

# PUBLIC HEALTH (PUBLHLTH)

## PUBLHLTH 700 – TOPICS IN PUBLIC HEALTH

1-3 credits.

Special topics in public health.

**Requisites:** Declared in Master of Public Health program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Fall 2023

**Learning Outcomes:** 1. Apply, analyze, or evaluate advanced theories, concepts, or methods in public health Audience: Graduate

## PUBLHLTH 710 – INTRODUCTION TO GLOBAL HEALTH: HISTORY, CURRENT ISSUES, AND HEALTH STATISTICS

2 credits.

Provides opportunities that facilitate learning in the areas of global health history and contemporary issues; global health frameworks, policies, and assessing and critically evaluating data; the socioecological model for global health, health equity and disparities; and, global health communication. Presumes some background and understanding of basic principles of health and addresses topics at a graduate level.

**Requisites:** Graduate/professional standing, or declared in the Capstone Certificate in Global Health Online

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Compare and contrast the current definitions of "global health" from both historical perspectives and usefulness in addressing today's major global health challenges. Audience: Graduate

10. Analyze whether social marketing can not only communicate health information but also improve outcomes. Audience: Graduate

2. Critique the concept that global-local-global continuum thinking can positively impact contemporary problems that affect populations both locally and abroad. Audience: Graduate

3. Evaluate commonly used global health frameworks (e.g., Alma Atta, MDGs/SDGs) for the likelihood that they will positively impact health in the next 20 years. Audience: Graduate

4. Debate whether 'Health as a Human Right' should be explicitly present in the Sustainable Development Goals. Audience: Graduate

5. Analyze the intersections of data and policy for their impacts on health outcomes. Audience: Graduate

6. Assess the importance and challenges of accurate surveillance data in designing policy interventions. Audience: Graduate

7. Explain social determinates of health and health equity obstacles within global health trends (e.g. urbanization, globalization) and outcomes (global health disparities). Audience: Graduate

8. Defend the opinion that the Social Ecological Model of well-being can be applied to the field of global health. Audience: Graduate

9. Evaluate the roles of at least three organizations in maximizing health security and effective health communications. Audience: Graduate

**PUBLHLTH 711 – GLOBAL PUBLIC HEALTH AND HEALTHCARE SYSTEMS: ORGANIZATIONS, GOVERNANCE, FINANCING, AND WORKFORCE**

2 credits.

Provides opportunities that facilitate learning in the areas of global health systems, organizations, governance, and financing; global health security; emergency medical services and injury epidemiology; health in complex emergencies, and, health issues in refugee, immigrant, and internally-displaced persons. Presumes some background and understanding of basic principles of health and addresses topics at a graduate level.

**Requisites:** Graduate/professional standing, or declared in the Capstone Certificate in Global Health Online

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Analyze successful and unsuccessful global public health systems using at least five key components Audience: Graduate

2. Discuss the overlapping roles and governance structures of global health development and oversight organizations (e.g. World Health Organization, World Bank), NGOs (e.g. MSF: Médecins San Frontières) and governments (e.g. Ministries of Health, USAID: United States Agency for International Development ) Audience: Graduate

3. Evaluate the ten action packages established by the Global Health Security Agenda (GHS) for their potential abilities to enhance health and well-being around the world Audience: Graduate

4. Prioritize the ten action core principles of the Global Health Security Agenda 2024 framework for their role in addressing one global health issue of your choosing Audience: Graduate

5. Compare and contrast the abilities of different Global Emergency Medical Services and Emergency Health Systems to decrease the burden of disease of injury worldwide Audience: Graduate

6. Defend the concept that conflict, terrorism and natural disasters have a greater impact on the health of immigrant and displaced people than on more stable populations Audience: Graduate

7. Explain the challenges to the successful implementation of disaster management planning and response Audience: Graduate

8. Recommend and defend at least three ways that "brain drain" in global health workforce could be reduced Audience: Graduate

9. Explain how interprofessional collaboration impacts global workforce development Audience: Graduate

**PUBLHLTH 712 – GLOBAL HEALTH: INFECTIOUS DISEASES, ONE HEALTH, AND PREVENTION STRATEGIES**

2 credits.

Provides opportunities that facilitate learning in the areas of communicable disease surveillance, prevention strategies, and management, including AIDS, tuberculosis, malaria; dengue and other vectorborne diseases; neglected tropical diseases; vaccine preventable diseases; One Health and zoonotic diseases; novel disease emergence; WASH programs (water, sanitation, and hygiene); and bioterrorism.

Presumes some background and understanding of basic principles of health and addresses topics at a graduate level.

**Requisites:** Graduate/professional standing, or declared in the Capstone Certificate in Global Health Online

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Examine how the epidemiology of HIV/TB/ malaria and challenges in the management of these diseases impact the effectiveness of control strategies. Audience: Graduate

10. Explain how the following communicable disease transmission patterns differ from one another: "endemic," "epidemic," "pandemic," and "outbreak." Audience: Graduate

11. Defend the role of one of the following in the origins of emerging and novel pathogens: pathogen evolution; human behavior; inadequate public health infrastructure; or, ecological factors. Audience: Graduate

2. Analyze how the unique features of vector borne diseases and parameters of climate change impact control strategies. Audience: Graduate

3. Evaluate the historical and current impacts of immunizations on the epidemiology of vaccine preventable diseases. Audience: Graduate

4. Analyze the historical factors and current drivers of vaccine hesitancy and evaluate potential strategies to manage this public health challenge. Audience: Graduate

5. Debate the concept that disparities in resources are the primary driver of the epidemiology of Neglected Tropical Diseases. Audience: Graduate

6. Differentiate the roles of animals in the primary patterns of "zoonotic diseases" transmission between humans and animals. Audience: Graduate

7. Compare and contrast the different communicable disease surveillance methodologies. Audience: Graduate

8. Explain the characteristics of pathogens that are needed to make them bioterrorism weapons. Audience: Graduate

9. Evaluate the factors that have led to the rise of antimicrobial resistance and the role of antimicrobial stewardship and infection control techniques for prevention. Audience: Graduate

**PUBLHLTH 713 – GLOBAL HEALTH: NON-COMMUNICABLE DISEASES, POVERTY, ENVIRONMENTAL HEALTH, AND FOOD SECURITY**

2 credits.

Provides opportunities that facilitate learning in the areas of globally important non-communicable diseases, including but not limited to type 2 diabetes, hypertension, and developmental and acquired disabilities; the global epidemiology of non-communicable diseases; health determinants and indigenous health beliefs and practices; mental health and wellness, including interpersonal violence and opioid abuse; and, food security, nutrition, and obesity. Presumes some background and understanding of basic principles of health and addresses topics at a graduate level.

**Requisites:** Graduate/professional standing, or declared in the Capstone Certificate in Global Health Online

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Compare and contrast the principles of demographic transition, epidemiologic transition and nutrition transition. Audience: Graduate

2. Analyze the role of five categories of social determinants of health in the development and successful management of non-communicable diseases. Audience: Graduate

3. Predict ways in which traditional medical beliefs/practices could positively and negatively affect health outcomes for a non-communicable disease. Audience: Graduate

4. Categorize how the challenges of prevention, diagnosis, management and cure are the same or different for communicable and non-communicable diseases. Audience: Graduate

5. Defend the statement that the "dual burden of disease" reduces the capacity of low-resource health systems to improve public health outcomes. Audience: Graduate

6. Assess the challenges that both types of malnutrition (over-nutrition, under-nutrition) pose for the health and well-being of individuals, communities and nations. Audience: Graduate

7. Justify the fundamental relationship between mental health and overall wellbeing, including an evaluation of how societal norms, the legal system and the pharmaceutical supply chain affect the management of mental health. Audience: Graduate

**PUBLHLTH 714 – GLOBAL HEALTH FIELD WORK FUNDAMENTALS: ENGAGEMENT, ETHICS, POLICY, AND METHODS**

2 credits.

Provides opportunities that facilitate learning in the areas of global health studies, engagement, and health data; ethics of global health engagement and international aid; global health research and quality improvement, including human subjects research and the IRB processes; and, international travel planning. Presumes some background and understanding of basic principles of health and addresses topics at a graduate level.

**Requisites:** Graduate/professional standing, or declared in the Capstone Certificate in Global Health Online

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Examine how international health statistics can be used to effectively describe the wellbeing of communities. Audience: Graduate

2. Develop a framework of ethical considerations for grants and partnerships between HICs and LMICs. Audience: Graduate

3. Analyze the relationship that power disparities can have in promoting inequalities. Audience: Graduate

4. Evaluate the impact of systems, research methods and regulations in the complex framework of global health. Audience: Graduate

5. Recommend and prioritize components of pre-travel planning for international work, including considerations for how to avoid common problems while abroad. Audience: Graduate

6. Justify the concepts that culture is a very significant factor for effectively working in a global setting and that biases can negatively impact effective communication. Audience: Graduate

**PUBLHLTH 715 – GLOBAL HEALTH ISSUE ANALYSIS**

1 credit.

A structured independent study experience to research a major global health issue, including interviews with local key informants, integrating previous educational experiences in global health.

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Design and execute a professional literature review Audience: Graduate

2. Find and organize data from global health databases to justify the importance of a chosen global health issue Audience: Graduate

3. Develop key informant questions and interview key informants to gain meaningful information Audience: Graduate

4. Analyze key informant data (qualitative analysis) and integrate the information into summary statements Audience: Graduate

5. Create health intervention plans and policy briefs Audience: Graduate

6. Defend conclusions and ideas in oral and written communications Audience: Graduate

**PUBLHLTH 716 – STUDY ABROAD GLOBAL HEALTH FIELD EXPERIENCE**

1-4 credits.

A course carried with a UW-Madison study abroad program which has no equivalent on this campus. Current enrollment in a UW-Madison study abroad program.

**Requisites:** None

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Learning Outcomes:** 1. Identify and analyze key theories, core concepts, and their application in global health Audience: Graduate

**PUBLHLTH/NURSING/PHARMACY/PHY ASST/PHY THER 758 – INTERPROFESSIONAL PUBLIC HEALTH LEADERSHIP**

1 credit.

Build skills in collaboration, problem solving, and reflection to approach complex community-based public health problems contribute to becoming a public leader. Explore the six levels of public health leadership through the practices of current and past public health leaders, case studies, and personal experience.

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**Learning Outcomes:** 1. Describe the roles and responsibilities of their profession with all participating health professional students, while examining the roles and responsibilities of all other health professions. Audience: Graduate

2. Compare and contrast the diversity of expertise among participating health professions. Audience: Graduate

3. Apply their profession's roles and responsibilities to case studies that address complex public health issues. Audience: Graduate

4. Describe what it means to be part of an interprofessional team and illustrate how the different professions and systems can complement and facilitate one another in addressing public health issues. Audience: Graduate

5. Apply the principles of public health leadership via reflective exercises, case studies and facilitated discussion. Audience: Graduate

6. Promote a public health cause or principle through legislative advocacy. Audience: Graduate

7. Elucidate the importance of reflection as a life-long learning and leadership tool. Audience: Graduate

**PUBLHLTH 777 – CLINICAL MEDICINE AND PUBLIC HEALTH**

2 credits.

Addresses the interface between the practice of clinical medicine and evidence-based approaches to public health needs and issues and community health improvement. A focus on emerging issues and opportunities to work with community-based public health practitioners while exploring career goals and the intersection between clinical medicine and public health.

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Articulate the importance of a comprehensive approach to public health and clinical medicine Audience: Graduate

2. Compare different career paths available to clinical professionals with public health training Audience: Graduate

3. Analyze the healthcare system, function and structures Audience: Graduate

4. Evaluate points of synergy between clinical and public health work, especially leveraging both partnering and professional organizations Audience: Graduate

5. Develop and apply strategies to work collaboratively in interprofessional groups within the class and with communities Audience: Graduate

6. Develop expertise in messaging and framing techniques for clinical medicine and public health advocacy. Audience: Graduate

**PUBLHLTH 780 – EVIDENCE-BASED DECISION-MAKING**

3 credits.

An interprofessional course addressing evidence-based approaches to public health needs and issues and community health improvement. Features problem-based learning with a focus on emerging issues and opportunities to work with community-based public health practitioners.

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2023

**Learning Outcomes:** 1. Define the basic concepts of evidence-based decision-making. Audience: Graduate

2. Demonstrate how to locate information on evidence-based approaches in the literature. Audience: Graduate

3. Describe the importance of interdisciplinary approaches to public health. Audience: Graduate

4. Describe several applications within public health practice that are based on evidence. Audience: Graduate

5. Define barriers to evidence-based decision-making in public health settings Audience: Graduate

6. Discuss emerging public health issues in the context of evidence-based decision-making. Audience: Graduate

7. Develop and apply strategies to work collaboratively in small groups. Audience: Graduate

**PUBLHLTH 781 – COMMUNICATING PUBLIC HEALTH EFFECTIVELY I**

1 credit.

Exploration of current public health issues, interprofessional approaches and modes of communication within the MPH Program and the public health practice community. Content will advance students' analytic assessment, communication, and systems-thinking skills.

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2022

**Learning Outcomes:** 1. Identify key issues and problems in public health within the context of the public health foundational competencies.

Audience: Graduate

2. Lead and facilitate group discussions. Audience: Graduate

3. Communicate public health content appropriately based on the MPH Program's standards in writing and orally. Audience: Graduate

4. Describe the importance of interdisciplinary approaches to public health practice. Audience: Graduate

5. Demonstrate knowledge about public health and other resources on the UW campus. Audience: Graduate

**PUBLHLTH 782 – DETERMINANTS OF HEALTH AND HEALTH EQUITY: A SYSTEMS APPROACH**

3 credits.

The social determinants of health, determined by deep rooted and inequitably distributed resources via institutions and systems that shape our communities and the world that we live in, are the key factors that shape ill health and exacerbate inequities in the health and well being of populations. Provides grounding in the social determinants of health through a health equity framework. Students will learn about health equity frameworks and how to integrate them into their public health practice and research.

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2023

**Learning Outcomes:** 1. Critically analyze the social and structural determinants of health for populations. Audience: Graduate

2. Explain the relationship between health disparities and health inequity. Audience: Graduate

3. Explain how power structures the conditions that shape health Audience: Graduate

4. Identify the mechanisms by which structural racism shapes everyone's health across the lifespan Audience: Graduate

5. Reflect on how your own health has been shaped by structural and social determinants Audience: Graduate

6. Explain the value of systems thinking using a health equity lens to public health research and practice. Audience: Graduate

7. Describe the rationale for community involvement in public health actions and the key principles of community-based approaches to public health. Audience: Graduate

**PUBLHLTH 783 – QUANTITATIVE APPROACHES TO PUBLIC HEALTH**

4 credits.

Gain the fundamental principles of epidemiology and biostatistics with an emphasis on those elements most relevant to applied public health practice. Provides training in epidemiology and biostatistical theory and methods through applied case examples that blend epidemiology principles with foundational statistical knowledge needed to collect and analyze public health data.

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2023

**Learning Outcomes:** 1. Understand methods to describe patterns of health and disease according to person, place, and time. Audience: Graduate

2. Apply techniques to analyze data from a variety of sources to determine how risk factors are related to health outcomes. Audience: Graduate

3. Identify the features of epidemiologic and biostatistical study designs, and describe their strengths and limitations in public health research and practice. Audience: Graduate

4. Read and critically review scientific and public health literature and interpret findings to inform public health research, intervention, and practice. Audience: Graduate

5. Link biostatistics, epidemiology and public health as data is collected and distributed to individuals and diverse population groups. Audience: Graduate

6. Identify ways in which biostatistical and epidemiologic techniques relate more broadly to the practice of public health and population health sciences. Audience: Graduate

**PUBLHLTH 784 – QUANTITATIVE APPROACHES TO PUBLIC HEALTH II**

3 credits.

Gain an understanding of the fundamental principles of epidemiology and biostatistics with an emphasis on essential aspects in applied public health practice. Case studies provide training in epidemiology and biostatistical theory and methods that blend epidemiology principles with foundational statistical knowledge needed to collect and analyze public health data.

**Requisites:** PUBLHLTH 783

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Apply common statistical methods for inference. Audience: Graduate

10. Describe historical ethical failures in public health research and best practices to perform ethical investigations in public health. Audience: Graduate

2. Interpret results of statistical analyses found in public health studies. Audience: Graduate

3. Apply statistical software to analyze health-related data. Audience: Graduate

4. Perform univariate data analysis for continuous and categorical variables. Audience: Graduate

5. Apply descriptive and inferential methodologies according to the type of study design for answering specific research questions. Audience: Graduate

6. Evaluate the strengths and limitations of epidemiologic reports. Audience: Graduate

7. Define and discuss the relationship of random error, selection and information bias, and systematic error. Audience: Graduate

8. Define and explain numerous examples of confounding and effect modification and understand how they differ from each other. Audience: Graduate

9. Apply knowledge from the entire course to make epidemiologic decisions on varied public health issues, even if given conflicting research results, exercising critical judgment. Audience: Graduate

**PUBLHLTH 785 – PUBLIC HEALTH AND HEALTH CARE SYSTEMS**

3 credits.

Focuses on the fundamental characteristics of the public health and health care systems, including key factors in performance, organization, financing, and delivery of services in major sectors of the U.S. health care system.

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Compare and contrast the public health and health care systems. Audience: Graduate

2. Recognize important concepts and measures for evaluating the performance of health systems. Audience: Graduate

3. Develop knowledge of sectors within the health care system. Audience: Graduate

4. Identify key management and policy issues in contemporary health systems. Audience: Graduate

5. Analyze strategies for health system improvement. Audience: Graduate

6. Advance skills in written and oral analysis. Audience: Graduate

**PUBLHLTH 786 – PLANNING AND MANAGEMENT TO PROMOTE HEALTH**

3 credits.

Gain knowledge about theory, concepts, and methods of program planning and evaluation in the context of health care and community health organizations. Covers content and case studies on planning, designing, and implementing health services and quality improvement projects. Basic principles of tools for budget development and resource management related to grants or projects are included. Class projects provide the opportunity to collaborate in the creation of program plans, logic models, and grant proposals.

**Requisites:** PUBLHLTH 780 (or POP HLTH 780 prior to Fall 2019)

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Examine the critical elements of health program planning and evaluation models. Audience: Graduate

2. Analyze strengths and weaknesses of proposed health programs. Audience: Graduate

3. Construct a program plan that demonstrates ability to conduct needs assessment, create measurable objectives, design interventions, develop a budget, and conduct process and outcome evaluation. Audience: Graduate

4. Write a grant. Audience: Graduate

5. Examine the critical elements of quality process improvement history, methods, and practice. Audience: Graduate

6. Apply basic quality improvement methodologies to a process in a health care or community health organization. Audience: Graduate

7. Develop and apply strategies to work collaboratively in small teams. Audience: Graduate



**PUBLHLTH 787 – MPH APPLIED PRACTICE EXPERIENCE SEMINAR**

1 credit.

Prepares Master of Public Health students for applied practice experience in a community setting.

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Understand the applied practice experience process, from identifying a project to reporting the project findings/outcomes  
Audience: Graduate

2. Identify and apply strategies/methods that appropriately address a specific project or goals of the applied practice experience Audience: Graduate

3. Develop the components needed for the completion of the Applied Practice Experience Learning Agreement Audience: Graduate

4. Be able to plan, conduct, and evaluate an applied practice learning placement and/or Integrated Learning Experience Project Audience: Graduate

**PUBLHLTH 788 – APPLIED PRACTICE EXPERIENCE**

1-6 credits.

Master of Public Health students gain practical experience in a public health setting as outlined in their learning agreement.

**Requisites:** PUBLHLTH 787

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Integrate public health theory, knowledge, and skills in a community or public health practice setting;  
Audience: Graduate

2. Engage with a community public health practice organization to fully understand organizational structure, local and organizational politics, program administration, community relationships, and program coordination; Audience: Graduate

3. Demonstrate mastery of at least five public health competencies; Audience: Graduate

4. Contribute to the MPH Practice Portfolio with at least two products for each competency identified; Audience: Graduate

5. Complete defined projects in an area of public health practice such as needs assessment, program planning, program evaluation, policy development, educational campaign, or applied research project; Audience: Graduate

6. Gain/expand/develop skills and knowledge in an area of interest not covered in depth elsewhere in the educational plan Audience: Graduate

**PUBLHLTH 790 – PUBLIC HEALTH AND SOCIAL JUSTICE: TOOLS AND MODELS**

2 credits.

Integrate public health knowledge, skills and practice acquired through didactic and experiential courses to find solutions to complex public health issues using public health tools and models that apply systems thinking, cultural humility and evidence-based decision making, framed within a social justice perspective.

**Requisites:** Declared in Public Health MPH

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Integrate public health theory, knowledge and skills to address current public health problems. Audience: Graduate

2. Demonstrate proficiency in the use of specific public health tools and frameworks. Audience: Graduate

3. Master the development and delivery of written and oral presentations to convey information about the outcome of project for different audiences. Audience: Graduate

4. Work efficiently and effectively in teams. Audience: Graduate

**PUBLHLTH 791 – STRATEGIC HEALTH COMMUNICATION- THEORY AND PRACTICE**

3 credits.

Effective health information communication strategy. Using a theoretical foundation for communication, better understand the factors that influence how individuals form attitudes and beliefs about health topics. Strategically plan health messaging for diverse audiences. Lead small group discussions and provide constructive peer feedback.

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2023

**Learning Outcomes:** 1. Describe the theoretical foundations for attitude formation and information processing. Audience: Graduate

2. Identify the role of heuristics in perceptions of health information. Audience: Graduate

3. Research a target population to understand attitudes and beliefs, as well as motivators and barriers related to health. Audience: Graduate

4. Analyze the impact of policy and programs on effective health communication. Audience: Graduate

5. Develop key messages and message strategies that speak to population needs. Audience: Graduate

6. Recognize strategic partnerships in developing health communication campaigns. Audience: Graduate

7. Describe the role of visual communication in effective messaging. Audience: Graduate

8. Develop an informed campaign timeline, factoring in stakeholder engagement, deliverables, and evaluation criteria. Audience: Graduate

**PUBLHLTH 792 – PUBLIC HEALTH POLICY AND POLITICS**

3 credits.

Gain an understanding of the process of public policy development and an understanding of how and why health policies reflect the political system in which they are developed and implemented.

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2023

**Learning Outcomes:** 1. Analyze the current and historical role of government in health policy, primarily focusing on the United States.

Audience: Graduate

2. Present important concepts, theories, and evidence concerning the impact of politics on public policy and population health. Audience: Graduate

3. Explain the roles, resources, and strategies of key participants, both inside and outside of government, who influence health policy development and implementation. Audience: Graduate

4. Compare and contrast how political determinants influence different types of health policy issues (e.g., access to insurance and health services, cost containment, disease and injury prevention). Audience: Graduate

5. Translate knowledge of health politics and the policy process into more effective strategies for public health advocacy. Audience: Graduate

6. Gain skills in communication, leadership, and systems thinking through formal and informal analysis of key issues in health politics and policy. Audience: Graduate

**PUBLHLTH 793 – PUBLIC HEALTH LEADERSHIP**

2 credits.

Gain knowledge and skills in public health leadership attributes and style, communication, collaboration, negotiation, and advocacy, and a framework for advancing population health improvement within and across organizations. Explore the theories and principles of leadership, leadership styles and practices, and the skills and knowledge needed to be a public health leader.

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**Learning Outcomes:** 1. Identify key attributes of successful leaders, across disciplines, working to address complex social problems. Audience: Graduate

2. Explore the vision of public health leaders and leadership strategies that have motivated others for collaboration, decision-making and evaluation. Audience: Graduate

3. Develop a personal statement of core values and vision. Audience: Graduate

4. Develop essential leadership skills and utilize existing tools based on strengths and areas for growth. Audience: Graduate

5. Build competency in leading organizations to influence difficult social problems, including health related problems Audience: Graduate

6. Develop strategies for working across organizational boundaries, including in complex multi-sector partnerships, to advance population health improvement Audience: Graduate

7. Describe how effective interprofessional teams lead to improved team health outcomes Audience: Graduate