Programmatic Competencies for the MS in Health Promotion Sciences

Graduates of the Master of Science in Health Promotion Sciences program should be able to:

- Identify basic theories, concepts and models from a range of social and behavioral disciplines that are used in public health research and practice;
- Describe the role of social and community factors in both the onset and solution of public health problems;
- Identify the causes of social and behavioral factors that affect health of individuals and populations;
- Describe the merits of social and behavioral science interventions and policies;
- Apply ethical principles to public health program planning, implementation and evaluation;
- Describe steps and procedures for the planning, implementation and evaluation of public health programs, policies and intervention;
- Identify and know how to access sources of health data such as vital statistics records, disease registries, national surveys, and medical records. Evaluate the integrity and comparability of data and identify gaps in data sources, and evidence a basic knowledge of how these data are collected, and their role in public health;
- Make relevant inferences from quantitative and qualitative data and effectively use health data to facilitate the application of evidence-based approaches in the development and evaluation of social and behavioral science interventions;
- Specify multiple targets and levels of intervention for social and behavioral science programs and/or policies;
- Identify individual, organizational and community concerns, assets, resources and deficits for social and behavioral science interventions;
- Identify critical stakeholders for the planning, implementation and evaluation of public health programs, policies and interventions;
- Interact sensitively, effectively, and professionally with persons from diverse cultural, socioeconomic, educational, racial, ethnic and professional backgrounds, and persons of all ages and lifestyle preferences;
- Obtain and interpret information regarding risks and benefits to the community;
- Define appropriate research questions to address health problems requiring public health interventions;
- Select the appropriate study design to answer the research questions;
- Write a study protocol, in collaboration with others, detailing the objectives and methods of the intervention, and identify preliminary data needed. Determine appropriate uses and limitations of both quantitative and qualitative data;
- Design appropriate strategies for program evaluation;

- Demonstrate effective oral and written communication skills and effectively present accurate demographic, statistical, programmatic, and scientific information for professional and lay audiences.