

BSHC-500: BEHAVIORAL SCIENCE AND PUBLIC HEALTH

Course introduces concepts, theories and methods employed by behavioral scientists to develop, implement and evaluate public health interventions. Selected theories of health behavior are presented. Principles of program evaluation methodology are introduced. Emphasis on the application of theory and method to the design and assessment of interventions to solve current public health challenges. Context of application covers varied settings, including community, worksite, and health care environments.

BSHC-600: HEALTH PROMOTION PROGRAM EVALUATION

Principles and procedures to evaluate health promotion and disease prevention programs. Evaluation design, reliability and validity, formative and process evaluation, and meta-analysis are introduced. Includes intensive critique of case studies from the disease prevention program literature. Selection of case studies designed to reflect the diversity of methods and the range of possible applications.