

# Community Health Education

(Bachelor of Science)

This 120-credit program, which aligns with the National Commission for Health Education Credentialing competencies, will create new career opportunities for students and partnerships with the community; opportunities and partnerships consistent with the University's Strategic Plan. As part of the Health Professions and Related Programs array, UW-Green Bay has numerous programs in this specialized area so, with the exception of five courses, the major is built from existing courses in related areas (i.e., sciences, health management, social work). Additionally, 26 credits within the supporting and major courses cover all but 18 credits of general education requirements.

The program utilizes high impact practices including a semester-long practicum at a community agency. Program graduates will be able to assess, plan, implement, and evaluate health education programs for a variety of populations.

Students entering the major may be new freshmen who come to UW-Green Bay because of this major or transfer students from other post-secondary institutions who find this major appealing. The Community Health Education program will not use a cohort model, block requirement plan, or seek accreditation. The UW-Green Bay program will offer students a curriculum grounded on understanding the intersection of governmental and non-governmental healthcare organizations and how economics and policy influence health. The Community Health Education major will be an option for students who are not accepted into the Nursing program or prefer a non-clinical program.

As more organizations and communities focus on wellness and prevention, and with growth in the health industry, community health educators are sought after and in high demand. Graduates with a major in community health education find jobs in the health care industry (e.g., hospitals, public health departments, health insurance), non-profit organizations, government agencies, and private businesses.

According to the Bureau of Labor Statistics, overall employment of community health educators is projected to grow 11% from 2018 to 2028, which is much faster than the average for all occupations.

## Student Learning and Program Outcomes

Program outcomes align with the NCHEC <sup>1</sup> responsibilities, competencies, and sub-competencies for health education specialist practice.

By the end of the program, students will:

1. Understand the structure of contemporary healthcare including public, non-governmental, and health systems.
2. Use an interdisciplinary approach to addressing complex population health issues and factors that influence health.
3. Apply the steps of assessment, planning, implementation, and evaluation in the design of community health campaigns.
4. Gather, analyze, and synthesize multiple sources of community/public information.
5. Identify and engage priority populations, partners, and stakeholders to design and implement health education programming.
6. Apply established ethical principles and principles of cultural humility, inclusion, and diversity in the development of community/population health campaigns.

<sup>1</sup> National Commission for Health Education Credentialing (NCHEC) (n.d.). Responsibilities and Competencies for Health Education Specialists. Retrieved from <https://www.nche.org/responsibilities-and-competencies> (<https://www.nche.org/responsibilities-and-competencies/>)

## Major

| Code                       | Title                                                                         | Credits   |
|----------------------------|-------------------------------------------------------------------------------|-----------|
| <b>Supporting Courses</b>  |                                                                               | <b>13</b> |
| COMM 133<br>or COMM 166    | Fundamentals of Public Address<br>Fundamentals of Interpersonal Communication |           |
| PSYCH 102                  | Introduction to Psychology                                                    |           |
| PSYCH 203                  | Introduction to Lifespan Development                                          |           |
| PSYCH 205                  | Social Science Statistics                                                     |           |
| <b>Lower-Level Courses</b> |                                                                               | <b>12</b> |
| HUM BIOL 102               | Introduction to Human Biology                                                 |           |
| HUM BIOL 215               | Personal Health and Wellness                                                  |           |
| NURSING 200                | Fundamentals of Healthcare Terminology                                        |           |

|                                                 |                                                               |           |
|-------------------------------------------------|---------------------------------------------------------------|-----------|
| NUT SCI 202                                     | Ethnic Influences on Nutrition                                |           |
| <b>Upper-Level Courses</b>                      |                                                               | <b>43</b> |
| CHE 310                                         | Foundations of Community Health Education                     |           |
| CHE 320                                         | Methods and Strategies for Community Health Education         |           |
| CHE 330                                         | Program Planning and Evaluation in Community Health Education |           |
| CHE 440                                         | Capstone Seminar                                              |           |
| CHE 450                                         | Community Health Education Field Practicum                    |           |
| HLTH MGT 301                                    | Health Care Systems                                           |           |
| HLTH MGT 302                                    | Healthcare Management                                         |           |
| HLTH MGT 401                                    | Healthcare Economics & Policy                                 |           |
| HLTH MGT 402                                    | Population Healthcare Management                              |           |
| HUM BIOL 322                                    | Epidemiology                                                  |           |
| NURSING 340                                     | Quality Improvement                                           |           |
| PSYCH 310                                       | Drugs and Behavior                                            |           |
| SOC WORK 344                                    | Grant Writing for Success                                     |           |
| <b>Upper-Level Elective: (choose 3 credits)</b> |                                                               | <b>3</b>  |
| COMM 370                                        | Health Communication Campaigns and Strategies                 |           |
| COMM 470                                        | Health Communication and Technology                           |           |
| HIMT 440                                        | Group Processes, Team Building and Leadership                 |           |
| ORG LEAD 348                                    | Organizational Behavior Across Sectors                        |           |
| PUB ADM 344                                     | Leadership in Organizations                                   |           |
| <b>Total Credits</b>                            |                                                               | <b>71</b> |

## Curriculum Guide

An example four-year plan. This plan is a representation. Consult with your advisor.

120 credits necessary to graduate.

| Course                     | Title                                                                            | Credits   |
|----------------------------|----------------------------------------------------------------------------------|-----------|
| <b>Freshman</b>            |                                                                                  |           |
| <b>Fall</b>                |                                                                                  |           |
| First Year Seminar         |                                                                                  | 3         |
| HUM BIOL 102               | Introduction to Human Biology                                                    | 3         |
| PSYCH 102                  | Introduction to Psychology                                                       | 3         |
| GEN EDUC - Humanities      |                                                                                  | 3         |
| Elective                   |                                                                                  | 3         |
| <b>Credits</b>             |                                                                                  | <b>15</b> |
| <b>Spring</b>              |                                                                                  |           |
| WF 105                     | Research and Rhetoric                                                            | 3         |
| GEN EDUC - Fine Arts       |                                                                                  | 3         |
| GEN EDUC - Natural Science |                                                                                  | 3         |
| Elective                   |                                                                                  | 6         |
| <b>Credits</b>             |                                                                                  | <b>15</b> |
| <b>Sophomore</b>           |                                                                                  |           |
| <b>Fall</b>                |                                                                                  |           |
| PSYCH 205                  | Social Science Statistics                                                        | 4         |
| COMM 133<br>or COMM 166    | Fundamentals of Public Address<br>or Fundamentals of Interpersonal Communication | 3         |
| PSYCH 203                  | Introduction to Lifespan Development                                             | 3         |
| NURSING 200                | Fundamentals of Healthcare Terminology                                           | 3         |
| Elective                   |                                                                                  | 3         |
| <b>Credits</b>             |                                                                                  | <b>16</b> |
| <b>Spring</b>              |                                                                                  |           |
| HUM BIOL 215               | Personal Health and Wellness                                                     | 3         |
| HUM BIOL 322               | Epidemiology                                                                     | 3         |
| NUT SCI 202                | Ethnic Influences on Nutrition                                                   | 3         |
| Elective                   |                                                                                  | 6         |
| <b>Credits</b>             |                                                                                  | <b>15</b> |

|                            |                                                               |            |
|----------------------------|---------------------------------------------------------------|------------|
| <b>Junior</b>              |                                                               |            |
| <b>Fall</b>                |                                                               |            |
| CHE 310                    | Foundations of Community Health Education                     | 3          |
| NURSING 340                | Quality Improvement                                           | 2          |
| HLTH MGT 301               | Health Care Systems                                           | 3          |
| HLTH MGT 302               | Healthcare Management                                         | 3          |
| Elective                   |                                                               | 4          |
| <b>Credits</b>             |                                                               | <b>15</b>  |
| <b>Spring</b>              |                                                               |            |
| CHE 330                    | Program Planning and Evaluation in Community Health Education | 3          |
| HLTH MGT 401               | Healthcare Economics & Policy                                 | 3          |
| HLTH MGT 402               | Population Healthcare Management                              | 3          |
| PSYCH 310                  | Drugs and Behavior                                            | 3          |
| SOC WORK 344               | Grant Writing for Success                                     | 2          |
| <b>Credits</b>             |                                                               | <b>14</b>  |
| <b>Senior</b>              |                                                               |            |
| <b>Fall</b>                |                                                               |            |
| CHE 320                    | Methods and Strategies for Community Health Education         | 3          |
| CHE Elective Course        |                                                               | 3          |
| GEN EDUC - Humanities      |                                                               | 3          |
| GEN EDUC - Social Sciences |                                                               | 3          |
| Elective                   |                                                               | 6          |
| <b>Credits</b>             |                                                               | <b>18</b>  |
| <b>Spring</b>              |                                                               |            |
| CHE 440                    | Capstone Seminar                                              | 3          |
| CHE 450                    | Community Health Education Field Practicum                    | 9          |
| <b>Credits</b>             |                                                               | <b>12</b>  |
| <b>Total Credits</b>       |                                                               | <b>120</b> |

## Faculty

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