

**University of South Florida, College of Public Health
Department of Community & Family Health**

MPH: Public Health Education

Health educators, using health promotion principles, assist individuals and communities in the adoption and maintenance of healthy lifestyles. This MPH program prepares health educators to collect and analyze data to identify diverse community needs prior to planning, implementing, monitoring and evaluating health promotion programs; communicate health and health promotion needs; and plan, implement and evaluate health promotion programs using ethical standards and theoretical frameworks and models. The curriculum helps students acquire relevant theoretical and practical knowledge in diverse fields of endeavor, such as the social and behavioral sciences, communication dynamics, educational theory and design, and community organization. Students who complete a degree in public health education are eligible to sit for the national Certified Health Education Specialist (CHES) examination.

Competencies: In addition to the overall *Master of Public Health* degree competencies, graduates with a concentration in Public Health Education will:

1. Assess individual and community needs for health education.
 - a. Obtain health related data about social and cultural environments, growth and development factors, needs and interests.
 - b. Distinguish between behaviors that foster and those that hinder well-being.
 - c. Infer needs for health education on the basis of obtained data.

2. Plan effective health education programs.
 - a. Recruit community organizations, resource people, and potential participants for support and assistance in program planning.
 - b. Develop a logical scope and sequence plan for a health education program.
 - c. Formulate appropriate and measurable objectives.
 - d. Design educational programs consistent with specified program objectives.

3. Implement health education programs.
 - a. Exhibit competence in carrying out planned educational programs.
 - b. Infer enabling objectives as needed to implement instructional programs in specified settings.
 - c. Select methods and media best suited to implement program plans for specific learners.

4. Evaluate effectiveness of health education programs.
 - a. Develop plans to assess achievement of program objectives.
 - b. Interpret results of program evaluation.
 - c. Infer implications from findings for future program planning.

5. Act as a resource person.
 - a. Utilize computerized health information retrieval systems effectively.
 - b. Select effective educational resource materials for dissemination.

6. Communicate health and health educational needs, concerns, and resources.
 - a. Interpret concepts, purposes, and theories of health education.
 - b. Predict the impact of societal value systems of health education programs.
 - c. Select a variety of communication methods and techniques in providing health information

7. Apply appropriate research principles and methods in health education.
 - a. Conduct a thorough review of literature.
 - b. Use appropriate qualitative and quantitative research methods.
 - c. Apply research to health education practice.

8. Advance the profession of public health education and health promotion.
 - a. Provide a critical analysis of current and future needs.
 - b. Apply ethical principles as they relate to the practice of health education

Association between courses and the competencies for
MPH with a Public Health Education Concentration

Courses	Competencies								
	1	2	3	4	5	6	7	8	
Required concentration courses (18 credits)									
HSC CFH 5036 Professional Foundations of Health Education					√			√	
PHC CFH 6500 Theoretical and Behavioral Basis for Health Education						√	√		
PHC CFH 6715 Research Foundations in Public Health	√	√				√	√	√	
PHC CFH 6708 Evaluation Methods in Community Health	√			√			√		
PHC CFH 6505 Program Planning in Community Health	√	√			√				
PHC 6507 Health Education Intervention Methods			√						
Suggested Support courses (select 2; 6 credits)									
PHC 6506 Community Health Education	√						√		
PHC 6533 Health Program Development and Change Process	√	√					√		
PHC 6411 Introduction to Social Marketing for Public Health	√	√				√	√		
HSC 6641 Prevention and Control of Unintentional Injuries	√				√	√			
PHC 6414 Adolescent Health	√				√	√			
PHC 6705 Formative Research Methods in Social Marketing							√		
PHC 6934 Health Message Design in Public Health						√			
PHC 6706 Focus Group Research Strategies	√						√		
PHC 6193 Qualitative Methods in Community Health Research	√						√		

College of Public Health - Program Curriculum Check sheet					
Name:			Dept: CFH		
Advisor:			Degree: MPH		
Semester/Year Accepted:			Concentration: Public Health Education		
Any grade below a C (C- to F) is required to be retaken. The grade will be included in the student's GPA.					
Prerequisites (not included in total GPA hours)			Total Needed	6	Sem/Yr Taken
PHC	4101	Introduction to Public Health		3	
HSC	4554	Survey of Human Disease		3	
College Core Courses			Total Needed	15	
PHC	6000	Epidemiology		3	
PHC	6050	Biostatistics I		3	
PHC	6102	Principles of Health Policy and Management		3	
PHC	6357	Environmental and Occupational Health		3	
PHC	6410	Social and Behavioral Sciences Applied to Health		3	
During 2 nd semester meet with advisor and begin planning field experience. See http://health.usf.edu/publichealth/academicaffairs/fe/					
Required Concentration Courses			Total Needed	20	
HSC	5036	Professional Foundations of Health Education		1	
PHC	6500	Theoretical and Behavioral Basis for Health Education		4	
PHC	6505	Program Planning in Community Health		3	
PHC	6507	Health Education Intervention Methods		3	
PHC	6708	Evaluation Methods in Community Health		3	
PHC	6715	Research Foundations in Public Health		3	
Select one of the following					
PHC	6412	Health Disparities, Diversity and Cultural Competence		3	
PHC	6441	Social Determinants of Health		3	
Health Education Support/Elective Courses			Total Needed	3	
Culminating Experiences			Minimum Needed	12	
PHC	6945	Supervised Field Experience (6-12 credits)			
PHC	6977	Special Project		3	
PHC	6936	Public Health Capstone Course		3	
Minimum 44 credit hours (not including field experience)			Total GPA Hours		GPA
			Total Hours Attempted		
Rev Fall2010 The College Reserves All Rights to Repeal And/or Modify					