

# Public Health BS Health Promotion

## Program Purpose

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As defined by the [World Health Organization](#), health promotion is the process of enabling people to increase control over, and improve, their health. It moves beyond a focus on individual behavior towards a wide range of social and environmental interventions.

Health promotion specialists work to change policies and environments, as well as attitudes and behaviors that affect health. Health promotion specialists learn about their communities, plan health-related programs, put those programs into action, and then measure the program's success.

Health Promotion uses communication (e.g., the TRUTH campaign), education (e.g., smoking cessation classes), policy development (e.g., mandatory safety belt laws), behavior change (e.g. encouraging women to breast-feed their children), engineering (e.g., making sidewalks available for walking), and community mobilization (e.g., people working together to provide healthier food choices at elementary schools).

## Curricular Structure

[2018-2019 Undergraduate Catalog](#)

## Learning Outcomes

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### Assess Needs

Conduct an assessment of community needs, assets, and health problems.

Courses that Contribute: HLTH 312 HLTH 422 HLTH 450 HLTH 460 HLTH 480 HLTH 494  
Linked to BYU Aims: *Think soundly, Competence*

### Plan Programs

Design goals, objectives and interventions based on assessment data.

Courses that Contribute: HLTH 312 HLTH 330 HLTH 335 HLTH 431 HLTH 494  
Linked to BYU Aims: *Think soundly, Competence*

### Implement Interventions

Implement effective interventions including mass media, electronic technology, and public health policy.

Courses that Contribute: HLTH 312 HLTH 330 HLTH 431 HLTH 460 HLTH 480  
Linked to BYU Aims: *Communicate effectively, Competence*

### Research and Evaluation

Design an evaluation of health promotion interventions.

Courses that Contribute: HLTH 312 HLTH 434 HLTH 494  
Linked to BYU Aims: *Communicate effectively, Competence*

## Evidence of Learning

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### Assess Needs

- HLTH 312 Community Health Assessment Plan
- HLTH 439 Consultation #1
- HTLH 439 Final Program Plan
- HLTH 480 Country Project: Introduction Assignment
- Senior Survey

### Plan Programs

- HTLH 312 Best Practices Application and Adaptation
- HLTH 335 Application Assignments
- HTLH 431 Applied Communication Assignments
- HLTH 439 Consultation #2

- HLTH 439 Final Program Plan
- Senior Survey

## Implement Interventions

- HLTH 431 Applied Advocacy Assignments
- HTLH 480 Country Project: Malaria Assignment
- Senior Survey

## Research and Evaluation

- HLTH 434 - Final Evaluation Plan
- HLTH 439 Consultation #3
- HLTH 439 Final Program Plan
- Senior Survey

## Learning and Teaching Assessment and Improvement

Direct and indirect measures provide necessary data for continuous quality improvement. Data from both direct and indirect measures are collected and analyzed to determine areas of strength and weakness. Results provide important feedback for program improvement.

Assessment information is collected at the end of each winter semester and summer term. Conclusions of assessment findings are made and presented to department faculty for further discussion. Faculty ultimately agree on quality improvement actions to be taken in subsequent semesters.