

Community Health Education

(Bachelor of Science)

This 120-credit program, which aligns with the National Commission for Health Education Credentialing competencies, will create new career opportunities for students and partnerships with the community; opportunities and partnerships consistent with the University's Strategic Plan. As part of the Health Professions and Related Programs array, UW-Green Bay has numerous programs in this specialized area so, with the exception of five courses, the major is built from existing courses in related areas (i.e., sciences, health management, social work). Additionally, 26 credits within the supporting and major courses cover all but 18 credits of general education requirements.

The program utilizes high impact practices including a semester-long practicum at a community agency. Program graduates will be able to assess, plan, implement, and evaluate health education programs for a variety of populations.

Students entering the major may be new freshmen who come to UW-Green Bay because of this major or transfer students from other post-secondary institutions who find this major appealing. The Community Health Education program will not use a cohort model, block requirement plan, or seek accreditation. The UW-Green Bay program will offer students a curriculum grounded on understanding the intersection of governmental and non-governmental healthcare organizations and how economics and policy influence health. The Community Health Education major will be an option for students who are not accepted into the Nursing program or prefer a non-clinical program.

As more organizations and communities focus on wellness and prevention, and with growth in the health industry, community health educators are sought after and in high demand. Graduates with a major in community health education find jobs in the health care industry (e.g., hospitals, public health departments, health insurance), non-profit organizations, government agencies, and private businesses.

According to the Bureau of Labor Statistics, overall employment of community health educators is projected to grow 11% from 2018 to 2028, which is much faster than the average for all occupations.

Student Learning and Program Outcomes

Program outcomes align with the NCHCEC ¹ responsibilities, competencies, and sub-competencies for health education specialist practice.

By the end of the program, students will:

1. Understand the structure of contemporary healthcare including public, non-governmental, and health systems.
2. Use an interdisciplinary approach to addressing complex population health issues and factors that influence health.
3. Apply the steps of assessment, planning, implementation, and evaluation in the design of community health campaigns.
4. Gather, analyze, and synthesize multiple sources of community/public information.
5. Identify and engage priority populations, partners, and stakeholders to design and implement health education programming.
6. Apply established ethical principles and principles of cultural humility, inclusion, and diversity in the development of community/population health campaigns.

¹ National Commission for Health Education Credentialing (NCHCEC) (n.d.). Responsibilities and Competencies for Health Education Specialists. Retrieved from <https://www.nchec.org/responsibilities-and-competencies> (<https://www.nchec.org/responsibilities-and-competencies/>)

Major

Code	Title	Credits
Supporting Courses		13
COMM 133 or COMM 166	Fundamentals of Public Address Fundamentals of Interpersonal Communication	
PSYCH 102	Introduction to Psychology	
PSYCH 203	Introduction to Lifespan Development	
PSYCH 205	Social Science Statistics	
Lower-Level Courses		12
HUM BIOL 102	Introduction to Human Biology	
HUM BIOL 215	Personal Health and Wellness	
NURSING 200	Fundamentals of Healthcare Terminology	

NUT SCI 202	Ethnic Influences on Nutrition	
Upper-Level Courses		43
CHE 310	Foundations of Community Health Education	
CHE 320	Methods and Strategies for Community Health Education	
CHE 330	Program Planning and Evaluation in Community Health Education	
CHE 440	Capstone Seminar	
CHE 450	Community Health Education Field Practicum	
HLTH MGT 301	Health Care Systems	
HLTH MGT 302	Healthcare Management	
HLTH MGT 401	Healthcare Economics & Policy	
HLTH MGT 402	Population Healthcare Management	
HUM BIOL 322	Epidemiology	
NURSING 340	Quality Improvement	
PSYCH 310	Drugs and Behavior	
SOC WORK 344	Grant Writing for Success	
Upper-Level Elective: (choose 3 credits)		3
COMM 370	Health Communication Campaigns and Strategies	
COMM 470	Health Communication and Technology	
HIMT 440	Group Processes, Team Building and Leadership	
ORG LEAD 348	Organizational Behavior Across Sectors	
PUB ADM 344	Leadership in Organizations	
Total Credits		71

Curriculum Guide

An example four-year plan. This plan is a representation. Consult with your advisor.

120 credits necessary to graduate.

Course	Title	Credits
Freshman		
Fall		
First Year Seminar		3
HUM BIOL 102	Introduction to Human Biology	3
PSYCH 102	Introduction to Psychology	3
GEN EDUC - Humanities		3
Elective		3
Credits		15
Spring		
WF 105	Research and Rhetoric	3
GEN EDUC - Fine Arts		3
GEN EDUC - Natural Science		3
Elective		6
Credits		15
Sophomore		
Fall		
PSYCH 205	Social Science Statistics	4
COMM 133 or COMM 166	Fundamentals of Public Address or Fundamentals of Interpersonal Communication	3
PSYCH 203	Introduction to Lifespan Development	3
NURSING 200	Fundamentals of Healthcare Terminology	3
Elective		3
Credits		16
Spring		
HUM BIOL 215	Personal Health and Wellness	3
HUM BIOL 322	Epidemiology	3
NUT SCI 202	Ethnic Influences on Nutrition	3
Elective		6
Credits		15

Junior		
Fall		
CHE 310	Foundations of Community Health Education	3
NURSING 340	Quality Improvement	2
HLTH MGT 301	Health Care Systems	3
HLTH MGT 302	Healthcare Management	3
Elective		4
Credits		15
Spring		
CHE 330	Program Planning and Evaluation in Community Health Education	3
HLTH MGT 401	Healthcare Economics & Policy	3
HLTH MGT 402	Population Healthcare Management	3
PSYCH 310	Drugs and Behavior	3
SOC WORK 344	Grant Writing for Success	2
Credits		14
Senior		
Fall		
CHE 320	Methods and Strategies for Community Health Education	3
CHE Elective Course		3
GEN EDUC - Humanities		3
GEN EDUC - Social Sciences		3
Elective		6
Credits		18
Spring		
CHE 440	Capstone Seminar	3
CHE 450	Community Health Education Field Practicum	9
Credits		12
Total Credits		120

Faculty

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