PREVENTION AND COMMUNITY HEALTH

The Department of Prevention and Community Health is concerned with social and behavior change for the health and well-being of people around. Its programs focus on prevention and the promotion of health and well-being with the active participation of individuals and communities, and are appropriate for students who are interested in putting into practice the latest public health research, or making significant scholarly contributions to the evidence base of public health. Master of Public Health students study four interrelated fields—community-oriented primary care; health promotion; maternal and child health; and public health communication and marketing, while doctoral students develop innovations in the science of health behavior.

GRADUATE

Master’s programs

- Master of Public Health in the field of community oriented primary care (http://bulletin.gwu.edu/public-health/prevention-community-health/mph-community-oriented-primary-care)
- Master of Public Health in the field of public health communication and marketing (http://bulletin.gwu.edu/public-health/prevention-community-health/mph-public-health-communication-marketing)
- Master of Public Health in the field of health promotion (http://bulletin.gwu.edu/public-health/prevention-community-health/mph-health-promotion)
- Master of Public Health in the field of maternal and child health (http://bulletin.gwu.edu/public-health/prevention-community-health/mph-maternal-child-health)

Doctoral program

- Doctor of Public Health in the field of health behavior (http://bulletin.gwu.edu/public-health/prevention-community-health/dph-health-behavior-specialty)

FACULTY

Professors J.F. Cawley, W.H. Dietz, Jr. (Visiting), W.D. Evans, K.A. Horn, R.N. Rimal (Chair)


Assistant Professors E.L. Andrade (Research), J. Bingenheimer, C. Harrington, E.B. Parrish, M. Ruiz (Research)

Adjunct Professor T. Henry

Adjunct Instructor A. Franz

COURSES

Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000-4000s are upper-division undergraduate courses that can also be taken for graduate credit with permission and additional work
- Those in the 6000s and 8000s are for master’s, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

PUBH 2112. Principles of Health Education and Health Promotion. 3 Credits.

Social and behavioral theories underlying health promotion program development and evaluation. Practical applications in a variety of domestic and global public health settings. Prerequisite or corequisite: PUBH 1101.

PUBH 2113. Impact of Culture upon Health. 3 Credits.

Relationships between cultural values and the development of modern health systems based on Western models of health care practice. Reliance upon traditional forms of health care. Examples of successful incorporation of traditional practices into evolving health care systems.

PUBH 6001. Biological Concepts in Public Health. 2 Credits.

An overview of current knowledge about biological mechanisms of major diseases causing death and disability in the United States and globally; understanding and interpreting the reciprocal relationships of genetic, environmental, and behavioral determinants of health and disease in an ecologic context; analyzing, discussing, and communicating biologic principles of disease from a public health perspective.

PUBH 6500. Planning and Implementing Health Promotion Programs. 3 Credits.

Students develop skills to effectively plan, design, & implement programs that address public health problems for defined populations in a variety of settings. Prerequisites: PUBH 6007.

PUBH 6501. Program Evaluation. 3 Credits.

Provides students with the knowledge, competencies and skills to plan and implement and evaluation of health promotion-disease prevention programs for a defined population at risk. Prerequisite: PUBH 6002, 6003, 6007, 6500.
PUBH 6502. Practical Data Analysis: PCH. 1 Credit. Practical aspects of dataset creation, data management, rudimentary statistical analysis & tabular/graphical presentation of results in the user-friendly environments of PASW (formerly SPSS) and MS Excel. Students will create codebooks, enter & clean data, derive new variables from existing ones, choose appropriate analytical techniques & implement them, graph & tabulate results, and document & protect work. Examples will be drawn from commonly-encountered situations in prevention and community health, such as needs assessments & program evaluations. Fall, Spring, Summer.

PUBH 6503. Intro to PubHlth Commnctn&Mktg. 3 Credits. Communication theories and methods used in promoting health and preventing disease. Theoretical background in communication and behavior science and practical communication development methods. Prerequisite: PubH 6007.

PUBH 6510. COPC Principles and Practice. 3 Credits. Theory and practice of community-oriented primary care, including an extended small group exercise carrying out a COPC project with a simulated community using Web-based data sets.

PUBH 6512. Comm-OrientedPrimryCarePol&Iss. 2 Credits. Advanced work on COPC methods and policy, focusing on issues related to the provision of health care in underserved communities. Prerequisite: PubH 6510.


PUBH 6514. Preventing Health Disparities. 2 Credits. Provides students with an understanding of how social, political, and economic factors contribute to disparities (e.g. racial, ethnic, gender, and geographical) in health and healthcare and how to use evidence-based approaches to prevent or address health disparities.

PUBH 6515. High Risk&Special Populations. 2 Credits. Provides students with an overview of the methods to plan, implement and evaluation health promotion and education programs targeted towards high risk and special populations. The course will review the socioeconomic, political-economic, cultural and psychosocial factors of populations who are considered to be at high risk for specific health problems and efforts that have been addressed in current health promotion programs. Prerequisite: PubH 6007.

PUBH 6516. Community Health InfoResources. 2 Credits. COPC and community health promotion require diverse information skills in order to assess community needs and strengths, determine priority health issues, analyze data, plan interventions, and evaluate programs. This course will introduce students to the information resources useful in planning and implementing COPC and community health projects that address racism. The selected resources will support methods for defining a community, characterizing a community’s social and health characteristics, investigating a prioritized problem, and developing programs and solutions. Students will learn how to choose resources, search them, and consider bias in information sources.

PUBH 6530. Qual Methods/Hlth Promotion. 2 Credits. Application of qualitative methods in the development of health promotion interventions, evaluations, and research. Collecting and analyzing qualitative data through participant observation, interviewing, group methods, and case studies. Prerequisite: PubH 6007.

PUBH 6531. HlthPromotion/HlthCareSettings. 2 Credits. Behavioral change counseling and training skills to improve health by changing individuals’ behaviors and by developing training materials for use with providers, health professionals and high risk groups. This is an advanced course for second year students. Prerequisite: PubH 6007, 6500.

PUBH 6532. Commnty Org,Devlpmnt&Advocacy. 3 Credits. Educates health promotion practitioners in how to organize community groups to promote health. The focus is on learning how to use resources available in the community to advocate change. Prerequisite: PubH 6007.

PUBH 6533. Design of Comm Health Surveys. 2 Credits. This course teaches students how to frame questions in health promotion surveys using sound principles of questionnaire design with emphasis on reliability and validity. Students learn survey design principles and methods and how to analyze survey data.

PUBH 6534. Comm-Based Participatory Res. 1 Credit. Students learn how to conduct community research in collaboration with community leaders and residents. This course emphasizes the principles of CBPR for addressing health promotion issues in communities including community needs and administrative and policy changes.

PUBH 6535. Promotion of Mental Health. 2 Credits. Increases understanding about issues in mental health promotion. The emphasis is on mental health as a public health issue and linkages between individual mental health and the environment. Prerequisite: PubH 6007.

PUBH 6536. Workplace Health Promotion. 2 Credits. Planning, management and evaluation of programs designed to serve employees’ needs, promotion of employee health and reduction of health care costs in the workplace. Prerequisite: PubH 6007.
PUBH 6537. Health Promotion & Aging. 2 Credits.
Introduces students to the basic health aspects of the aging process and special health promotion needs for this group. Problems of aging and public health solutions for older Americans will be examined. Students will be able to define the public health concerns for aging Americans, how aging is affected by a multitude of factors, identify health promotion strategies to assist in reaching out to this population and develop methods of collaboration with agencies and organizations to improve the health of the aging population. Prerequisite: PubH 6007.

PUBH 6550. Maternal & Child Health I. 3 Credits.
Public health issues affecting the health and well-being of women, children, and families. A multidisciplinary perspective that integrates the biological, demographic, epidemiological, economic, behavioral, social, cultural and environmental aspects.

PUBH 6551. Maternal & Child Health II. 3 Credits.
PUBH 6552. Women’s Health. 2 Credits.
Issues of women’s health through the life cycle. The process of critically evaluating women’s health research and issues.

PUBH 6553. Adolescent Health. 2 Credits.
Issues of physical, mental, and social development and their bearing on the health of adolescents, with special emphasis on prevention.

PUBH 6554. Children & Youth/Special Needs. 2 Credits.
In order to place children and youth with special needs into a public health framework, this course presents an introduction to and an overview of children and youth with special needs due to a developmental disability. Many aspects of developmental disability will be addressed including ‘concept’ and definitions of disability, causes, epidemiological considerations, and development of federal legislation. The scope and range of developmental disabilities will be reviewed along with classification schemes. Both national and international distributions will be considered from a sociopolitical viewpoint.

PUBH 6555. ReproductiveHealth:US&GlobIPerspc. 2 Credits.
Reproductive health from a variety of public health perspectives, from defining reproductive health, past perspectives, needed improvements, and the factors that influence reproductive health.

PUBH 6556. Maternal & Child Nutrition. 2 Credits.
Covers the nutritional needs of women during the child bearing years, infants, children and adolescents. The course emphasizes the life course approach to nutrition and has a special emphasis on the effects of diet during infancy on obesity and degenerative diseases in later life. Students will examine the biological basis of nutrition, identify risk factors associated with poor nutrition in individuals and populations and evaluate domestic and international programs. Summer (1-credit) and Spring (2-credits).

PUBH 6557. ChildDevelopment&PublicHealth. 2 Credits.
Examination of the development of children from a public health perspective and provide a detailed examination of the indicators of children’s health that are needed to assist public health professionals improve children’s health.

PUBH 6558. Women, Gender and Health. 2 Credits.
Focuses on gender as a social determinant of health. Emphasis will be placed on examining the frameworks that are used in public health research to understand gender-based issues and how these frameworks affect the types of programs and intervention efforts developed.

PUBH 6559. HIV Prevntn:IntrdisplnryApproch. 2 Credits.
Provides an interdisciplinary overview of HIV prevention research from the behavioral, biological and biomedical perspective. Students are encouraged to approach the assignments and discussions from their own particular expertise and career interests/goals.

PUBH 6560. School Health and Safety. 1,2 Credit.
Examines the history, organization, financing, and politics of school health programs. It will provide an overview of the core components of school health as defined by the Center for Disease Control and Prevention: health services, health education, physical education, nutrition services, counseling or mental health, school environmental health, health promotion, and family/community involvement. Summer (1 credit); Spring (2 credits).

PUBH 6561. Maternal&ChildHlthPolAnalysis. 2 Credits.
Provides instruction in maternal and child health policy in the U.S. with a particular emphasis on policies related to the organization, financing, delivery, and quality oversight of personal health services for mothers and children.

PUBH 6562. Physical Activity and Obesity Interventions: From the Individual to the Environment. 2 Credits.
This course will broadly examine the public health issues related to physical activity and obesity, particularly as they relate to solutions for addressing individual factors and the obesogenic environment. Students will gain a further understanding of the social, physiological, behavioral, and environmental factors related to both obesity and physical activity. The course will focus on examining multiple levels of solutions, specifically: 1) individual and behavioral interventions; 2) school-based and community-level interventions; 3) environmental interventions; 4) policy-level interventions. Students will be expected to critically evaluate the necessary components of interventions, and apply that knowledge to future programmatic efforts.

PUBH 6570. AdvPublHlthComm: Theory & Prac. 3 Credits.
Focuses on the use of communication to positively influence people’s – and population’s – understanding of health information, decision-making, and health behavior. In this skills-based course students will study, and in a group project apply, a range of theories and techniques germane to effective message design and delivery. Prereq: PubH 6503.
PUBH 6571. Social Marketing: Theory and Practice. 3 Credits.
The use of marketing to change the behavior of people, populations, and policy makers in ways that are in their, and society’s, best interests. Students in this skills-based course study and work in teams to apply a range of marketing strategies to a real-world situation. Prerequisites: PUBH 6503.

PUBH 6572. Marketing Research for Public Health. 3 Credits.
The use of marketing research techniques used to better understand customers of public health programs in order to improve program design, implementation, and effectiveness. A range of qualitative and quantitative techniques are studied for their relevance to program planning, development, and continuous improvement.

PUBH 6573. Media Advocacy for Public Health. 3 Credits.
Focuses on the use of communication to positively influence public policy and public opinion. In this skills-based course students will study and apply a range of theories and techniques germane to the policy advocacy process. Prereq: PubH 6503.

PUBH 6574. Public Health Branding Theory & Practice. 2 Credits.
This course focuses on the use of branding in the public health and social sectors. Learning from the commercial sector, we will examine how to brand behaviors as well as products and services. We will review branding methods, examine research on branding and its effectiveness, and build skills in branding for public health objectives.

PUBH 6575. Communication Skills for Public Health Professionals. 1 Credit.
Helps students develop writing and oral presentation skills through intensive, interactive training, practice, and feedback. Provides participants with a solid foundation for all forms of public health and other scientific and technical written and oral communication.

PUBH 6590. Intro to Social Entrepreneurship. 2 Credits.
Examine innovative organizations created to improve people’s lives and contribute to improved social & economic conditions. Course emphasis on how such organizations are started, how they are sustained, and the various business models that are adopted to achieve an organizational mission.

For first-year physician assistant and master of public health program students, an orientation to their roles as health professionals. Special emphasis on preventive and community medicine.

PUBH 6599. Topics in Public Health. 1-3 Credits.
In-depth examination of a particular facet of prevention and community health. Topics and prerequisites vary.