

# PHE 284 : COMMUNITY HEALTH PROMOTION PLANNING

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## Transcript title

Community Health Promotion

## Credits

3

## Grading mode

Standard letter grades

## Total contact hours

50

## Lecture hours

20

## Lab hours

30

## Recommended preparation

PHE 100.

## Course Description

This course explores concepts in health promotion including community assessment, using data to drive decision making, resource identification, intervention strategies and evaluation of strategies. Application of community health promotion and disease prevention will be conducted through service-learning projects with public health partners.

## Course learning outcomes

1. Identify the key components of health promotion strategies.
2. Evaluate current community resources of the public health systems.
3. Explain the relationship between human behavior and health.
4. Apply analytical skills to social phenomena in order to understand human behavior.

## Content outline

1. Overview of the public health system.
2. Overview of the community health planning and development models.
3. Discuss key components of health promotion and intervention strategies.
4. Discuss current resources - what is a promotion strategy and what is an intervention.
5. Define and identify evidence-based strategies in health promotions.
6. Develop and conduct interviews with key community members to assess needs and gaps in resources.
7. Discuss how to conduct advocacy work and balance the role within a public health agency.
8. Create a stakeholder map and different tools that can be used.
9. Discuss the role of program development with grant writing and evaluation.
10. Report findings to community members in a presentation to the class and/or service learning project specified by the public health partner.

## Required materials

No textbook required.

## General education/Related instruction lists

- Social Science
- Health