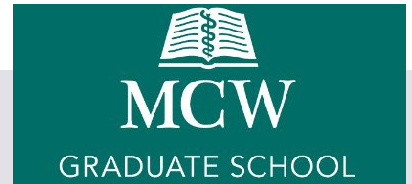


2025-26

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

PUBH 18209 Community Health Assessment and Improvement. *3 credits.*

This course provides students with a comprehensive understanding of the community health assessment and improvement planning process, focusing on achieving health equity. Students will learn to systematically assess community health needs and assets using both quantitative and qualitative data. The course emphasizes identifying priority health concerns and developing data-driven plans to address unmet needs. Students will also explore the role of social, economic, behavioral, and environmental factors that influence health outcomes, and understand the importance of multisector collaboration, community engagement, and evidence-based interventions. By the end of the course, students will be equipped to apply the Mobilizing for Action Through Planning and Partnerships (MAPP) framework, driving positive health outcomes and enhancing public health in their communities.

PUBH 18230 Community Health Program Planning. *3 credits.*

This Community Health Program Planning course is designed to prepare learners to apply public health knowledge and skills in a community-based setting. Program planning skills are an essential competency of both public health practitioners and public health administrators and thus are a critical component of the MPH curriculum. Building on the foundation in health improvement program planning obtained in the Public Health Administration course, this course will increase the depth and breadth of learners' knowledge and skills through a theoretical and application-based curriculum.

Elective Courses

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

This course is designed to prepare students to promote health and to prevent disease and injury using a variety of methods. It emphasizes an ecological approach addressing behavior, environment, and healthcare at levels from the individual to social policy. The content is designed for use in diverse settings, including health departments; healthcare; workplaces, schools, and other institutions; policymaking/advocacy; and non-governmental organizations. Students will assemble their own model HP/DP plan for a population and health problem of their choosing. The course will address underlying models informing HP/DP; risk and protective factors and surrogate indicators like biomarkers; population assessment; theories of health behavior and health education; locating evidence-based practices; addressing environmental and policy aspects of HP/DP; community engagement, disparities and health equity; HP/DP in healthcare; ethical issues: information and communication technologies; and emerging opportunities in HP/DP including personalized and computer-augmented health promotion.

PUBH 18160 Racial and Ethnic Inequalities in Health. *3 credits.*

Health disparities and health inequities remain a major social and public health problem in the US. Despite enormous health care expenditures and the remarkable medical, technological, and public health strides made in the past few decades, the challenge and burden of differences in health among specific population groups, that are either avoidable or unjust, persist. Thus, a better understanding of health disparities and inequities among racial and ethnic groups is needed.

This course will provide students with an in-depth introduction to health disparities and health inequities as they pertain to specific populations in the US that have been historically disadvantaged and systematically deprived of opportunities to achieve optimal health. The course material will also include an overview of the social determinants of population health. We will: i) consider historical and contemporary debates in conceptualizing race and ethnicity (ii) examine the burden of racial and ethnic disparities in the U.S. (iii) identify and examine some of the social determinants of health and drivers of health inequity and (iv) examine theoretical and practical challenges of developing innovative strategies to eliminate health disparities and achieve health equity. The ultimate goal of the course is to help students develop the skills needed to examine individual and systemic root causes of inequities and apply knowledge and theory of health disparities and health inequities in designing health services and program and policy interventions aimed at achieving health equity.

PUBH 18223 Public Health Policy. *3 credits.*

This public health policy course engages students to understand, analyze, evaluate, and advocate for health policies. The course includes a textbook and other impactful readings, recorded lectures by expert faculty, and weekly evening Zoom class discussions (or Brightspace or emailed answers to questions). Students write a policy essay and opinion editorial for faculty review and the opportunity to revise and resubmit.

PUBH 18241 Health Communications. *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.

PUBH 18260 Community Health Program Evaluation. 3 credits.

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

PUBH 18268 Leadership for the Public's Health. 3 credits.

Leadership for the Public's Health takes a broad look at leadership within public health practice. An introduction to theoretical and evidence-based research is applied to a wide range of public health leadership crises and challenges. Learners will apply knowledge and personal experiences to newly focused leadership understanding through application to practice. Leadership theory and research will connect to personal leadership critical reflection, political acumen, and peer mentorship in creation of a professional development plan/leadership credo.

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