

**GRADUATE PROGRAM IN PUBLIC HEALTH  
MPH DEGREE**

**Community Health Concentration Competencies**

Concentration Competencies	Concentration Courses				
<b>Theoretical Foundation:</b> Identify and demonstrate understanding of the social and behavior change theories relevant to developing community health improvement initiatives.	<b>HPH 550</b>	<b>HPH 551</b>	<b>HPH 552</b>	<b>HPH 553</b>	<b>HPH 564</b>
<b>Learning Experiences:</b>					
1. Demonstrate understanding of commonly-used theories of behavior change, such as the Health Belief Model, the Transtheoretical Model, the Precaution Adoption Process Model, the Theory of Triadic Influence, and Social Cognitive Theory..					
2. Identify and describe the relationship among the theoretical constructs central to most behavior change theories, such as knowledge, attitudes, beliefs, social norms, and self-efficacy.					
3. Compare the strengths and limitations of behavior change theories by applying these theories to real-world practice situations.					
4. Demonstrate understanding of social change theories relevant to health promotion, such as Social Action Theory, Empowerment Theory, Diffusion of Innovation, Social Networking Theory, and Gender and Power Theory.					
5. Describe the constructs common to many social change theories, such as community capacity, participation, social capital, and empowerment.					
6. Compare the strengths and limitations of social change theories by applying these theories to real-world practice situations.					
7. Demonstrate an understanding of how social and behavior change theories can be used together to address public health problems.					
8. Understand, critique, and describe the usefulness of alternative social and behavioral theories for public health promotion, including Cognitive-Experiential Self-Theory, the model of interpersonal behavior, theories of psychoneuroimmunology, Freire's Theory of Adult Education, and complexity theory.					

<b>Communication:</b> Collect, organize, and convey information effectively to different audiences important to public health initiatives.	<b>HPH 550</b>	<b>HPH 551</b>	<b>HPH 552</b>	<b>HPH 553</b>	<b>HPH 564</b>
<b>Learning Experiences:</b>					
1. Describe how the information and knowledge exchange process can be designed to achieve specific objectives.					
2. Discuss the importance of health literacy and cultural and educational diversity for effective health communications.					
3. Identify the role of the media, public relations, community advocates, support groups, health care providers, public health officials, and other stakeholders in health communications.					
4. Develop the skills to communicate effectively with the media.					
5. Develop the skills to communicate effectively with colleagues.					
6. Develop the skills to communicate effectively with the general public and specific communities.					
7. Develop the skills to produce a social marketing tool, press release, op-ed article, and PowerPoint presentation.					
8. Develop the skills to elicit accurate information through interviewing.					
9. Develop the skills to communicate verbally, in writing, and through PowerPoint.					
10. Develop the skills to utilize multi-media technology in health communications.					
<b>Planning and Implementing:</b> Develop knowledge and skills for planning and implementing community health initiatives.	<b>HPH 550</b>	<b>HPH 551</b>	<b>HPH 552</b>	<b>HPH 553</b>	<b>HPH 564</b>
<b>Learning Experiences:</b>					
1. Describe the major models used for planning community health initiatives					
2. Explain the role and key elements of a community health assessment					
3. Use health targets, such as <i>Healthy People 2020</i> , to prioritize community health needs for selective populations					
4. Apply theory in creating effective community health initiatives					

5. Describe the role of community-based participatory research (CBPR) and its benefits for planning and implementing community health initiatives					
6. Work together with others in small groups on community health initiative planning					
7. Develop a logic model					
8. Synthesize and apply course concepts to develop program mission, goals, and outcomes statements, incorporating cultural competence					
9. Determine the process and organizational structure required for community health initiatives					
10. Develop a budget and identify sources of funding for community					
<b>Qualitative Methods:</b> Develop knowledge and skills to engage in qualitative research in population health and related fields.	<b>HPH 550</b>	<b>HPH 551</b>	<b>HPH 552</b>	<b>HPH 553</b>	<b>HPH 564</b>
<b>Learning Experiences:</b>					
1. Discuss different epistemological orientations (e.g., positivist, interpretivist, and critical) and their relationship to the various qualitative research approaches, and to ontology more generally.					
2. Practice three methods of qualitative data collection: participant observation, in-depth interviews, and focus groups.					
3. Identify which qualitative research approach and method(s) of data collection are best-suited to answering particular kinds of research questions.					
4. Develop a qualitative research proposal to answer a research question of the student's choosing.					
5. Learn and practice techniques to engender researcher reflexivity.					
6. Practice techniques for collaborative and ethical interaction with research participants.					
7. Describe basic methods of qualitative data analysis, such as open and focused coding, methodological, thematic, and integrative memoing, and triangulation.					
8. Use software available for qualitative data analysis (e.g., ATLAS.ti and MAXQDA).					

<b>Evaluation:</b> Develop knowledge and skills for evaluating community health Initiatives.	<b>HPH 550</b>	<b>HPH 551</b>	<b>HPH 552</b>	<b>HPH 553</b>	<b>HPH 564</b>
<b>Learning Experiences:</b>					
1. Describe the purposes and basic components of formative, process, and outcomes evaluations.					
2. Utilize a logic model as a framework for evaluating community health initiatives.					
3. Identify appropriate measures for a community health evaluation plan.					
4. Identify appropriate data collection methods for a community health evaluation plan.					
5. Determine appropriate analysis methods for a community health evaluation plan.					
6. Develop a presentation to stakeholders from an evaluation report.					

<b>Legend</b>		Primary Source of Learning Experience		Secondary Source of Learning Experience
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