

MPH Community Health Concentration

Assessment of Competencies for		
Competency	Course number(s) and name(s)	Specific assessment opportunity
<p>1. Health Communication: Collect, organize and convey information effectively for different audiences important to public health initiatives</p>	<p>HPH 551: Practice of Health Communication</p>	<p>Audience case study: Students craft targeted messaging to reach a variety of different audiences</p> <p>Health Communication Campaign Critique: Using the theories and concepts covered in this class, students critically assess the effectiveness and strengths and weaknesses of a selected health communication campaign, focusing on messaging, language, evaluation methods, theoretical underpinnings, and spokesperson/images (if applicable). They provide concrete recommendations for how the campaign could be improved and present this to the class.</p> <p>Both assessments also enable students to demonstrate how the information and knowledge exchange process can be designed to achieve specific objectives.</p>
<p>2. Theoretical Foundation: Appraise and apply social and behavioral change theories when developing community health initiatives.</p>	<p>HPH 551: Practice of Health Communication</p>	<p>Theory Integration Paper: Students integrate variables from two or more health communication theories into a new model to that is hyper-specific to a particular health behavior problem. Students justify their reasoning for including specific theories and variables from those theories</p>
	<p>HPH 552: Planning and Implementing Community Health Initiatives</p>	<p>Planning a Community Health Initiative (paper and logic model): This is the major project of the course that is built in 3 steps. Students design a community health initiative that includes selection and application of appropriate theory to an intervention to bring about behavior change (step 2 of this built process).</p>
	<p>HPH 553: Advanced Evaluation of Community Health Initiatives</p>	<p>Evaluation strategy assignments: students apply their knowledge of social and behavioral change theories to develop an evaluation of program theory for an actual community health initiative.</p>
<p>3. Community Assessment: Create a multi-method plan for community health assessment, taking into consideration the strengths and limitations of primary and secondary data to assess needs and assets.</p>	<p>HPH 552: Planning and Implementing Community Health Initiatives</p>	<p>Planning a Community Health Initiative (paper and logic model): This is the major project of the course that is built in 3 steps. Step 1 requires students to create a plan for a community health assessment that considers primary and secondary data sources.</p>
<p>4. Community engagement: Demonstrate capacity to</p>	<p>HPH 552: Planning and Implementing</p>	<p>Planning a Community Health Initiative (paper and logic model): This is the major project of the course that is built in 3 steps. Students design a community health initiative including identifying and engaging community partners.</p>

engage with community partners	Community Health Initiatives	Students also complete a “ Community-Based Participatory Research Principles in Action ” worksheet which requires them to evaluate community relationships and linkages.
	HPH 553: Advanced Evaluation of Community Health Initiatives	Evaluation strategy assignments: Using an actual community health initiative as the case example, students develop a series of proposals to evaluate the program's theory, program processes and implementation, outcome and impact, and costs. Each proposal includes a strategy for identifying and engaging with appropriate community partners for each type of evaluation.
5. Advanced Intervention Design: Create theory-driven community health interventions with a mission, goals and measurable process, outcome and impact objectives that address public health issues.	HPH 552: Planning and Implementing Community Health Initiatives	Planning a Community Health Initiative (paper and logic model): This is the major project of the course that is built in 3 steps. Students design a community health initiative including its mission, goals, measurable processes, and outcome and impact objectives
6. Cultural Competence: Demonstrate an advanced understanding of why diverse cultural groups may respond differently to the same community health intervention in the selection of appropriate audiences, equity-focused designs, and implementation approaches of community health initiatives.	HPH 551: Practice of Health Communications	Audience case study: Students craft targeted messaging to reach a variety of different audiences