

This certificate is offered completely online, allowing working professionals the flexibility to fulfill their educational goals. The program focuses on individuals who have responsibility and accountability for the health of the populations they serve. This certificate will provide the training to competently assess, plan for improvement, and monitor the health of various populations. Coursework consists of two required courses and two elective courses for a total of 12 credits. All credits offered in the certificate program may be transferable to the Master of Public Health program within one year of certificate completion.

In addition to the general

*3 credits.*

This course is designed to prepare students to promote health and to prevent disease and injury using a variety of methods. It emphasizes an ecological approach addressing behavior, environment, and healthcare at levels from the individual to social policy. The content is designed for use in diverse settings, including health departments; healthcare; workplaces, schools, and other institutions; policymaking/advocacy; and non-governmental organizations. Students will assemble their own model HP/DP plan for a population and health problem of their choosing. The course will address underlying models informing HP/DP; risk and protective factors and surrogate indicators like biomarkers; population assessment; theories of health behavior and health education; locating evidence-based practices; addressing environmental and policy aspects of HP/DP; community engagement, disparities and health equity; HP/DP in healthcare; ethical issues; information and communication technologies; and emerging opportunities in HP/DP including personalized and computer-augmented health promotion.

*3 credits.*

Health disparities and health inequities remain a major social and public health problem in the US. Despite enormous health care expenditures and the remarkable medical, technological, and public health strides made in the past few decades, the challenge and burden of differences in health among specific population groups, that are either avoidable or unjust, persist. Thus, a better understanding of health disparities and inequities among racial and ethnic groups is needed.

This course will provide students with an in-depth introduction to health disparities and health inequities as they pertain to specific populations in the US that have been historically disadvantaged and systematically deprived of opportunities to achieve optimal health. The course material will also include an overview of the social determinants of population health. We will: i) consider historical and contemporary debates in conceptualizing race and ethnicity (ii) examine the burden of racial and ethnic disparities in the U.S. (iii) identify and examine some of the social determinants of health and drivers of health inequity and (iv) examine theoretical and practical challenges of developing innovative strategies to eliminate health disparities and achieve health equity. The ultimate goal of the course is to help students develop the skills needed to examine individual and systemic root causes of inequities and apply knowledge and theory of health disparities and health inequities in designing health services and program and policy interventions aimed at achieving health equity.

*3 credits.*

This MPH public health policy course engages students to understand, analyze, evaluate, and advocate for health policies. The course includes a textbook and other impactful readings, recorded lectures by many expert faculty, and weekly evening Zoom class discussions (or Brightspace or emailed answers to questions). Students write a policy essay and opinion editorial for faculty review and the opportunity to revise and resubmit.

*3 credits.*

This course is designed to explore the ways that communication impacts people's health and wellbeing, as well as their understanding of health-related topics. The course will cover multiple levels of communication, different communication channels, and the use of diverse communication media and technologies.

*3 credits.*

This course examines the basic topics related to Community Health Program Evaluation including systems thinking and program evaluation; the levels of program evaluation process; qualitative and quantitative measures; data management tools; data analysis methods; quality management; and other contextual issues, including a focus on equity, surrounding program evaluation. This course will incorporate the use of assigned readings, group projects, peer evaluation, online discussions, and exams to foster knowledge of material presented in the course, as well as application-based learning in evaluation of community health.

*3 credits.*

This course takes a broad look at leadership within public health practice. An introduction to theoretical and evidence-based research is applied to a wide range of public health challenges. Learners apply knowledge and personal experiences to newly focused leadership understanding through application to practice. Leadership theory and research will connect to personal leadership critical reflection, political acumen, and peer mentorship in creation of a professional development plan/leadership credo.

Contact information: [gradschool@mcw.edu](mailto:gradschool@mcw.edu) | (414) 955-8218