PhD Competencies
Health Promotion & Behavioral Sciences

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.
In addition to core competencies:

1. Demonstrate in-depth understanding of a public health problem using social and behavioral science (and, when appropriate, biological, epidemiological, and developmental) theories.
2. Select and use behavioral and social science theory to conceptualize ways to understand and intervene to reduce health risks.
3. Conduct original research using theory.
4. Contribute to the development and testing of behavioral, social science or health promotion theory.
5. Use the results of behavioral and social science research (quantitative and qualitative) to understand public health problems.
6. Conduct systematic reviews of the literature.
7. Conduct behavioral science, social science, or health promotion research using quantitative and qualitative (and mixed) methods in accord with scientific and ethical principles.
8. Involve the community in planning and executing research.
9. Develop, carry out and report results of process and outcome evaluations.
10. Recruit and collaborate with community members, organizations, resource persons and potential program participants in intervention planning and evaluation.
12. Develop and carry out program implementation plans.
13. Report research results through scientific publication, presentation and teaching.
14. Contribute to the development of student and colleague skills through teaching, mentoring and teamwork.