

The UNE Master of Public Health Program and Graduate Certificate in Public Health Programs Competencies

A. BIOSTATISTICS

Biostatistics is the development and application of statistical reasoning and methods in addressing, analyzing and solving problems in public health; health care; and biomedical, clinical and population-based research.

1. Describe the roles biostatistics serves in the discipline of public health.
2. Describe basic concepts of probability, random variation and commonly used statistical probability distributions.
3. Distinguish among the different measurement scales and the implications for selection of statistical methods to be used based on these distinctions.
4. Apply descriptive techniques commonly used to summarize public health data.
5. Apply common statistical methods for inference
6. Apply descriptive and inferential methodologies according to the type of study design for answering a particular research question.
7. Interpret results of statistical analyses found in public health studies.
8. Develop written and oral presentations based on statistical analyses for both public health professionals and educated lay audiences.

B. ENVIRONMENTAL HEALTH SCIENCES

Environmental health sciences represent the study of environmental factors including biological, physical and chemical factors that affect the health of a community

1. Describe the direct and indirect human, ecological and safety effects of major environmental and occupational agents.
2. Describe genetic, physiologic and psychosocial factors that affect susceptibility to adverse health outcomes following exposure to environmental hazards.
3. Describe federal and state regulatory programs, guidelines and authorities that control environmental health issues.
4. Specify current environmental risk assessment methods.
5. Specify approaches for assessing, preventing and controlling environmental hazards that pose risks to human health and safety.
6. Explain the general mechanisms of toxicity in eliciting a toxic response to various environmental exposures.
7. Discuss various risk management and risk communication approaches in relation to issues of environmental justice and equity.

C. EPIDEMIOLOGY

Epidemiology is the study of patterns of disease and injury in human populations and the application of this study to the control of health problems.

1. Identify key sources of data for epidemiologic purposes.
2. Identify the principles and limitations of public health screening programs.
3. Describe a public health problem in terms of magnitude, person, time and place.
4. Explain the importance of epidemiology for informing scientific, ethical, economic and political discussion of health issues.
5. Comprehend basic ethical and legal principles pertaining to the collection, maintenance, use and dissemination of epidemiologic data.
6. Apply the basic terminology and definitions of epidemiology.
7. Calculate basic epidemiology measures.
8. Communicate epidemiologic information to lay and professional audiences.
9. Draw appropriate inferences from epidemiologic data.
10. Evaluate the strengths and limitations of epidemiologic reports.

D. HEALTH POLICY AND MANAGEMENT

Health policy and management is a multidisciplinary field of inquiry and practice concerned with the delivery, quality and costs of health care for individuals and populations. This definition assumes both a managerial and a policy concern with the structure, process and outcomes of health services including the costs, financing, organization, outcomes and accessibility of care.

1. Identify the main components and issues of the organization, financing and delivery of health services and public health systems in the US.
2. Describe the legal and ethical bases for public health and health services.
3. Explain methods of ensuring community health safety and preparedness.
4. Discuss the policy process for improving the health status of populations.
5. Apply the principles of program planning, development, budgeting, management and evaluation in organizational and community initiatives.
6. Apply principles of strategic planning and marketing to public health.
7. Apply quality and performance improvement concepts to address organizational performance issues
8. Apply "systems thinking" for resolving organizational problems.
9. Communicate health policy and management issues using appropriate channels and technologies.
10. Demonstrate leadership skills for building partnerships.

E. SOCIAL AND BEHAVIORAL SCIENCES

The social and behavioral sciences in public health address the behavioral, social and cultural factors related to individual and population health and health disparities over the life course. Research and practice in this area contributes to the development, administration and evaluation of programs and policies in public health and health services to promote and sustain healthy environments and healthy lives for individuals and populations

1. Identify basic theories, concepts and models from a range of social and behavioral disciplines that are used in public health research and practice.
2. Identify the causes of social and behavioral factors that affect health of individuals and populations.
3. Identify individual, organizational and community concerns, assets, resources and deficits for social and behavioral science interventions.
4. Identify critical stakeholders for the planning, implementation and evaluation of public health programs, policies and interventions.
5. Describe steps and procedures for the planning, implementation and evaluation of public health programs, policies and interventions.
6. Describe the role of social and community factors in both the onset and solution of public health problems.
7. Describe the merits of social and behavioral science interventions and policies.
8. Apply evidence-based approaches in the development and evaluation of social and behavioral science interventions.
9. Specify multiple targets and levels of intervention for social and behavioral science programs and/or policies.

F. COMMUNICATION AND INFORMATICS

The ability to collect, manage and organize data to produce information and meaning that is exchanged by use of signs and symbols; to gather, process, and present information to different audiences in-person, through information technologies, or through media channels; and to strategically design the information and knowledge exchange process to achieve specific objectives.

1. Describe how the public health information infrastructure is used to collect, process, maintain, and disseminate data.
2. Describe how societal, organizational, and individual factors influence and are influenced by public health communications.
3. Discuss the influences of social, organizational and individual factors on the use of information technology by end users.
4. Apply theory and strategy-based communication principles across different settings and audiences.
5. Apply legal and ethical principles to the use of information technology and resources in public health settings.
6. Demonstrate effective written and oral skills for communicating with different audiences in the context of professional public health activities.

7. Use information technology to access, evaluate, and interpret public health data.
8. Use informatics methods and resources as strategic tools to promote public health.

G. DIVERSITY AND CULTURE

The ability to interact with both diverse individuals and communities to produce or impact an intended public health outcome.

1. Describe the roles of, history, power, privilege and structural inequality in producing health disparities.
2. Explain why cultural competence alone cannot address health disparity.
3. Discuss the importance and characteristics of a sustainable diverse public health workforce.
4. Use the basic concepts and skills involved in culturally appropriate community engagement and empowerment with diverse communities.
5. Apply the principles of community-based participatory research to improve health in diverse populations.
6. Differentiate among availability, acceptability, and accessibility of health care across diverse populations.
7. Differentiate between linguistic competence, cultural competency, and health literacy in public health practice.
8. Cite examples of situations where consideration of culture-specific needs resulted in a more effective modification or adaptation of a health intervention.
9. Develop public health programs and strategies responsive to the diverse cultural values and traditions of the communities being served.

H. LEADERSHIP

The ability to create and communicate a shared vision for a changing future; champion solutions to organizational and community challenges; and energize commitment to goals.

1. Describe the attributes of leadership in public health.
2. Describe alternative strategies for collaboration and partnership among organizations, focused on public health goals.
3. Articulate an achievable mission set of core values, and vision.
4. Engage in dialogue and learning from others to advance public health goals.
5. Demonstrate team building, negotiation, and conflict management skills.
6. Demonstrate transparency, integrity, and honesty in all actions.
7. Use collaborative methods for achieving organizational and community health goals.
8. Apply social justice and human rights principles when addressing community needs.
9. Develop strategies to motivate others for collaborative problem solving, decision-making, and evaluation.

I. PUBLIC HEALTH BIOLOGY

The ability to incorporate public health biology – the biological and molecular context of public health – into public health practice.

1. Explain the role of biology in the ecological model of population-based health.

J. PROFESSIONALISM

The ability to demonstrate ethical choices, values and professional practices implicit in public health decisions; consider the effect of choices on community stewardship, equity, social justice and accountability; and to commit to personal and institutional development.

1. Discuss sentinel events in the history and development of the public health profession and their relevance for practice in the field.
2. Apply basic principles of ethical analysis (e.g. the Public Health Code of Ethics, human rights framework, other moral theories) to issues of public health practice and policy.
3. Apply evidence-based principles and the scientific knowledge base to critical evaluation and decision-making in public health.
4. Apply the core functions of assessment, policy development, and assurance in the analysis of public health problems and their solutions.
5. Promote high standards of personal and organizational integrity, compassion, honesty and respect for all people.
6. Analyze determinants of health and disease using an ecological framework.
7. Analyze the potential impacts of legal and regulatory environments on the conduct of ethical public health research and practice.
8. Embrace a definition of public health that captures the unique characteristics of the field (e.g., population-focused, community-oriented, prevention-motivated and rooted in social justice) and how these contribute to professional practice.
9. Appreciate the importance of working collaboratively with diverse communities and constituencies (e.g. researchers, practitioners, agencies and organizations).

K. PROGRAM PLANNING

The ability to plan for the design, development, implementation, and evaluation of strategies to improve individual and community health.

1. Describe how social, behavioral, environmental, and biological factors contribute to specific individual and community health outcomes.
2. Describe the tasks necessary to assure that program implementation occurs as intended.
3. Explain how the findings of a program evaluation can be used.
4. Explain the contribution of logic models in program development, implementation, and evaluation.
5. Differentiate among goals, measurable objectives, related activities, and expected outcomes for a public health program.

6. Differentiate the purposes of formative, process, and outcome evaluation.
7. Prepare a program budget with justification.
8. In collaboration with others, prioritize individual, organizational, and community concerns and resources for public health programs.
9. Assess evaluation reports in relation to their quality, utility, and impact on public health.

L. SYSTEMS THINKING

The ability to recognize system level properties that result from dynamic interactions among human and social systems and how they affect the relationships among individuals, groups, organizations, communities, and environments.

1. Identify characteristics of a system.
2. Identify unintended consequences produced by changes made to a public health system.
3. Explain how systems (e.g. individuals, social networks, organizations, and communities) may be viewed as systems within systems in the analysis of public health problems.
4. Explain how the contexts of gender, race, poverty, history, migration, and culture are important in the design of interventions within public health systems.
5. Illustrate how changes in public health systems (including input, processes, and output) can be measured.
6. Analyze the effects of political, social and economic policies on public health systems at the local, state, national and international levels.
7. Analyze the impact of global trends and interdependencies on public health related problems and systems.

GPPH Specific Competencies

1. Engage rural communities to address health disparities.
2. Apply the principles of community-based participatory research to improve health and promote social justice.
3. Apply plain language and evidence-based health literacy in the context of public health communications.