MPH Competencies
Health Promotion & Behavioral Sciences

Core Competencies:

1. Obtain data regarding health and quality of life and their determinants, including behavioral, psychological, social, cultural, and environmental factors.
2. Obtain data regarding community resources and strengths.
3. Apply theories commonly used in health promotion to understand health risks and to plan health promotion interventions.
4. Involve members of the community in community assessment, health promotion intervention planning, implementation, and evaluation activities.
5. Formulate appropriate and measurable program objectives including change in health, quality of life, behavior, environment, psychosocial and other determinants, and policy.
6. Plan for adoption, implementation, maintenance and sustainability of health promotion programs.
7. Facilitate cooperation among levels of agency personnel and community-based organizations in service of health promotion programs.
8. Develop policy supportive of health promotion.
9. Describe the program to be evaluated.
10. Apply results of both qualitative and quantitative research studies to needs assessment, program development and program evaluation.
11. Monitor and evaluate the program implementation process, adjusting objectives and activities as necessary.
13. Interpret the results of the program evaluation.
14. Interpret and respond to requests for health information from lay audiences.
15. Organize and present health promotion training to health professionals, volunteers and other personnel.
16. Develop a professional identity in health promotion.
17. Engage in the ethical practice of public health promotion.
18. Select and use a variety of communication methods and techniques in providing health information.
19. Communicate the historical context of health education concepts, purposes and theories.
In addition to core competencies:

1. Explain the contributions of behavioral and social sciences to public health.
2. Describe health problems including their social, cultural, environmental and behavioral causes.
3. Assure that behavioral and social science theories and concepts are used in planning and evaluating public health programs.
4. Use behavioral science and health promotion methods in planning and evaluating public health programs.
5. Identify basic theories, concepts and models from a range of disciplines of social and behavioral sciences that are used in public health research and practice.
6. Identify the role of social and community factors in both the onset and solution of public health problems.
7. Recognize the causes of social and behavioral factors that affect the health of individuals and populations, including social justice and social inequalities.
8. Describe steps and procedures of planning social and behavioral interventions and policies.
9. Apply ethical principles to public health program planning, implementation, and evaluation.
10. Identify multiple targets and levels of intervention for social and behavioral science programs and/or policies (individual, family, network, organizational, community, policy, physical environment, and culture).
11. Identify individual, organizational, and community concerns, assets, resources, and deficits for social and behavioral science interventions.
12. Apply evidence-based approaches to develop and evaluate social and behavioral science interventions.
13. Advocate for social and behavioral science interventions and policies.
14. Identify critical stakeholders for planning, implementing and evaluating health promotion programs.