

# BEHAVIORAL SCIENCE AND HEALTH EDUCATION (BSH)

## **BSH 5000 - Behavioral Science and Public Health**

### **Credit(s): 3 Credits**

This course introduces concepts, theories and methods employed by behavioral scientists to develop, implement and evaluate public health interventions. Selected theories of health behavior are presented. Principles of program evaluation methodology are introduced. Emphasis is placed on the application of theory and method to the design and assessment of approaches to solving current public health problems. For Masters students.

### **Restrictions:**

Students with a classification of Freshman, Junior or Sophomore may **not** enroll.

Students in a Doctor of Philosophy degree may **not** enroll.

**Attributes:** MPH-Global Health

## **BSH 5100 - Health Promotion Program Planning**

### **Credit(s): 3 Credits**

Following the general framework of the PRECED-PROCEED planning model, this course explores the principles, theories, and essential steps of the health promotion planning process. Content includes a detailed review of the methods used in assessing. In this course, the process and methods of evaluation will be framed in terms of 'quality assurance', that is, documenting the extent to which program actions are implemented in accordance to stated objectives. Offered annually.

**Prerequisite(s):** (BSH 5000 or PUBH 5070)

## **BSH 5200 - Social Ecology of Public Health**

### **Credit(s): 3 Credits**

Theories of behavior inform understanding, design and assessment of programs and policies seeking to influence individual choices, behaviors, and population health outcomes. Individual-level determinants of behavior depend upon determinants at multiple levels of the social ecological model, namely, interpersonal and social influence, organizational and community settings, and structural, cultural and political forces. This course examines contributions and intersections of these environmental determinants with behavioral and health outcomes. The course emphasizes application of social ecological theoretical concepts through critique of research, as well as through the program planning process, including formative research, program and policy design and development and impact assessment.

**Prerequisite(s):** (BSH 5000 or PUBH 5070)

**Attributes:** MPH-Global Health, MPH-Maternal & Child Health

## **BSH 5300 - Public Health Approaches to Address Pediatric Injury and Violence**

### **Credit(s): 3 Credits**

This course will introduce students to selected topics in intentional and unintentional pediatric injury control and strategies for developing and evaluating effective prevention programs. Specific topics include car related injuries and injuries from falls, burns, firearms and violence with focus on risk factors for population subgroups.

## **BSH 5310 - Health Communication**

### **Credit(s): 3 Credits**

This course provides an overview of theory and research on persuasive communication, emphasizing the application of persuasive communication principles to health education practice. Special emphasis is given to the application of new communication technologies to meet public health objectives. Students successfully completing this course will be able to analyze and critique health education and health promotion messages on the basis of theory and empirical research, and identify basic principles of persuasive communication which are applicable to health education practice.

**Prerequisite(s):** (BSH 5000 or PUBH 5070)

**Attributes:** MPH-Global Health, MPH-Maternal & Child Health, Social Work PhD Specilization

## **BSH 5400 - Assessment, Intervention Development, and Evaluation I**

### **Credit(s): 3 Credits**

This course reviews the theoretical bases underlying community diagnosis and community organizing, provides students with the opportunity to develop specific skills in community assessment, and assists in assessing the personal and professional challenges faced when working in diverse communities. The course also teaches students how to make decisions about the types of theory-based programs or strategies to implement based on both the community's perspective as well as need (evidence), enhancing the likelihood of intervention effectiveness. Offered every fall. For Masters students.

**Attributes:** Social Work PhD Specilization

## **BSH 5410 - Assessment, Intervention Development, and Evaluation II**

### **Credit(s): 3 Credits**

The purpose of this course is to acquaint the student with the fundamentals of health program evaluation. Although the course emphasizes general evaluation methodology, specific health program and health policy applications are explored as illustrations. In addition to surveying design and measurement basics, the course explores the role of evaluation research in health program development. Offered in spring.

**Prerequisite(s):** BSH 5400

## **BSH 5440 - Eliminating Health Disparities**

### **Credit(s): 3 Credits**

This course will examine community-based solutions for eliminating health disparities. Emphasis will be placed on examining the policy implications and evaluation of strategies and programs. Additionally, mechanisms for increasing cultural sensitivity and creating cultural competence among public health workers will be explored. (Offered every other year.)

## **BSH 5450 - Introduction to Qualitative Methods**

### **Credit(s): 3 Credits**

This course enables students to understand the theoretical underpinnings of qualitative methods used for formative research and evaluation. Students will learn how to design qualitative studies, collect qualitative data using various methods, and analyze qualitative data at a fundamental level.

**Attributes:** MPH-Global Health, MPH-Health Management & Policy, MPH-Maternal & Child Health

## **BSH 5930 - Special Topics**

### **Credit(s): 3 Credits (Repeatable for credit)**

## **BSH 5970 - Research Topics in Behavioral Science and Health Education**

### **Credit(s): 1-3 Credits**

This course provides direct research experience in behavioral science and health education. Content is developed jointly between the student(s) and a faculty mentor.

**BSH 5980 - Graduate Reading in Behavioral Science and Health Education**

**Credit(s): 1-3 Credits**

This course provides specialized study in behavioral science and health education to enhance skills in literature review and problem solving. Content is developed jointly between the student(s) and a faculty mentor.

**BSH 6000 - Health Promotion Program Evaluation**

**Credit(s): 3 Credits**

The course focuses on principles and procedures to evaluate health promotion and disease prevention programs. Evaluation design, reliability and validity, formative and process evaluation, and meta-analysis are introduced. The course includes intensive critique of case studies from the disease prevention program and policy literature. Case studies designed to reflect the diversity of methods and the range of possible applications are selected. (Offered annually)

**Prerequisite(s):** BSH 5000

**BSH 6001 - Behavioral Sci & Public Health**

**Credit(s): 3 Credits**

This course introduces concepts, theories and methods employed by behavioral scientists to develop, implement and evaluate public health interventions. Selected theories of health behavior are presented. Principles of program evaluation methodology are introduced. Emphasis is placed on the application of theory and method to the design and assessment of approaches to solving current public health problems. For Doctoral students.

**Restrictions:**

Enrollment limited to students in a Doctor of Philosophy degree.

**BSH 6020 - Intervention Research**

**Credit(s): 3 Credits**

This course helps students conceptualize, design, and conduct of behavioral intervention research in public health. Students are introduced to intervention research projects conducted to address a wide range of health problems and populations in community, health care, work-site and school settings. Students evaluate and critique these interventions in terms of research design and methodology, planning approach, and adherence to principles of participation. Students will design intervention-research projects to address a public-health problem of their choice. (Offered annually.)

**BSH 6400 - AIDE I**

**Credit(s): 3 Credits**

This course reviews the theoretical bases underlying community diagnosis and community organizing, provides students with the opportunity to develop specific skills in community assessment, and assists in assessing the personal and professional challenges faced when working in diverse communities. The course also teaches students how to make decisions about the types of theory-based programs or strategies to implement based on both the community's perspective as well as need (evidence), enhancing the likelihood of intervention effectiveness. Offered every fall.

**Restrictions:**

Enrollment limited to students in a Doctor of Philosophy degree.

**BSH 6930 - Special Topics**

**Credit(s): 3 Credits (Repeatable for credit)**

**BSH 6970 - Research Topics in Behavioral Science and Health Education**

**Credit(s): 1-3 Credits**

**BSH 6980 - Graduate Reading in Behavioral Science and Health Education**

**Credit(s): 1-3 Credits (Repeatable for credit)**