

MATERNAL AND CHILD HEALTH

Department of Community and Family Health
College of Public Health, University of South Florida, Tampa



The most common academic/professional backgrounds of individuals entering a graduate program in Maternal and Child Health are:

Allied Health Professionals	Anthropology	Child Development	Nutrition	Psychology
Medicine	Nursing	Sociology	Social Work	Communications
Education	Special Education	Early Childhood Education	Social Science	Other Behavioral Sciences

Job Trends: National demand in areas of child development and family support. Increased demand for individuals with skills in community development, coalition building, advocacy and system-based planning. International demand for individuals with skills in data collection and analysis, social marketing, education, health integration and primary care. Increase demand in school settings such as full-service health centers. Continued demand for individuals in clinical health care settings.

Salary Ranges: Salary ranges will vary depending on professional experience and qualifications along with geographic location and work setting.

Principal Responsibilities	Key Issues	Job Titles	Job Settings
<ul style="list-style-type: none"> Management of local, state and national maternal and child health programs. Provision of specialty clinical services such as prenatal care, maternity care, services for children with special needs, school health services, and health care for women and children. Conduct basic and applied research. Advocacy related to special needs of women, children and families. 	<ul style="list-style-type: none"> Design, implementation and evaluation of innovative programs. Integration of primary care and early intervention (i.e. child care and development services) and specialty care (i.e., services for people with disabilities). Utilization of social marketing techniques to promote and bring about lifestyle changes. Reduction of family and community violence. Improvement of birth outcomes. Linkage with specialty education, adolescent health, prevention of teenage pregnancy, substance abuse, HIV/AIDS, and other programs that address high-risk behavior 	<ul style="list-style-type: none"> Program Manager MCH Supervisor Director of Social Services Director of Nursing Community Planning Director Director, Outreach and Marketing Services Clinical Consultant 	<ul style="list-style-type: none"> Federal, state and local health agencies Hospitals and multi-specialty clinics Health maintenance organizations Colleges and universities Women's health centers Social service and voluntary agencies Family service agencies Child care and development agencies Research and consulting firms International health agencies Foundations and donating agencies

USF College of Public Health
13201 Bruce B. Downs Blvd.,
MDC 56 Tampa, FL 33612
Phone Toll Free: 888-USF-COPH
For information contact: advisor@hsc.usf.edu
www.publichealth.usf.edu

