

# Public Health BS

## Goal 1. Content Knowledge and skills in the History and Philosophy of Public Health

### Goal Description:

*In fulfillment of the Provost's strategic plan to promote delivery of a rigorous, contemporary curriculum, the department's mission to foster student-centered learning for early health professionals allowing them to apply evidence-based research to improve health and well-being in communities, and in order to meet The Council in Education for Public Health (CEPH) accreditation, each graduate of the BS in Public Health will be proficient in the history and philosophy of public health including its three core functions of public health: assessment, policy development and planning, and assurance. The core functions of public health provide a foundation for any public health activity and are used by public health practitioners on a regular basis.*

**Providing Department:** Public Health BS

### RELATED ITEMS/ELEMENTS -----

#### RELATED ITEM LEVEL 1

### Content Knowledge and skills—Public Health Policy Development (Objective 3)

#### Learning Objective Description:

*By completion of the BS in Public Health, all graduates will be able to illustrate policy development in public health. The development of health policy is often difficult to understand especially as it pertains to past and current health issues. Understanding the channels of health policy development and its use in improving public health is crucial for public health practitioners.*

#### RELATED ITEM LEVEL 2

### Content Knowledge and Skills—Public Health Policy Development (Indicator a)

#### Indicator Description:

*HLTH 1360 Exam Essay Question – Explain what policy development means as one of the three domains of public health and give examples of past and current policy development issues when asked in an essay question, “Explain what policy development means as one of the three domains of public health and give examples of past and current policy development issues.”*

#### Criterion Description:

*At least 75% of students in HLTH 1360 can describe and explain what policy development means as one of the three domains of public health and give examples of past and current assessment issues.*

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#### Findings Description:

88% of students taking a quiz were able to successfully answer these questions of policy development and the three domains of public health as well as correctly identify past and current assessment issues.

#### RELATED ITEM LEVEL 3

### Action Public Health Policy

#### Action Description:

This activity has been switched to HLTH 3350 where it will be discussed in detail and be a question on a quiz.

#### RELATED ITEM LEVEL 2

### Public Health Policy Development Informal Indicator (Indicator 2)

#### Indicator Description:

*HLTH 1360 in class oral quiz and discussion or online discussion board about board about public health policy development.*

### **Criterion Description:**

*At least 50 % of HLTH 1360 will participate in in-class oral quiz or online discussion board about public health policy development*

### **Findings Description:**

Using a polling method in the face-to-face class, 85% of students participated in the quiz and 97% of online students participated in the online discussion board regarding health policy development.

#### **RELATED ITEM LEVEL 3**

### **Action Public Health Policy Development Informal Indicator**

#### **Action Description:**

This activity has been switched to HLTH 3350 where it will be discussed in detail and be either an oral quiz or discussion board.

#### **RELATED ITEM LEVEL 1**

### **Content Knowledge and Skills --Name the Three Domains of Public Health. (Objective 1)**

#### **Learning Objective Description:**

*By completion of the BS in Public Health, all graduates will be able to define the three domains of public health. The three domains of public health lay a groundwork for all of the essential services in public health. Public health professionals and CEPH, our accrediting agency, consider them a foundation for all public health activities.*

#### **RELATED ITEM LEVEL 2**

### **Content Knowledge and Skills—Three Domains of Public Health (Indicator 1)**

#### **Indicator Description:**

*HLTH 1360 Quiz question: List the three domains of public health.*

### **Criterion Description:**

*At least 80% of HLTH 1360 questions can name the three domains of public health on a quiz question stating: “List the three domains of public health.”*

### **Findings Description:**

Findings: 82% of students in HLTH 1360 answered this quiz question correctly. Two students failed to record an answer for this question and two students did not take the quiz.

#### **RELATED ITEM LEVEL 3**

### **Action Content Knowledge and skills in the History and Philosophy of Public Health**

#### **Action Description:**

To ensure completion of this activity by all of the students, we are switching this activity to an oral quiz or online discussion board and it will now be in HLTH 3350.

#### **RELATED ITEM LEVEL 1**

### **Content Knowledge and Skills—Public Health Assurance (Objective 4)**

#### **Learning Objective Description:**

*By completion of the BS in Public Health, all graduates will be able to illustrate assurance in public health.*

#### **RELATED ITEM LEVEL 2**

### **Content Knowledge and Skills—Public Health Assurance (Indicator a)**

#### **Indicator Description:**

*HLTH 1360 Exam Essay Question – Explain what assurance means as one of the three domains of public health and give examples of past and current assurance examples when asked the following question on an essay exam: “Explain what assurance means as one of the three domains of public health and give examples of past and current assurance examples.*

### **Criterion Description:**

*At least 75% of students in HLTH 1360 can describe and explain what policy development means as one of the three domains of public health and give examples of past and current assurance examples.*

**Findings Description:**

89% of students in HLTH 1360 described and explained what policy development means as one of the three domains of public health and correctly identified examples of past and current assurance examples.

**RELATED ITEM LEVEL 3****Public Health Assurance****Action Description:**

Due to this being required for accreditation, we will keep this portion of the assessment but are moving it to HLTH 3350 where this will be discussed in depth.

**RELATED ITEM LEVEL 2****Content Knowledge and Skills—Public Health Policy Assurance Informal Indicator (Indicator b)****Indicator Description:**

*HLTH 1360 in class oral quiz and discussion or online discussion board about public health assurance.*

**Criterion Description:**

*At least 50 % of HLTH 1360 will participate in in-class oral quiz or online discussion board about public health assurance.*

**Findings Description:**

95% of students in HLTH 1360 participated in face-to-face discussion and an online discussion about health policy assurance.

**RELATED ITEM LEVEL 3****Action Public Health Policy Assurance Informal Indicator B****Action Description:**

This activity has been switched to HLTH 3350 where it will be discussed in detail and be either an oral quiz or discussion board.

**RELATED ITEM LEVEL 1****Content Knowledge and skills - Public Health Assessment (Objective 2)****Learning Objective Description:**

*By completion of the BS in Public Health, all graduates will be able to illustrate how to do a basic assessment of past and current issues in public health. As one of the three domains of public health, assessment gathers information including statistical data and firsthand knowledge from people living in a community to determine the major health risks and problems. Without assessment, public health professionals would have no knowledge of what the problems in public health are.*

**RELATED ITEM LEVEL 2****Content Knowledge and Skills—Assessment in Public Health (Indicator 1)****Indicator Description:**

*HLTH 1360 Exam Essay Question – Explain what assessment means as one of the three domains of public health and give examples of past and current assessment issues.*

**Criterion Description:**

*At least 75% of students in HLTH 1360 can describe and explain what assessment means as one of the three domains of public health and give examples of past and current assessment issues when asked, “Describe what assessment means as one of the three domains of public health and give examples of past and current assessment issues” on an essay question.*

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**Findings Description:**

84% of students in HLTH 1360 explained the correct concept of assessment receiving full credit for the question. Two students received partial credit for this question.

RELATED ITEM LEVEL 3

Action Public Health Assessment

Action Description:

To ensure completion of this activity by all of the students, we are switching this activity to an oral quiz or online discussion board and it will now be in HLTH 3350.

RELATED ITEM LEVEL 2

Content Knowledge and Skills—Three Domains of Public Health Informal Indicator (2)

Indicator Description:

*HLTH 1360 in class oral quiz and discussion or online discussion board about the public health assessment process.*

Criterion Description:

*At least 50 % of HLTH 1360 will participate in in-class oral quiz or online discussion board about the public health assessment process.*

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Findings Description:

Taking an online poll in the face-to-face HLTH 1360 classes, over 90% of students answered these questions correctly and all of the students who participated in the online discussion board correctly identified concepts in the public health assessment process. Four students were absent from the face-to-face class.

RELATED ITEM LEVEL 3

Action Three Domains of Public Health Informal (indicator 2)

Action Description:

This activity has been switched to HLTH 3350 where it will be discussed in detail and be either an oral quiz or discussion board.

Goal 2 Content Knowledge and skills in the Social Determinants of Health

Goal Description:

*In fulfillment of the Provost’s strategic plan to promote delivery of a rigorous, contemporary curriculum, the department’s mission to foster student-centered learning for early health professionals allowing them to apply evidence-based research to improve health and well-being in communities, and in order to meet The Council in Education for Public Health accreditation, each graduate of the BS in Public Health will be proficient in Content Knowledge and Skills in the socioeconomic, behavioral, biological, environmental and other factors that impact human health and contribute to health disparities. Public health professionals spend a large portion of their time and efforts addressing the social determinants of health since they are a large influence on the nation’s and an individual’s health. Public health practitioners need to know these basic concepts in order to be a competent member of the public health workforce.*

Providing Department: Public Health BS

Progress: Draft

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Identify and explain the social determinants of health Objective #1

Learning Objective Description:

*By completion of the BS in Public Health, all graduates will identify and explain the social determinants of health and their importance to public health. Often the social determinants are as important if not more important than genetics and biology. Public health practitioners must be able to enter a community and identify which of the social determinants of health contribute to public health.*

**RELATED ITEM LEVEL 2**

**Identification of the Social Determinants of Health (Indicator a)**

**Indicator Description:**

*Students in HLTH 3360 can identify and explain the social determinants of health.*

**Criterion Description:**

*At least 75% of students in HLTH 3360 can identify and explain the social determinants of health when asked to answer the following question on an essay: “to identify and explain the social determinants of health and their importance to public health.”*

**Findings Description:**

85% of students in HLTH 1360 correctly identified and explained the social determinants of health in an essay.

**RELATED ITEM LEVEL 3**

**Action Identification of the Social Determinants of Health criterion 2**

**Action Description:**

Due to this being required for our accreditation, we will keep this portion of the assessment for next year and it will continue to be an essay question.

**RELATED ITEM LEVEL 2**

**Identification of the Social Determinants of Health Informal Assessment (Indicator B)**

**Indicator Description:**

*HLTH 1360 in class oral quiz and discussion or online discussion board about board about the social determinants of health.*

**Criterion Description:**

*At least 50 % of HLTH 1360 will participate in in-class oral quiz or online discussion board about the social determinants of health.*

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**Findings Description:**

75% of students in both the face-to-face classes and the online class participated in the in-class oral quiz and the online discussion board about the social determinants of health.

**RELATED ITEM LEVEL 3**

**Identification of the Social Determinants of Health Informal Assessment Criterion 2**

**Action Description:**

Due to this being required for our accreditation, we will keep this portion of the assessment for next year but it will be an essay question.

**RELATED ITEM LEVEL 1**

**Identify and explain ways to positively influence the social determinants of health (Objective # 2)**

**Learning Objective Description:**

*By completion of the BS in Public Health, all graduates will identify and explain ways to positively influence the social determinants of health to improve the nation's public health. Only knowing the social determinants of health does not help the public health professional. He/she must be able to know techniques used in the past and present to address them in order to improve the nation's public health.*

## RELATED ITEM LEVEL 2

### Identification of the Social Determinants of Health Informal Assessment (Indicator B)

#### Indicator Description:

*HLTH 1360 in class oral quiz and discussion or online discussion board about board about the social determinants of health.*

#### Criterion Description:

*At least 50 % of HLTH 1360 will participate in in-class oral quiz or online discussion board about the social determinants of health.*

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#### Findings Description:

75% of students in both the face-to-face classes and the online class participated in the in-class oral quiz and the online discussion board about the social determinants of health.

## RELATED ITEM LEVEL 3

### Identification of the Social Determinants of Health Informal Assessment Criterion 2

#### Action Description:

Due to this being required for our accreditation, we will keep this portion of the assessment for next year but it will be an essay question.

## RELATED ITEM LEVEL 2

### Influencing the Social Determinants of Health (Indicator A)

#### Indicator Description:

*Students will write an essay on positive ways to influence the social determinants of health.*

#### Criterion Description:

*At least 75% of all students in HLTH 3360 will identify and explain ways to positively influence the social determinants of health to improve the nation's public health when asked the following question as an essay: "identify and explain ways to positively influence the social determinants of health to improve the nation's public health."*

#### Findings Description:

This question presented a bigger challenge for our students than previous ones but we did meet our criterion indicator. 79% of all students in HLTH 3360 explained ways to positively influence the social determinants of health to improve the nation's public health.

## RELATED ITEM LEVEL 3

### Identification of the Social Determinants of Health Informal Assessment Criterion 2

#### Action Description:

Due to this being required for our accreditation, we will keep this portion of the assessment for next year but it will be an essay question.

## RELATED ITEM LEVEL 3

### Action Identify and explain ways to positively influence the social determinants of health Obj 2

#### Action Description:

Due to this being required for our accreditation, we will keep this portion of the assessment for next year and it will continue to be an essay question. We will cover this next year more thoroughly and include an active learning component in teaching this concept.

## Goal 3: Basic Concepts of Public Health Communication

### Goal Description:

*In fulfillment of the Provost’s strategic plan to promote delivery of a rigorous, contemporary curriculum, the department’s mission to foster student-centered learning for early health professionals allowing them to apply evidence-based research to improve health and well-being in communities, and in order to meet The Council in Education for Public Health accreditation, each graduate of the BS in Public Health will be proficient in Content Knowledge and Skills in the basic concepts of public health communication. As seen in public health history, health communication is a dynamic part of any public health practitioner’s practice. Competent communication skills are necessary for any public health dissemination.*

**Providing Department:** Public Health BS

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**Basic Concepts of Public Health Communication: Public Health Information. (objective #2)**

**Learning Objective Description:**

*By completion of the BS in Public Health, all graduates will be able to locate, access, use, evaluate and synthesize public health information. Often, public health information is difficult for the lay public to understand. Public Health professionals must be able to locate accurate and factual information (data), know how to use that particular data and what it means and then be able to disseminate that information to the public in a meaningful manner. CEPH, our accrediting agency, expects this of all students graduating with a BS in Public Health*

RELATED ITEM LEVEL 2

**Public Health Newsletter (Indicator A)**

**Indicator Description:**

*Students in HLTH 3392 will create a written newsletter to disseminate public health information the student researched. See the attached rubric.*

**Criterion Description:**

*At least 75% Students in HLTH 3392 will score an 80% or above on the Newsletter*

**Findings Description:**

85% of students in HLTH 3392 scored a grade of 80% or above on the Newsletter assignment. One student did not participate in this assignment.

RELATED ITEM LEVEL 3

**Action Public Health Newsletter (Indicator A)**

**Action Description:**

Due to the importance of being able to communicate health issues to our accreditation, we will keep this portion of the assessment as is.

RELATED ITEM LEVEL 2

**Public Health Newsletter Rough Draft (Indicator B)**

**Indicator Description:**

*Students in HLTH 3392 will research and create a rough draft of a newsletter targeting a population with health information to better the population health. They will work with their instructor to develop the information they researched, how to develop an outline and how to create a newsletter rough draft.*

**Criterion Description:**

*At least 80% of students in HLTH 3392 will work with the instructor to create a rough draft of a newsletter targeting a population with health information to better the population health. Their instructor will work with them to develop an outline and rough draft.*

**Findings Description:**

97% of students in HLTH 3392 created a rough draft of a newsletter targeting a specific population with health information to better the population health.

### RELATED ITEM LEVEL 3

#### **Action Public Health Newsletter Rough Draft (Indicator B)**

##### **Action Description:**

*Since this activity helps students learn to organize their thoughts and to put them on paper in a meaningful manner, we will keep this portion of the assessment.*

### RELATED ITEM LEVEL 1

#### **Learning Objective 1: Public Health Communication**

##### **Learning Objective Description:**

*By completion of the BS in Public Health, all graduates will be able to communicate public health information, in both oral and written forms, through a variety of media and to diverse audiences. One of the largest factors facing today's public health workforce is how to disseminate public health information in order to give the public tools it can use to improve or maintain its health. This has been especially demonstrated in recent public health issues. Using the appropriate channels, messages, and wording can create a much more meaningful way to reach the public.*

### RELATED ITEM LEVEL 2

#### **Public Health Communication: Health Communications Instagram Campaign (Indicator B)**

##### **Indicator Description:**

*The use of various types of media has proven to be very important to public health and is a requirement for CEPH accreditation. Students in HLTH 3392 learn to and develop Instagram campaigns using three graphics with messages to create positive health behavior changes. They may choose any non-copyrighted graphic or create one of their own and submit their reason for choosing those graphics and wording for their particular audience.*

##### **Criterion Description:**

*At least 75% of HLTH 3392 students will earn a grade of 80% or better on an Instagram campaign to promote positive health behavior change.*

##### **Findings Description:**

98% of all students in HLTH 3392 earned a grade of 95% or better on an Instagram campaign to promote positive health behavior change.

### RELATED ITEM LEVEL 3

#### **Action Public Health Communication: Health Communications Instagram Campaign (Indicator B)**

##### **Action Description:**

Due to the importance of the effective use of social media to our accreditation, we will keep this portion of the assessment as is.

### RELATED ITEM LEVEL 2

#### **Public Health Communication: Health Communications PSA (Indicator A)**

##### **Indicator Description:**

*Students in HLTH 3392 learn a variety of ways to communicate health information in meaningful ways. One of those ways includes developing public service announcements (PSA). When developing a PSA, students must research the audience and the subject, decide the best channel to reach the audience, determine the proper wording, and show the ability to create a successful PSA to reach their particular audience.*

##### **Criterion Description:**

*At least 75% of students in HLTH 3392 will earn a grade of 80% or better on a Public Service Announcement to disseminate public health information.*

##### **Findings Description:**



98% of students in HLTH 3392 earned a grade of 90% or better on a PSA to disseminate public health information. One student did not participate in the assignment

#### RELATED ITEM LEVEL 3

### Action Health Communications PSA

#### Action Description:

Due to the importance of this issue to our accreditation, we will keep this portion of the assessment as is.

## Update to Previous Cycle's Plan for Continuous Improvement Item

### Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

#### Closing Summary

This is a new assessment using new goals and objectives for the BS in Public Health program. Since the last one was so difficult to understand and unwieldy, we scrapped the last assessment and started over from the beginning. These are goals and objectives that are required by the Council on Education for Public Health (CEPH), our accreditation agency.

#### Update of Progress to the Previous Cycle's PCI:

***Continuous Plan for Improvement:*** *In the 2022 – 2023 school year, we plan to finish a curriculum map of all of the courses taught in the BS in Public Health program in order to ensure all of our accreditation criteria are met. With this mapping, instructors will know the semester before they teach the class, exactly what assessment criteria will be collected instead of waiting until the semester starts to include it in their syllabi. This will include instructions on how to conduct an informal poll of students in face-to-face classes and how to record those results for the assessment process instead of relying on memory. We will also start implementing reporting assessment results at the end of each semester instead of waiting for the end of the school year. This should ensure that all assessment criteria are being measured and collected in a timely manner. We will also put more emphasis on teaching the Social Determinants of Health in HLTH 3360 in order to make sure we are meeting our student learning objectives.*

## New Plan for Continuous Improvement Item 2021-2022

#### Closing Summary:

This will be complete when Dr. Fulton returns from her research in Paris.