



THE UNIVERSITY OF ARIZONA

Mel & Enid Zuckerman
College of Public Health

**Mel and Enid Zuckerman College of Public Health
University of Arizona**

HPS 532P Planning of Public Health Programs

Catalog Description: This course is part one of a two-course sequence on the planning, implementing, and evaluating of health education/health promotion programs. This course will focus on the theory and processes of planning and implementing of health education and promotion programs. (3 units)

Course Topics:

- Health Equity and Structural Racism
- Assessing Needs of Program Participants
- Implementation Tools
- Communicating Health Information
- Advocacy

Course Objectives: During this course, students will:

- learn about:
 - health equity
 - how to assess the needs of program participants
 - health promotion theory
 - how to create and support a program
 - program implementation tools
 - how to communicate health information effectively
 - advocacy
- interview a health promotion practitioner
- create a program plan

Learning Outcomes (Competencies Obtained): Upon completion of this course students will be able to:

1. Define health and health promotion, and explain the role of health promotion in fostering good health and quality of life
2. Review the essential constructs of intrapersonal, interpersonal, and population-level theories and models
3. Explain the relevance of health equity, health disparities, structural racism, and social determinants of health when planning and implementing a health promotion program
4. Gain insight about assessing program participant needs and/or capacities from a public health practitioner
5. Practice the technique of conducting a key informant interview
6. Reflect on your own philosophies and practices of public health assessment
7. Apply strategies and resources for program development and implementation including SMART objectives, theories of change, and Gantt charts

8. Analyze real life applications of health promotion evidence-based interventions
9. Explain health literacy in terms of contributing factors, vulnerable populations, and plain language message construction and format
10. Reflect on how you can advocate for the public health issue(s) you're passionate about.
11. Assess population needs, assets and capacities that affect communities' health
12. Apply awareness of cultural values and practices to the design or implementation of public health policies or programs
13. Design a population-based policy, program, project or intervention
14. Describe behavioral, social, community and policy influences foundational to health promotion efforts
15. Describe factors to consider when adapting health promotion programs to new or diverse settings
16. Articulate the importance of using needs assessments to inform health promotion efforts
17. Describe the merits of health promotion interventions and policies