MASTER OF PUBLIC HEALTH
IN THE FIELD OF HEALTH
PROMOTION

Program Director C. Sparks
Practicum Director T. Henry

Mission Statement
The mission of the Master of Public Health degree in Health Promotion is to train students to enhance and protect the health of the public. The program is designed to assist individuals to become responsible and productive public health professionals who are capable of assessing, implementing, managing and evaluating health promotion and health education programs for the public and for at-risk populations. The required courses as well as the suggested electives are intended to train students in social and behavioral approaches and applications for improving public health using interventions at the individual, group, organizational, and societal level.

Goals
The goals of this educational program are to provide and improve:

- Knowledge of and ability to use social and behavioral theory and behavior change models and strategies that have been shown to be successful in improving health behaviors and practices for a variety of populations;
- Knowledge and skills to assess needs for health interventions for the general public as well as at-risk populations;
- Ability to plan, design, implement, evaluate, and communicate programs and research targeted toward health promotion and/or disease prevention for the public;
- Ability to advocate for improvements in social practices, policy, and law that will provide supportive environments for the improvement of public health; and
- Utilization of structures and resources of organizations and governments to create healthy environments that promote health.

COMPETENCIES
The competencies for the Health Promotion Program are based on the Association of Schools of Public Health (ASPH) competencies in social and behavioral health, as well as the National Health Educator Competencies that students need to qualify at the master’s level as certified health education specialists (CHES) which are recognized by the Society for Public Health Education. Upon Completion of the Health Promotion Program should possess the following seven functional competencies:

- Assess the individual, community, organizational and societal health and mental health needs of the general public and at-risk populations.
  - PUBH 6503 Intro to PubHlth Commnctn&Mktg
  - PUBH 6504 Social and Behavioral Science Research Methods
  - PUBH 6530 Qual Methods/Hlth Promotion
  - PUBH 6531 HlthPromotion/HlthCareSettings
  - PUBH 6532 Commnty Org,Devlpmnt&Advocacy

- Plan health promotion/education strategies, interventions and programs based on theory and evidence and cultural appropriateness for individuals, groups and communities.
  - PUBH 6503 Intro to PubHlth Commnctn&Mktg
  - PUBH 6531 HlthPromotion/HlthCareSettings
  - PUBH 6532 Commnty Org,Devlpmnt&Advocacy

- Implement health promotion and health education strategies, interventions and programs to meet the health and mental health needs of the public.
  - PUBH 6531 HlthPromotion/HlthCareSettings
  - PUBH 6532 Commnty Org,Devlpmnt&Advocacy

- Conduct evaluation of health promotion program and conduct research related to health promotion and health education.
  - PUBH 6503 Intro to PubHlth Commnctn&Mktg
  - PUBH 6504 Social and Behavioral Science Research Methods
  - PUBH 6530 Qual Methods/Hlth Promotion
  - PUBH 6531 HlthPromotion/HlthCareSettings
  - PUBH 6532 Commnty Org,Devlpmnt&Advocacy

- Administer and manage health promotion strategies, interventions and programs.
  - PUBH 6503 Intro to PubHlth Commnctn&Mktg
  - PUBH 6504 Social and Behavioral Science Research Methods
  - PUBH 6531 HlthPromotion/HlthCareSettings
  - PUBH 6532 Commnty Org,Devlpmnt&Advocacy

- Develop communication campaigns and strategies to disseminate health promotion information through media channels.
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PUBH 6503  Intro to PubHlth Commnctn&Mktg
PUBH 6530  Qual Methods/Hlth Promotion
PUBH 6532  Commnty Org,Devlpmnt&Advocacy

- Develop and implement advocacy strategies to create interventions at the population level that improve or alter social norms, policy and law to support public health.

PUBH 6503  Intro to PubHlth Commnctn&Mktg
PUBH 6532  Commnty Org,Devlpmnt&Advocacy

REQUIREMENTS

MPH students who select the health promotion program enroll in core courses (15 credits), prevention and community health departmental core courses (6 credits) and program-specific courses and electives (20 credits). The 45-credit requirements include a 2 credit practicum in which students work in health promotion and education settings and a 2 credit capstone experience in which students demonstrate their mastery of their training in health promotion.

Begin planning Practicum during Year 1; complete Culminating Experience in Year 2.

Program requirements

Required core courses:
- PUBH 6001  BiologicalConcepts/PublicHlth
- 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&BehaviorAppr-Pub.Hlth

Required department courses:
- PUBH 6500  Planning and Implementing Health Promotion Programs
- PUBH 6501  Program Evaluation

Required program courses:
- PUBH 6503  Introduction to Public Health Communication & Marketing
- PUBH 6530  Qual Methods/Hlth Promotion
- PUBH 6531  HlthPromotion/HlthCareSettings

PUBH 6532  Commnty Org,Devlpmnt&Advocacy
PUBH 6504  Social and Behavioral Science Research Methods

7 elective credits from the following:
- PUBH 6514  Preventing Health Disparities
- PUBH 6516  Community Health InfoResources
- PUBH 6535  Promotion of Mental Health
- PUBH 6536  Workplace Health Promotion
- PUBH 6537  Health Promotion & Aging
- PUBH 6249  StatPackages/DataMgt&DataAnlys
- PUBH 6556  Maternal & Child Nutrition
- PUBH 6560  School Health and Safety
- PUBH 6562  Physical Activity and Obesity Interventions: From the Individual to the Environment
- PUBH 6573  Media Advocacy for Public Hlth
- PUBH 6599  Topics in PCH

Any other SPH Elective(s)

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.