

ERF 2.6.b. MPH Concentration Competencies for Discontinued Concentrations

Health Policy Concentration Competencies

Upon graduation, a student with an MPH with a concentration in Health Policy should be able to...

Concentration Domains
1. Formulation and Implementation
A. Demonstrate knowledge of public health policy formulation and implementation strategies.
B. Collect, analyze, and synthesize information about health policy problems and issues.
C. Develop alternative policy options for specific public health issues and assess their economic, political, legal, and social implications.
2. Analysis and Evaluation
A. Evaluate the effectiveness of public health policy using formal methods of policy analysis and program evaluation.
B. Comparatively analyze and interpret legislation, administrative regulations, judicial opinions, and agency rulings.
C. Apply economic principles and theories to analyze the delivery of health care services, public health, and health policy issues.

Social Marketing and Health Communication Concentration Competencies

Upon graduation, a student with an MPH with a concentration in Social Marketing and Health Communication should be able to...

Concentration Domains
1. Macro-level Assessment
A. Identify social determinants of health for the purpose of tailoring social marketing and health communication programs to diverse populations.
B. Identify and apply various modes of learning such as written, audio, visual, and kinesthetic in health communication.
C. Identify the levels of health literacy and the instruments used to measure functional health literacy levels.
2. Program Planning
A. Articulate the ethical principles of social marketing, health communication, as they apply to public health practice.
B. Explain the process to foster collaboration by establishing partnerships with communities, stakeholders, gatekeepers, and members of the identified priority population.
C. Demonstrate leadership, advocacy, and community building in the field of social marketing and health communication by utilizing effective health communication strategies.
D. Describe how the ecological model influences social marketing and health communication.
E. Analyze marketing strategies and identify the best possible option given the resources available.
3. Plan Implementation
A. Demonstrate awareness of the need for cultural humility in communication methodology.
B. Apply appropriate research methodologies to compile evidence that informs decision-making in social marketing and health communication.

C. Identify and assess communication delivery channels, such as mass media, social media, and print materials.

4. Plan Evaluation

A. Choose appropriate evaluation designs and procedures for data collection. This may include developing survey instruments and interpreting and describing evaluation results.

B. Evaluate existing social marketing campaigns through examination of process and performance outcomes.