

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 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 needs of the general public and at-risk populations.**

Students should be able to access and assess existing health related data and data sources on the health and well-being of a variety of populations. Students should be able to collect health related data, distinguish between those factors that foster or hinder health and wellbeing, and assess learning literacy and learning styles that influence learning. They should be able to infer needs of target populations from an assessment of health data, assess the environmental and political climate that advance or inhibit health program goals, and determine priorities for health interventions. PUBH 6503, 6504, 6530.

- **Plan health promotion/education strategies, interventions and programs that are theory based and evidence based and are culturally appropriate to improve the health of the public.**

Student should have the ability to involve community participants and organizations in planning programs, incorporate the results of needs assessments into the planning process, formulate appropriate and measurable program objectives, develop a program plan with a logical scope and sequence, design strategies, interventions and programs that are consistent with the program objectives, select appropriate strategies to meet objectives and assess factors that may affect program implementation. They should be able to appraise the appropriateness of resources and materials relative to program objectives and revise objectives as needs change. PUBH 6503, 6537

- **Implement health promotion and health education strategies, interventions and programs to meet the health needs of the public.**

Students should have the knowledge on how to implement planned programs, to initiate a plan of action, select methods that best meet the program objectives and assess program implementation materials. They should be able to apply individual or group process methods to learning situations in order to facilitate behavior changes and to employ appropriate strategies for handling controversial health issues. They should be able to demonstrate a wide range of strategies for designing, conducting and field testing curricula and training programs in health promotion and education. PUBH 6500

- **Conduct evaluation of health promotion program and conduct research related to health promotion and health education.**

Students should have the ability to develop plans for evaluation and research based on best practices in health promotion, conduct evaluations of relevant literature, design and/or evaluate existing data collection instruments for reliability and validity, select samples and compute appropriate sample sizes to show program effects of a variety of health interventions. They should be able to involve the public, where appropriate, in participatory evaluation of programs. They should be able to identify performance standards and use appropriate methods for data collection and analysis for evaluating program effectiveness, interpret results from evaluation and research and infer implications from evaluation and research. They should be able to disseminate evaluation findings in community and professional settings. PUBH 6503, 6504, 6530,

- **Administer and manage health promotion strategies, interventions and programs.**

Students should have the knowledge to exercise organizational leadership, conduct strategic planning, demonstrate leadership, apply ethical standards to the administration of programs and practice of public health, and communicate and foster cooperation among the community and public to meet health needs. They should be able to function as program managers, develop work plans, staffing plans and budgets to support program requirements, and ensure that program activities comply with existing laws and regulations. They should be able to seek and ensure program funding, manage human resources, and obtain acceptance and support for health programs. PUBH 6503, 6504, 6531, 6537

- **Develop communication campaigns and strategies to disseminate health promotion information through media channels.**

Students should have the capability to use health related information resources, select resource materials for dissemination, analyze and respond to current and future health needs, and apply a variety of communication methods and techniques in communities. They should be able to assess appropriateness of health education messages, techniques and dissemination to promote health and well being. PUBH 6503, 6530,

- **Develop and implement advocacy strategies to improve law, policy and social norms that support public health.**

Students should be able to implement organizational and social change strategies for initiatives that mobilize communities to advocate for changes in the environment that support health. They should be able to use health and program evaluation data to advocate for normative and policy change. PUBH 6503

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), Prevention and Community Health Departmental Core Courses (6 credits), Program-Specific Courses (8 credits) and electives (14 credits). The 45 total credit requirements 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. As a part of the content of PUBH 6022 *Essentials in Public Health Practice & Leadership 2: Managing Organizations & Influencing Systems* (1-credit), detailed information and an introduction to the necessary tools will be provided. Students are required to fulfill all requirements of the 120 hour Practicum experience to receive credit for this PUBH 6022.

Plan your Practicum experience by the end of Year 1 and Complete your Culminating Experience during Year 2

Required Core Course		Credits	Semester Offered
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 Health	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
^ Note: In PUBH 6021 and PUBH 6022, the Applied Practice Experience (Practicum) will be introduced and guidelines and tools for fulfilling this requirement will be provided. Upon completion of the 120 hour required Practicum, students will receive credit for PUBH 6022.			
Total	Core Credits	15	
Prevention and Community Health Departmental Courses			
PUBH 6500*	Planning and Implementing Health Promotion Programs (Prerequisite: 6007)	3	Fall, Spring
PUBH 6501*	Evaluation of Health Promotion/Disease Prevention Programs	3	Fall, Spring
Total	PCH Departmental Required Credits	6	
Required Program-Specific Courses			
*Note: Courses marked with asterisks indicate the three course sequence of PUBH 6007, 6500 and 6501. These courses are to be taken in sequence with each serving as a pre-requisite for the next			
PUBH 6503	Introduction to Public Health Communication and Marketing	3	Fall, Spring
PUBH 6530	Qualitative Methods in Health Promotion	2	Spring
PUBH 6504	Social & Behavioral Science Research Methods (Prerequ- PUBH 6002 & 6007)	3	Fall, Spring
Total	Required Program-Specific Credits	8	
Electives – any SPH (PUBH, HSML, EXNS) graduate level course. See program guide.			
Total	Elective Credits	14	Fall, Spring, Summer
Culminating Experience- All students must complete a culminating experience in order to graduate- (2 credits)			
PUBH 6015	Culminating Experience	2	See Advisor
Course Distribution		Credits	
Public Health Core Credits		15	
PCH Departmental Core Credits		6	
Required Program-Specific Required Credits		8	
Electives		14	
Culminating Experience		2	
Total	Degree Credits	45	

Graduation Requirements

MPH

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) to receive credit for PUBH 6022.
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 graduate 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!