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. Offered annually. Cross-listed with CMM 5090, GIS 5070, PUBH 5040 and UPD 5110.

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

**Attributes:** 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.

**Restrictions:**

Students in a Doctor of Philosophy degree may not enroll.

**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.

### BSH 5900 - Special Topics

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

### BSH 5960 - Capstone in Behavioral Science and Health Education

Credit(s): 3 Credits
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)