

2022-23

COMMUNITY HEALTH ASSESSMENT AND PLANNING

Degree Offered: Certificate



Program Description

This certificate is offered completely online, allowing working professionals the flexibility to fulfill their educational goals. The program focuses on individuals who have responsibility and accountability for the health of the populations they serve. This certificate will provide the training to competently assess, plan for improvement, and monitor the health of various populations. Coursework consists of two required courses and two elective courses for a total of 12 credits. All credits offered in the certificate program may be transferable to the Master of Public Health program within one year of certificate completion.

Admission Requirements

In addition to the general [Graduate School admission requirements](#), this program has additional specific requirements.

One to two years of experience working in health care, worksite wellness, or public health strongly recommended.

Credits Required to Graduate

12 credits

Required Courses

18209 Community Health Assessment and Improvement. 3 credits.

Recommended: 18203 Public Health Administration.

This course covers the central concepts of community health assessment and improvement. Students will review public health concepts from a public health systems and practice perspective. The course will focus on public health essential services 1 and 2. Students will obtain an understanding of the public health system, community health assessment and the health improvement process using selected frameworks. The course will focus in-depth on learning about the Mobilizing for Action through Planning and Partnerships (MAPP) frameworks and application of selected components to course projects. In addition, this course will provide the foundation for future community health planning and evaluation courses by building on the content of the public health administration course using a public health practice perspective.

18230 Community Health Program Planning. 3 credits.

Recommended: 18203 Public Health Administration and 18209 Community Health Assessment and Improvement.

Builds on the foundation in health improvement program planning obtained in the Public Health Administration and Community Assessment and Improvement courses. This course will increase the depth and breadth of students' knowledge and skills through a theoretical and application-based curriculum through three modules, including strategic planning, program planning, and leadership competencies to lead planning efforts.

Elective Courses

18115 Health Promotion and Disease Prevention. *3 credits.*

Students will learn key concepts through readings, lectures, on-line discussions and written exercises. The latter will allow students to practice designing elements of an HP/DP plan for a population and health problem of their own choosing using each of the theoretical models and techniques presented in the course. This course is an elective in the MPH degree program, the Certificate in Community Health Assessment & Planning program, and the Certificate in Population Health Management program.

18223 Public Health Policy. *3 credits.*

This course will meet the need of MCW MPH students to know and understand the fundamentals of public health policymaking by diverse stakeholders in the process. The course fills gaps in the curricula at MCW. The textbook is Bodenheimer and Grumbach, *Understanding Health Policy: a Clinical Approach*, 6th edition, Lange publisher. Each session has educational objectives and a competency goal, readings and possible videos, a recorded audio slide presentation by faculty, and a discussion question for students addressing the conflicts and challenges in policy development.

18241 Health Communication. *3 credits.*

This course is designed to explore the ways that communication impacts people's health and wellbeing, as well as their understanding of health-related topics. The course will cover multiple levels of communication, different communication channels, and the use of diverse communication media and technologies.

18260 Community Health Program Evaluation. *3 credits.*

The Community Health Program Evaluation course examines the basic topics related to Community Health Program Evaluation including the history of program evaluation; the levels of program evaluation process; qualitative and quantitative measures; data management tools; data analysis methods; quality management; and other contextual issues surrounding program evaluation. This course will incorporate the use of assigned readings, group projects, peer evaluation, online discussions, and exams in order to foster knowledge of material presented in the course, as well as application-based learning in the area of evaluation of community health.

Contact information: gradschool@mcw.edu | (414) 955-8218