**Community Health Promotion (CHLP)**

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Community Health Promotion Website (http://chlp.uark.edu)

**Degrees Conferred:**  
M.S. in Community Health Promotion (CHLP)  
Ph.D. in Community Health Promotion (CHLP)

**Program Description:** The Community Health Promotion program prepares students in the area of public and community health at both the masters in Community Health (M.S.) and doctoral (Ph.D. with a concentration in Health Behavior and Health Promotion) level. The M.S. degree prepares students for advanced and entry-level public health positions in both the private and public health sectors including non-for-profit organizations, public health departments, health care agencies and governmental agencies (e.g., Centers for Disease Control and Prevention). The Ph.D. program prepares students for careers in academia with the competencies necessary to perform research and teaching in university settings. The minimum number of credit hours required to complete the master’s degree is 33 and the Ph.D. requires a minimum of 96 credit hours.

**M.S. in Community Health Promotion**

Prerequisites to M.S. Degree Program: For acceptance to the master’s degree programs, the program area requires in addition to the general requirements for admission to the Graduate School, an undergraduate degree in health or a related field and the following admission standards: an overall graduate GPA of 3.00 (or if the overall undergraduate GPA is between 2.70 and 2.99, the student must have a 3.00 GPA on the last 60 hours of undergraduate course work, excluding student teaching, or a GRE score of 297 on the combined verbal and quantitative parts of the general test). Further, a curriculum vitae and 500 word interest statement must be submitted for program admission consideration.

**M.S. Community Health Promotion Degree Program (33 hours)**

<table>
<thead>
<tr>
<th>Required Research Component</th>
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<tbody>
<tr>
<td>ESRM 5393</td>
<td>Statistics in Education and Health Professions</td>
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<tr>
<td>or ESRM 6403</td>
<td>Educational Statistics and Data Processing</td>
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<tr>
<td>HHPR 5353</td>
<td>Research in Health, Human Performance and Recreation</td>
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<tr>
<th>Required Courses Component</th>
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<tr>
<td>PBHL 5613</td>
<td>Epidemiology</td>
<td></td>
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<tr>
<td>PBHL 5533</td>
<td>Theories of Social and Behavioral Determinants of Health</td>
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**Required Project or Master’s Thesis or Non-Thesis/Non-Project Option**

3 hours for Independent Research Project; 6 hours for Master’s Thesis

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<tr>
<th>Approved Electives (Thesis Option requires 9 credit hours of electives; Project Option requires 12 credit hours of electives; Non-Thesis/Non-Project Option requires 15 credit hours of electives)</th>
<th>9-15</th>
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<tbody>
<tr>
<td>PBHL 589V</td>
<td>Independent Research</td>
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<tr>
<td>or PBHL 600 Master's Thesis</td>
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**Total Hours**

33

1 Students must receive a grade of B or better in courses associated with the required research component and required courses component.

Students should also be aware of Graduate School requirements with regard to master’s degrees (http://catalog.uark.edu/graduatecatalog/dregreerequirements/#mastersdregreestext).

**Ph.D. in Community Health Promotion**

Prerequisites to the Ph.D. Degree Program: The applicant must have completed a master’s degree or its equivalent in health or a closely related field and meet general admission requirements of the Graduate School. An application should include the following: 1) curriculum vitae; 2) statement of purpose, including objectives, research interests, and background information; 3) three letters of recommendation supporting the applicant's ability to successfully pursue a Ph.D. in community health promotion; 4) a GPA of at least 3.00 on all graduate course work; and 4) an acceptable score on the Graduate Record Examinations (GRE). Additional prerequisites may be prescribed after review of application materials. Furthermore, applicants who present a GRE score of 308 or greater on the combined verbal/quantitative portions, a GRE writing score of 5.5 or greater, a minimum overall GPA of 3.85 and faculty approval may apply for admission to the Ph.D. Community Health Promotion program after completion of their bachelor's degree.

Requirements for the Doctor of Philosophy Degree: A minimum of 96 graduate hours beyond the bachelor’s degree is required. A doctoral advisory committee will be established by the student in consultation with the Coordinator of Graduate Study during the first semester of enrollment subsequent to acceptance into the degree program. The student, in conjunction with the advisory committee, will define the program of study. The degree program requires successful completion of candidacy examinations, an acceptable dissertation, and an oral defense of the dissertation. These last requirements (http://catalog.uark.edu/graduatecatalog/dregreerequirements/#phdandddegreestext) are described elsewhere in this catalog. Further requirements of the Doctor of Philosophy degree in community health promotion include the following:

**Departmental Core Requirements**

**Required Prerequisites (12 hours)**

| PBHL 5533 | Theories of Social and Behavioral Determinants of Health |
| PBHL 5573 | Principles of Health Education |
| PBHL 5563 | Public Health: Practices and Planning |
| PBHL 5613 | Epidemiology |
Required Courses (15 hours)

PBHL 6803 Health Communication Theory, Research and Practice 3
HHPR 699V Seminar 1-3

Select three of the following: 9

PBHL 6333 Health Behavior Research
PBHL 6553 Environmental Health
PBHL 6733 Health and the Aging Process
PBHL 6833 Principles of Epidemiology II
PBHL 699V Seminar or HHPR 699V Seminar

Research and Statistical Requirements

Required Prerequisites (6 hours) 6

HHRP 5353 Research in Health, Human Performance and Recreation
ESRM 5393 Statistics in Education and Health Professions (or equivalent) or ESRM 6413 Educational Statistics and Data Processing

Required Courses (6 hours) 6

ESRM 6413 Experimental Design in Education
ESRM 6423 Multiple Regression Techniques for Education

Additional Courses (9 hours) 1 9

Select nine hours from the following:

ESRM 6533 Qualitative Research
ESRM 6453 Applied Multivariate Statistics
ESRM 6623 Techniques of Research in Education
ESRM 6653 Measurement and Evaluation
ESRM 699V Seminar
HHPR 699V Seminar

1 Other adviser approved 5000- or 6000-level research and/or statistics courses.

Field of Study (9 hours)

Students, in consultation with their doctoral advisory committee, will identify further course work comprising a field of study in community health promotion, consistent with the goals and objectives of the students and institution. Course work may be selected from several related disciplines or a single discipline.

Students should also be aware of Graduate School requirements with regard to doctoral degrees (http://catalog.uark.edu/graduatemcatalog/degreerequirements/phdandedddegreeext).

Public Health Courses

PBHL 5023. Teaching in Community Health Promotion. 3 Hours.
Examination and practical exposure to the principles and practices of undergraduate teaching in public health. Includes course planning, teaching techniques, assessment strategies, and supervised practice. Prerequisite: Admission to the M.S. or Ph.D. program in Community Health Promotion. May be repeated for up to 3 hours of degree credit.

PBHL 5213. Evaluation of Public Health Programs. 3 Hours.
This seminar style course is designed to provide students with exposure to different types of program evaluation, including needs assessment, formative evaluation, process evaluation, and outcome and impact evaluation. The course covers theoretical frameworks supporting evaluation, ethics in evaluation, methods for data collection, reporting evaluation findings, and strengths and limitations of conducting program evaluation. Prerequisite: PBHL 5563 and HHPR 5533.

PBHL 5353. Health Counseling. 3 Hours.
A review of the role and function of the health counselor including a focus on problem solving approaches for coping with daily problems of living, decision making, and life style planning.

PBHL 5533. Theories of Social and Behavioral Determinants of Health. 3 Hours.
This course will provide a basic foundation in the social and behavioral sciences relevant to public health. Students will learn the role of social and behavioral determinants in the health of individuals and of populations. Then, students will learn models and theories of health behavior, both generally and specifically. Generally, the student will learn how to identify, analyze, and use theoretical constructs and principles with particular attention to the use of theory in professional public health practice. Specifically, the student will learn the constructs and principles of several theories commonly used in public health behavior research and intervention design. The course will cover the four major individual that focus on intrapersonal factors (i.e., Health Belief Model, Transtheoretical Model, Theory of Reasoned Action/Planned Behavior, and Social Cognitive Theory) as well as several social, organizational, and community theories that are beyond the individual level.

PBHL 5543. Contemporary Issues in Human Sexuality. 3 Hours.
Indepth analysis of the social, biological, and behavioral factors associated with the development of one’s sexuality.

PBHL 5563. Public Health: Practices and Planning. 3 Hours.
Acquaints the student with the structure, functions, and current problems in public health and with the role of education in public health. Prevention and control practices and planning will be emphasized. Prerequisite: PBHL 5573.

PBHL 5573. Principles of Health Education. 3 Hours.
Current trends, basic issues, controversial issues, and fundamental principles of health education.

PBHL 5613. Epidemiology. 3 Hours.
This course will present principles and practices related to the prevention and control of health-related conditions in the human population. Emphasis will be placed on understanding the concepts of epidemiology, including aspects of disease distribution, epidemiologic methods, risk of disease and injury, descriptive and analytic epidemiologic methods and study designs, and application of epidemiologic data to the prevention and control of disease. Format will include lecture and small group seminars.

PBHL 5623. Human Diseases. 3 Hours.
(Formerly PBHL 4623.) An examination of the variety, behavior, distribution, and management of both infectious and noninfectious diseases in human populations. Graduate degree credit will not be given for both PBHL 4623 and PBHL 5623.

PBHL 5633. Health Services Administration. 3 Hours.
Emphasis is on an examination of administrative factors related to health services. Administrative and professional authority, boards, consumers, delivery of services, federal role, and cost containment will also be addressed.
PBHL 5643. Multicultural Health. 3 Hours.
Through lecture, discussion, simulations, and case studies, students will develop an appreciation for the cultural traditions and practices of different groups. The importance and implications of these traditions on health outcomes and health status will be examined. Particular attention will be paid to the role of the public health educator in mediating the impact of health disparities, including advocacy. Students will develop skills of cultural competence that are essential for public health practitioners today. Prerequisite: Graduate standing or consent.

PBHL 574V. Internship. 1-6 Hour.
Internship in health behavior and health promotion. May be repeated for up to 6 hours of degree credit.

PBHL 589V. Independent Research. 1-6 Hour.
Development, implementation, and completion of graduate research project. Prerequisite: M.S. degree in Community Health Promotion and HHPR 5353 and ESRM 5393.

PBHL 600V. Master's Thesis. 1-6 Hour.
Thesis in health behavior and health promotion. May be repeated for up to 6 hours of degree credit.

PBHL 6013. Advanced Directed Research. 3 Hours.
This course is intended for doctoral students who wish to pursue research under the direction of a faculty member. In this course, doctoral students will work independently and collaborate with faculty member(s) and fellow students to conduct research in a specified area of interest. The purpose of the course is for the student to develop knowledge in her/his own domain, strengthen her/his research skills, and work collaboratively on research projects. The course will aim for students to present research findings at conferences and/or publish research findings in peer reviewed journals. The directed research course places more emphasis on the students' role as a researcher in an academic setting. Prerequisite: Admission to the Ph.D. program in Community Health Promotion. May be repeated for up to 9 hours of degree credit.

PBHL 605V. Independent Study. 1-6 Hour.
Provides students with an opportunity to pursue special study of education problems. May be repeated for up to 6 hours of degree credit.

PBHL 6333. Health Behavior Research. 3 Hours.
A review of human behavior and its relationship to health and wellbeing. Focuses on contemporary health behavior research and instrumentation.

PBHL 6553. Environmental Health. 3 Hours.
An analysis and evaluation of the various environmental factors that influence our health. Causes of problem factors are identified and solutions proposed for improving environmental conditions.

PBHL 6733. Health and the Aging Process. 3 Hours.
An overview of the health-related issues facing elderly populations with in-depth study of the biological and behavioral changes associated with aging.

PBHL 6803. Health Communication Theory, Research and Practice. 3 Hours.
This course is designed to acquaint you with the role of communication in health education and with basic principles and practices in interpersonal, group, and mass communication. Health communication theory will be discussed in the first part of the semester, followed by important research in the area of health communication, and finally putting to practice the material will be the terminal experience for the course.

PBHL 6833. Principles of Epidemiology II. 3 Hours.
Provides students with knowledge and skills necessary to design, conduct, and interpret observational epidemiological concepts, sources of data, prospective cohort studies, retrospective cohort studies, case-control studies, cross-sectional studies, methods of sampling, estimating sample size, questionnaire design, and effects of measurement error. Corequisite: ESRM 5393 or ESRM 6403.

PBHL 699V. Seminar. 1-6 Hour.
Discussion of selected topics and review of current literature in community health promotion. Prerequisite: Advanced graduate standing. May be repeated for up to 12 hours of degree credit.