

PROGRAM IN PUBLIC HEALTH
Community Health Concentration Competencies

Course Key

HPH 551: Practice of Health Communications
 HPH 552: Planning & Implementing Community Health Initiatives
 HPH 553: Advanced Evaluation of Community Health Initiatives

Legend	Primary Source of Learning Experience	Secondary Source of Learning Experience		
Concentration Competencies		Concentration Courses		
1. Health Communication: Collect, organize, and convey information effectively to different audiences important to public health initiatives.	HPH 551	HPH 552	HPH 553	
Learning Experiences:				
a. Describe how the information and knowledge exchange process can be designed to achieve specific objectives.				
b. Identify the role of the media, public relations, community advocates, support groups, health care providers, public health officials, and other stakeholders in health communications.				
c. Develop the skills to communicate effectively with the media.				
d. Develop the skills to communicate effectively with the general public and specific communities.				
e. Develop the skills to produce communications tools, such as a social marketing tool, press release, op-ed article, and an oral presentation.				
f. Develop the skills to elicit accurate information through interviewing.				
2. Communication Media: Communicate in writing and orally, in person and through electronic means, with linguistic and cultural proficiency.	HPH 551	HPH 552	HPH 553	
Learning Experiences:				
a. Discuss the importance of health literacy and cultural and educational diversity for effective health communications.				
b. Develop the skills to communicate verbally, in writing, and through presentations.				
c. Develop the skills to utilize multi-media technology in health communications.				
3. Theoretical Foundation: Identify and demonstrate understanding of the social and behavior change theories relevant to developing community health improvement initiatives.	HPH 551	HPH 552	HPH 553	
Learning Experiences:				
a. Compare the strengths and limitations of social and behavior change theories by examining how these theories have been used in real-world practice situations.				

b. Demonstrate an understanding of how social and behavior change theories can be used together to address public health problems.			
c. Design theoretically-informed intervention activities appropriate to the identified needs and assets of the targeted population,			
d. Understand Program Theory and its role in evaluating a program.			
4. Community Assessment: Identify community needs, assets, and resources.			
	HPH 551	HPH 552	HPH 553
Learning Experiences:			
a. Explain the role of a community health assessment in program planning.			
b. Describe and assess the strengths and limitations of various types of data that can be used in a community health assessment.			
c. Use primary and secondary data to describe the health needs and assets of a particular community.			
d. Use health targets, such as <i>Healthy People 2020</i> , to prioritize community health needs for selective populations.			
e. Understand the community-based participatory research (CBPR) approach to planning and implementing community health initiatives.			
f. Explain the importance of a community health assessment to program evaluation.			
5. Community Engagement: Demonstrate capacity to engage with community partners.			
	HPH 551	HPH 552	HPH 553
Learning Experiences:			
a. Apply empowerment educational theories to community engagement. Examples include demonstrating capacity to collaborate and interact with community partners in a manner based on mutual trust, respect, and co-learning.			
b. Identify community relationships and linkages between various stakeholders among multiple factors (or determinants) affecting health.			
c. Demonstrate application of approaches for engaging with community partners by co-creating a solution / product, such as creating a brochure, fact sheet, news release, media kit, developing a program plan, implementation, and/or evaluating a program.			
6. Design and Logical Framework: Design a community health intervention plan, incorporating a logic model to track the intervention's progress.			
	HPH 551	HPH 552	HPH 553
Learning Experiences:			
a. Develop a mission statement for a community health initiative.			
b. Develop goals and SMART objectives (specific, measurable, achievable, realistic, and time-bound) for a community health initiative that relate to the overall mission.			
c. Create a logic model based upon an initiative's mission, goals, objectives, and activities in order to elaborate an initiative's theory of change.			

d. Demonstrate understanding of how a logic model, mission statement, goals, and objectives can be used in program evaluation.			
e. Create a written plan for a community health initiative that addresses a public health issue.			
f. Develop a budget and identify sources of funding for a community initiative.			
7. Cultural Competence: Understand how cultural beliefs and practices influence participation in community health interventions and how to design interventions with cultural consideration.	HPH 551	HPH 552	HPH 553
Learning Experiences:			
a. Identify a target audience for a health communication tool and research methods for optimal delivery of the public health message to the specific population.			
b. Understand how cultural beliefs and practices can affect a populations needs, assets and resources.			
c. Design a community health intervention that incorporates the cultural beliefs and practices of the priority population.			
d. Design a program evaluation plan that incorporates the cultural beliefs and practices of the priority population.			
8. Evaluation Design and Methods: Develop knowledge and skills for evaluating community health initiatives.	HPH 551	HPH 552	HPH 553
Learning Experiences:			
a. Understand the purpose of evaluating a community health initiative, and types of formative evaluations (needs assessment, feasibility, stakeholder engagement and evaluation conceptualization), implementation/process evaluation, and summative evaluations (outcome, impact, cost-effectiveness, cost-benefit analysis).			
b. Formulate evaluation questions appropriate to measuring the success of a public health program.			
c. Demonstrate an understanding of the methods used to evaluate a community health initiative, and the strengths and limitations of these methods.			
d. Identify appropriate primary and/or secondary data sources to evaluate a community health initiative.			
e. Develop an evaluation plan for a community health initiative.			