

Program Director

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Mission Statement

The mission of the Master of Public Health degree in Health Promotion at the Milken Institute School of Public Health at The George Washington University 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.
- ◆ 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 and Programs of Public Health (ASPPH) 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 five functional competencies:

1. **Assess the socioecological, psychosocial, and behavioral health needs of communities and populations.** (PUBH 6500, PUBH 6503, PUBH6504)
2. **Develop and plan health promotion strategies and programs that are theory-based, evidence-informed, and culturally appropriate.** (PUBH 6500, PUBH 6503)
3. **Implement, administer, and manage health promotion programs.** (PUBH 6500 PUBH 6501)
4. **Evaluate health promotion programs.** (PUBH 6500, PUBH 6501, PUBH 6504, PUBH 6530)
5. **Use qualitative and quantitative research to inform the design of health promotion strategies and programs.** (PUBH 6504, PUBH 6530)

Course Requirements

All Milken Institute School of Public Health (SPH) MPH students who select the Health Promotion Program enroll in MPH Core Courses (15 credits), Program-Specific Required Courses (14 credits) and Electives (14 credits). The 45 total credit requirement includes a 2-credit capstone experience (PUBH 6015 *Culminating Experience*) in which students demonstrate their mastery of their training in health promotion.

As an accredited School of Public Health, students in all GWSPH MPH programs are also required to fulfill both an interprofessional team experience and an applied practice experience. GWSPH has incorporated these requirements into the curriculum as follows:

Interprofessional Education (IPE) Experience:

- Following (or simultaneous to) enrollment in PUBH 6021 *Essentials in Public Health Practice & Leadership 1: Leading Self and Teams* (1-credit), students will be required to select an IPE experience from a host of options provided throughout your enrollment as a MPH student to participate in a one-time, case-based or activity-based learning experience. The IPE experience is a way to experience working with people from other professions/programs outside of public health. Students will have many opportunities to register for this zero-credit (no fee) IPE ‘class’ (PUBH 6023 *Interprofessional Education Experience*) and will receive credit upon successful completion.

Applied Practice Experience (Practicum):

- The applied practice experience allows each student to individually demonstrate attainment of public health competencies. Information about the Practicum will be introduced in PUBH 6021 so students may begin planning for their practice experience. Detailed information and an introduction to the necessary tools will be provided by department staff and faculty. Students are required to fulfill all requirements of the 120-hour Practicum experience to receive credit for PUBH 6000.

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| <div>Milken Institute School of Public Health</div> <div>THE GEORGE WASHINGTON UNIVERSITY</div> | | <div>Master of Public Health Health Promotion Program</div> <div>Program-at-a-Glance</div> <div>2024-2025</div> | |
| Plan your Applied Practice Experience by the end of Year 1 and Complete your Culminating Experience during Year 2 | | | |
| Required Core Course (15 credits) | | Credits | Semester Offered |
| PUBH 6000 | MPH Applied Practice Experience | 0 | Fall, Spring, Summer |
| PUBH 6002 | Biostatistical Applications for Public Health | 3 | Fall, Spring, Summer |
| PUBH 6003 | Principles and Practice of Epidemiology | 3 | Fall, Spring, Summer |
| PUBH 6007* | Social and Behavioral Approaches to Public Health | 2 | Fall, Spring, Summer |
| PUBH 6011 | Environmental and Biological Foundations of Public Health | 3 | Fall, Spring, Summer |
| PUBH 6012 | Fundamentals of Health Policy | 2 | Fall, Spring, Summer |
| PUBH 6021 | Essentials of Public Health Practice & Leadership 1: Leading Self and Teams in Public <i>Health</i> | 1 | Fall, Spring, Summer |
| PUBH 6022 | Essentials of Public Health Practice & Leadership 2: Managing Organizations and Influencing Systems in Public Health | 1 | Fall, Spring, Summer |
| PUBH 6023 | Interprofessional Education Experience | 0 | Fall, Spring, Summer |
| Required Program-Specific Courses | | Credits | Semester Offered |
| PUBH 6500 | Planning and Implementation of Health Promotion Programs (Prerequisite: PUBH 6007) | 3 | Fall, Spring |
| PUBH 6501 | Evaluation of Health Promotion/Disease Prevention Programs (Prerequisites: PUBH 6007 and PUBH 6500) | 3 | Fall, Spring |
| PUBH 6503 | Introduction to Public Health Communication and Marketing | 3 | Fall, Spring |
| PUBH 6504 | Social & Behavioral Science Research Methods (Prerequisites: PUBH 6002 and PUBH 6007) | 3 | Fall, Spring |
| PUBH 6530 | Qualitative Methods in Health Promotion | 2 | Spring |
| Total | Required Program-Specific Credits | 14 | |
| Electives (14 credits) – examples below; any graduate-level PUBH course | | Credits | Semester Offered |
| PUBH 6508 | Cost-Effectiveness Analysis of Health Promotion Interventions | 3 | Fall, Spring |
| PUBH 6514 | Preventing Health Disparities | 2 | Spring |
| PUBH 6516 | Community Health Informatics and Resources | 2 | Fall, Spring |
| PUBH 6531 | Health Promotion in Health Care Settings | 2 | Spring |
| PUBH 6532 | Community Organization, Development and Advocacy | 3 | Fall |
| PUBH 6535 | Promotion of Mental Health | 2 | Fall |
| PUBH 6536 | Workplace Health Promotion | 2 | Summer |
| PUBH 6537 | Health Promotion and Aging | 2 | Spring |
| PUBH 6556 | Maternal and Child Nutrition | 1-2 | Summer (1 credit) Spring (2) |
| PUBH 6560 | School Health and Safety | 1-2 | Spring (2); Summer (1) |
| PUBH 6562 | Physical Activity & Obesity Interventions | 1 | Summer |
| PUBH 6573 | Media Advocacy for Public Health | 3 | Fall |
| PUBH 6599 | Topics in PCH. Recommended topics courses include Culture and Health and Dissemination and Implementation Science | 1-2 | Fall, Spring, Summer |
| Culminating Experience (2 credits) | | Credits | Semester Offered |
| PUBH 6015.17 | Culminating Experience | 2 | See Advisor |
| Course Distribution | | Credits | |
| Public Health Core | | 15 | |
| Required Program-Specific Courses | | 14 | |
| Electives | | 14 | |
| Culminating Experience | | 2 | |
| Total Degree Credits | | 45 | |

MPH Graduation Requirements

1. **Graduate Credit Requirement:** 45 graduate credits are required.
2. **Course Requirements:** Successful completion of the Core Courses and the Program-Specific Courses are required.
3. **Practicum Requirement:** Students are required to fulfill all requirements of the Applied Practice Experience (Practicum).
4. **Interprofessional Education Experience:** Students are required to enroll and participate in an authorized IPE activity (PUBH 6023).
5. **Grade Point Requirement:** A 3.0 (B average) overall grade point average is required.
6. **Time Limit Requirement:** The degree must be completed within five years.
7. **Transfer Credit Policy:** Up to 12 graduate credits that have not been applied to a previous degree may be transferred to the MPH upon approval. Credits must have been earned from an accredited institution in the last 3 years with a grade point of 3.0 or better.
8. **CITI Training requirement:** All students are required to complete training regarding human subject protection regulation and the Health Insurance Portability and Accountability Act of 1996 (HIPAA). To fulfill this requirement, you must complete the Collaborative IRB Training Initiative (CITI) Course in The Protection of Human Research Subjects.
9. **Integrity Quiz & Plagiarism requirement:** All students are required to review the George Washington University Code of Academic Integrity and take the quiz within their first semester of study. The Code of Integrity and step-by-step instructions can be found here: <http://publichealth.gwu.edu/integrity>
10. **Professional Enhancement requirement:** Students must participate in 8 hours per degree program of Public Health-related lectures, seminars, and symposia, related to your field of study. Professional Enhancement activities supplement the academic curriculum and help prepare students to participate actively in the professional community. Opportunities for professional enhancement are regularly publicized via the Milken Institute SPH Listserv and through your department or advisor. Students must submit documentation of Professional Enhancement activities to the Office of Student Records. The documentation consists of the Professional Enhancement Form <http://publichealth.gwu.edu/academics/forms> (which includes a prior approval signature from the student's advisor, a description of the program agenda, and proof of attendance. Remember to submit your documentation before you apply to graduate!