

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 | |
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| 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. Report on how the information and knowledge exchange process can be designed to achieve specific objectives. | | | |
| b. Develop the skills to communicate effectively with the media, general public and specific communities. | | | |
| c. Produce communications tools, such as a social marketing tool, press release, op-ed article, and an oral presentation. | | | |
| d. Grasp the importance of health literacy and cultural and educational diversity for effective health communications. | | | |
| e. Demonstrate linguistic and cultural proficiency in oral and written communication. | | | |
| 2. Theoretical Foundation: Appraise and apply social and behavior change theories when developing community health improvement initiatives. | | | |
| 2. Theoretical Foundation: Appraise and apply social and behavior change theories when developing community health improvement initiatives. | HPH 551 | HPH 552 | HPH 553 |
| Learning Experiences: | | | |
| a. Appraise 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. | | | |
| 3. Community Assessment: Measure and appraise community needs, assets, and resources. | | | |
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| Learning Experiences: | | | |

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| a. Justify the role of a community health assessment in program planning. | | | |
| b. 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 determine the health needs and assets of a particular community. | | | |
| d. Appraise the community-based participatory research (CBPR) approach to planning and implementing community health initiatives. | | | |
| e. Explain the importance of a community health assessment to program evaluation. | | | |
| 4. 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. Evaluate community relationships and linkages between various stakeholders. | | | |
| 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. | | | |
| 5. 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. Design a mission statement for a community health initiative. | | | |
| b. Create 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. Create a written plan for a community health initiative that addresses a public health issue. | | | |
| e. Demonstrate how a logic model, mission statement, goals, and objectives can be used in program evaluation. | | | |
| 6. 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 | | | |

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| methods for optimal delivery of the public health message to the specific population. | | | |
| b. Consider how cultural beliefs and practices can affect a population's needs, assets and resources. | | | |
| c. Design a community health intervention that incorporates the cultural beliefs and practices of the priority population. | | | |
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| 7. Evaluation Design and Methods: Develop knowledge and skills for evaluating community health initiatives. | HPH 551 | HPH 552 | HPH 553 |
| Learning Experiences: | | | |
| a. Practice designing multiple types of evaluations, including formative evaluations, 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. Critique the strengths and limitations of various methods used to evaluate a community health initiative. | | | |
| d. Select appropriate primary and/or secondary data sources to evaluate a community health initiative. | | | |
| e. Develop an evaluation plan for a community health initiative. | | | |