

SOCIAL AND BEHAVIORAL SCIENCES APPLIED TO 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 Social and Behavioral Sciences are:

Anthropology	Education	International Development	Medicine	Nutrition
Nursing	Communications	Sociology/Social Sciences	Social Work	

Job Trends: There is a growing demand for ethnographic research skills in health program development. There is an expanding role for social science in large-scale, multidisciplinary research. There are increased opportunities for international employment. There is also increased interest in social marketing approaches to public health and in community based intervention programs.

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

Principle Responsibilities	Key Issues	Job Titles	Job Settings
<ul style="list-style-type: none"> Design and conduct community-based research Design and conduct needs assessment studies Design and conduct rapid ethnographic assessments of target communities Design and conduct qualitative and social science research Design and conduct social marketing programs to modify lifestyle behaviors Evaluate health intervention programs Provide technical assistance to health programs, organizations and agencies 	<ul style="list-style-type: none"> Relationship between cultural factors and health Social soundness of health programs Special populations: Ethnic groups, the elderly, the disadvantaged, women International health Social marketing Psychological work environment 	<ul style="list-style-type: none"> Director of Research Evaluation Specialist Research Analyst Social Science Advisor Needs Assessment/Social Impact Assessment Coordinator Program Planner/Director Behavioral Scientist 	<ul style="list-style-type: none"> Local, state and federal government agencies Private voluntary organizations Colleges and universities Commercial firms Research and development agencies Non-profit organizations International organizations Consultant firms

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