

Undergraduate Certificate in Health Education and Promotion

The Undergraduate Certificate in Health Education and Promotion offers students an opportunity to examine and address community health problems and health-related issues from a holistic lens. Throughout this certificate, students will become competent advocates, leaders, and practitioners for planning, implementing, and evaluating health promotion programs across a variety of diverse settings. This certificate is composed of four unique courses that provide an introduction and hands-on application of concepts such as health education, behavior theory, program planning, community engagement and more. After successful completion of this certificate program, students will acquire the expertise and essential skills to effectively comprehend and modify individual, interpersonal, community and/or environmental factors that shape health-related behaviors.

KU students wanting to complete the Undergraduate Certificate in Health Education and Promotion should develop a program plan with their academic advisor from their major department to ensure the certificate aligns with their career goals and academic program.

Successful completion of HSES 430, HSES 403, HSES 445 and HSES 465 (12 credit-hours) with a minimum of a C grade or better prior to completion of bachelor degree requirements.

Code	Title	Hours
HSES 430	Foundations of Health Education	3
HSES 403	Health Behavior Theory	3
HSES 445	Program Planning in Health Education	3
HSES 465	Program Assessment and Evaluation	3

Successful completion of the following with a minimum of a C grade or better prior to completion of undergraduate certificate required.

Total Hours	12
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After successful completion of this course, students will be able to:

- Establish the importance of developing a rationale for planning and implementing a health promotion program.
- Explain the value of needs assessments within program planning efforts.
- Develop measurable objectives used in the development of community-based health promotion programs.
- Utilize a data-driven approach in planning and delivery processes of health-based programs.
- Select appropriate planning models to effectively promote and communicate health promotion programs.
- Differentiate between data collection processes involved in designing and planning health promotion programs.
- Collaborate with community partners in the formative development of University of Kansas Campus Cupboard efforts.
- Propose innovative and realistic intervention strategies based upon program planning initiatives.