

MASTER OF SCIENCE IN COMMUNITY HEALTH EDUCATION

Psychosocial Specialization

Mission Statement

The vision of the Department of Health, Leisure and Exercise Science is to distinguish the department as a premier creative, student-centered academic division focused on service-learning. The strength of the Department is the complimentary relationships between academic programs represented through creative, traditional and non-traditional curricula and course delivery. This cooperative unity positions our Department as a nationally recognized model in the health and physical education, leisure, and exercise science fields. The mission of the Department of Health, Leisure and Exercise Science is to build a foundation of health, leisure, and exercise science knowledge and to prepare students with professional skills and analytical abilities to assume prominent positions in health, leisure, and exercise science across the state and nation.

Student Learning Outcomes for Psychosocial Specialization

Students with a UWF Masters in Community Health Education program, Psychosocial Specialization should be able to:

Content

- Identify, analyze, and synthesize health education concepts, principles, and theories related to health behavior change, health program planning, and health program evaluation.
- Explain and apply health education terminology
- Apply health education concepts from disciplinary knowledge (history of health education, epidemiology, health program planning and evaluation, health behavior change, and related course work) when planning, implementing and evaluating health programs.
- Describe professional careers in health education

Critical Thinking

- Conduct health-related needs/capacity assessments to determine priority areas related to health education programming.
- Utilize program planning models and theories in health education program development and evaluation.
- Critically examine and evaluate original research related to health education

- Apply research to health education practice using a multicultural perspective

Communication

- Apply theories and conceptual frameworks in the development of health education programs and materials
- Present ideas clearly, effectively, and elegantly in written and oral communications
- Exhibit effective interpersonal communication
- Develop persuasive arguments for adopting health maintenance strategies
- Organize and facilitate groups, coalitions, and partnerships
- Develop and apply networking skills to develop and maintain consultative relationships

Integrity/Values

- Develop community health education programs that promote cultural competence and ethical practice of health education.
- Articulate professional standards outlined in Code of Ethics for Health Education Profession¹
- Integrate competencies established by the National Commission of Health Education Credentialing into the practice of health education.
- Assume responsibility for advancing the profession of health education

Project Management

- Develop skills related to the administration of health promotion programs in a community health setting.
- Design and implement health promotion programs with specified program goal(s)
- Formulate appropriate and measurable program objectives
- Assess, select, and apply technologies that will contribute to program objectives
- Evaluate effectiveness of individual/community health education programs.

Assessment Plan

Community Health Education faculty members are committed to assess students' progress toward fulfillment of Student Learning Objectives for the Masters in Community Health Education, Psycho-social Specialization in the following ways: examinations, individual and group projects, in-class presentations, and development of research proposals. Additional assessment will include a capstone experience that is completed as a course requirement, directed study, internship, and/or thesis. An Exit Survey will be completed by graduate students before graduation to assess their intellectual growth and professional development. Graduates of the Masters of Community Health Education, Psychosocial Specialization are also encouraged to sit for the Certified Health Education Specialist (CHES) examination.

¹ The Coalition of National Health Education Organizations, Ethics Task Force, Retrieved November 16, 2004, www.nche.org/aboutnche/ethics.htm.

Job Prospects for Masters of Community Health Education

Masters of Community Health Education have many employment options or further education in their area of specialization:

Government Agencies
State and County Health Departments
Community Organizations
Non-Profit Organizations
School Settings

College and Universities
Health and Fitness Centers
Health Care Settings
Corporate Worksite Wellness Settings

Find out more about the Master of Science in Community Health Education Program with a Psychosocial specialization at UWF:

<http://uwf.edu/hles>