

Milken Institute School of Public Health

THE GEORGE WASHINGTON UNIVERSITY

Department of Prevention and Community Health

Master of Public Health Health Promotion 2017 – 2018

Note: All curriculum revisions will be updated immediately on the website
<http://publichealth.gwu.edu>

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 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, 6531, 6532

- **Plan health promotion/education strategies, interventions and programs based on theory and evidence as well as cultural appropriateness for individuals, groups, and communities..**

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, 6531, 6532

- **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 6531, 6532

- **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, 6531, 6532

- **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, 6532

- **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, 6532

- **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, 6532

Course Requirements

All Milken Institute School of Public Health (SPH) MPH students who select the Health Promotion Program enroll in Core Courses (15 credits), Prevention and Community Health Departmental Core Courses (9credits) and Program-Specific Courses and electives (17 credits). The 45 total 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.

Recent Culminating Experience Topics

- Bridging the Gap: Food Desert Prevention in Washington D.C.
- An Evaluation of the Girls on the Run Project

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Master of Public Health Health Promotion Program Program-at-a-Glance 2017-2018

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

Required Core Course		Credits	Semester Offered	Grade
PUBH 6001	Biological Concepts for Public Health	2	Fall, Spring, Summer I	
PUBH 6002+	Biostatistical Applications for Public Health	3	Fall, Spring, Summer 10 wk	
PUBH 6003	Principles and Practice of Epidemiology	3	Fall, Spring, Summer 10 wk	
PUBH 6004	Environmental and Occupational Health in a Sustainable World	2	Fall, Spring, Summer I	
PUBH 6006	Management and Policy Approaches to Public Health	3	Fall, Spring, Summer 10 wk	
PUBH 6007*+	Social and Behavioral Approaches to Public Health	2	Fall, Spring	
Total	Core Credits	15		
Prevention and Community Health Departmental Courses				
PUBH 6500**	Planning and Implementing Health Promotion Programs (Prerequ: 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				
<i>Note: Courses marked with astericks 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. Pre-requisites for PUBH 6504 are marked with +.</i>				
PUBH 6503	Introduction to Public Health Communication and Marketing	3	Fall, Spring	
PUBH 6530	Qualitative Methods in Health Promotion	2	Spring	
PUBH 6531	Health Promotion in Healthcare Settings	2	Spring	
PUBH 6532	Community Organization, Development and Advocacy	3	Fall	
PUBH 6504	Social & Behavioral Science Research Methods (Prerequ- PUBH 6002 & 6007)	3	Fall, Spring	
Total	Required Program-Specific Credits	13		
Electives (choose 7 credits from sample list below or any PUBH graduate course)				
PUBH 6249	Use of Statistical Packages: Data Management and Data Analysis	3	Fall, Spring	
PUBH 6535	Promotion of Mental Health	2	Summer	
PUBH 6514	Preventing Health Disparities	2	Spring	
PUBH 6536	Workplace Health Promotion	2	Summer	
PUBH 6537	Health Promotion and Aging	2	Not yet available	
PUBH 6556	Maternal and Child Nutrition	1-2	Summer (1 credit) Spring (2)	
PUBH 6516	Community Health Informatics and Resources	2	Fall, spring	
PUBH 6560	School Health and Safety	1-2	Spring (2); Summer (1)	
PUBH 6573	Media Advocacy for Public Health	3	Fall	
PUBH 6562	Physical Activity & Obesity Interventions	1	Summer	
PUBH 6599	Topics in PCH	1-2	Fall, Spring, Summer	
Practicum & Culminating Experience-				
All students must complete a 120 hour practicum and a culminating experience in order to graduate- (4 credits)				
PUBH 6014.17	Practicum	2	See Advisor	
PUBH 6015.17	Culminating Experience	2	See Advisor	
Course Distribution		Credits		
Public Health Core Credits		15		
PCH Departmental Core Credits		6		
Required Program-Specific Required Credits		13		
Electives		7		
Practicum		2		
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. **Grade Point Requirement:** A 3.0 (B average) overall grade point average is required.
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. External credits must have been earned from an accredited institution in the last 3 years with a grade of 3.0 (B) or better. SPH Graduate Certificate students can transfer as many credits as meet program requirements, up to 18 credits, to the MPH. Graduate Certificate students wishing to transfer to a degree program may apply to do so via the online change of concentration petition after completion of 3 or more courses and a cumulative GPA of 3.0 or better. A grade of B or better is required for a course to be eligible for transfer.
6. **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.
7. **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>
8. **Professional Enhancement requirement:** Students must participate in 8 hours per degree program of advisor pre-approved 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!

NOTE: Always see your advisor for course scheduling and sequencing strategies, but remember that proper course selection, fulfilling requirements, and on-time graduation are your responsibilities.

The Master of Public Health (MPH) curriculum consists of three types of courses:

- Required MPH Core Courses
- Required Departmental and Program-Specific Courses, including seven (7) elective credits
- Required Practicum and Culminating Experience

The MPH core courses are designed to provide students with a broad public health context as well as a critical foundation for subsequent coursework. Early completion of these core courses ensures that students will have the base of knowledge to successfully complete the program specific courses and to get as much as possible out of them. As such, entering students are expected to enroll in MPH core courses in accordance with the following guidelines:

- We expect MPH students to complete the MPH core courses in their first year of graduate study (fall/spring/summer).
- Students may take core courses in any order.

Part-time students (who generally take 5 to 7 credits per semester) will typically concentrate on taking just core courses in their first year, and then take program-specific courses in their second and third years.

In order to help assure that all students complete core courses in the first year of study, the Milken Institute SPH will offer all core courses during all three semesters (fall, spring, and summer). This will allow students who wish to complete their MPH degree within two years to do so, and will allow every student to make steady progress toward completing the MPH degree.

We recognize that there may be exceptional circumstances that make it difficult for a student to complete core courses in the first year as outlined above. Any such student should discuss this situation with his or her academic advisor.

For additional information and resources regarding registration, course descriptions, schedule of classes, etc. follow this link:

<http://publichealth.gwu.edu/academics/>.