH

PUBH 6007 Social & Behavior Appr-Pub.Hlth

Required Global Health Departmental Courses:

PUBH 6400 Global Health Frameworks

PUBH 6410 Global Health Study Design

PUBH 6411 Global Health Qualitative Research Methods

PUBH 6412 Global Health Quantitative Research Methods

PUBH 6416 Ethical and Cultural Issues in Global Health Research and Programs

Required Communication Program Courses:
### Elective Courses:

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<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>ANTH 6301</td>
<td>The Anthropology of Development</td>
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<tr>
<td>ANTH 6505</td>
<td>Medical Anthropology</td>
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<tr>
<td>PUBH 6249</td>
<td>StatPackage/DataMgt&amp;DataAnlys</td>
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<tr>
<td>PUBH 6262</td>
<td>Intro-Geog Information Systems</td>
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<td>PUBH 6502</td>
<td>Practical Data Analysis: PCH</td>
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<td>PUBH 6533</td>
<td>Design of Comm Health Surveys</td>
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<td>PUBH 6534</td>
<td>Comm-Based Participatory Res</td>
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<tr>
<td>PUBH 6572</td>
<td>Marketing Rsch for Publ Health</td>
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One from the following:

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<tr>
<th>Course</th>
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<tbody>
<tr>
<td>IAFF 6502</td>
<td>Professional Skills I</td>
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<td>IAFF 6503</td>
<td>and Professional Skills II</td>
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<tr>
<td>PUBH 6435</td>
<td>Global Health Program Development and Implementation</td>
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<tr>
<td>or PUBH 6500</td>
<td>Planning and Implementing Health Promotion Programs</td>
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<tr>
<td>PUBH 6499</td>
<td>Topics in Global Health</td>
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<td>PUBH 6501</td>
<td>Program Evaluation</td>
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<tr>
<td>PUBH 6515</td>
<td>High Risk&amp;Special Populations</td>
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<tr>
<td>PUBH 6531</td>
<td>HlthPromotion/HlthCareSettings</td>
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<tr>
<td>PUBH 6570</td>
<td>AdvPubHlthComm: Theory &amp; Prac</td>
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<tr>
<td>PUBH 6574</td>
<td>Pub Hlth Branding Theory&amp;Pract</td>
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<tr>
<td>PUBH 6573</td>
<td>Media Advocacy for Public Hlth</td>
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<tr>
<td>or PUBH 6532</td>
<td>Commnty Org,Devlpmnt&amp;Advocacy</td>
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<tr>
<td>PUBH 6575</td>
<td>CommunSkills for PubHProfsnls</td>
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<tr>
<td>SMPA 6201</td>
<td>Strategic Communications Skills</td>
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<tr>
<td>SMPA 6205</td>
<td>Media, Development, and Globalization</td>
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Any SPH or GWU course(s) with advisor’s approval via petition

### Practical and Culminating Experience:

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<th>Title</th>
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<tr>
<td>PUBH 6014</td>
<td>Practicum</td>
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<td>PUBH 6015</td>
<td>Culminating Experience</td>
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### Graduation Requirements

1. Graduate credit requirement: 45 graduate credits
2. Course requirements: Successful completion of core and program-specific courses
3. Grade point requirement: 3.0 (B average) overall grade point average
4. Time limit requirement: The degree must be completed within four years.
5. Transfer credit policy: Up to 12 graduate credits that have not been applied to a previous graduate degree may be transferred to the Master of Public Health program. Up to 18 credits may be transferred to the Master of Public Health from the SPH graduate certificate. Credits must have been earned from an accredited institution in the last 3 years with a grade point of 3.0 or better.