



Health Promotion

Specialization: Community Health

Overview

- Community Health is one of the largest and fastest growing professions of the 21st century.
- Over the past decade, in response to the skyrocketing cost of healthcare and the emergence of new therapies to treat a myriad of diseases and disorders, health promotion and disease prevention have become a top priority in the United States.
- The Community Health Specialization focuses on providing students with the skills needed to provide health and wellness education, the business aspects of healthcare, and health related research.

Objective

This specialization will prepare students to work with a diverse group of people, throughout the life spectrum and will provide the foundations to enter into a career with great versatility or to apply to graduate programs in fields such as: Public Health, Epidemiology, Community Health Education, Health Promotion, Healthcare Administration, Business, Law, Psychology, Social Work, Sociology and many more.

Graduates will be prepared for careers in the following industries:

- Not-for-profit community health agencies (ex. American Heart Association, American Cancer Society)
- Government and Public Health Agencies (ex. NYS Department of Health, CDC, Erie County Department of Health)
- International Health Organizations (Peace Corps, WHO)
- Hospitals, Clinics, Physician's Offices
- Health Maintenance Organizations (ex. Independent Health, Blue Cross Blue Shield)
- Health and Wellness Programs and Organizations (Holistic Health Centers and Work-site Wellness Programs)
- Health Insurance Companies
- Private Business and Industry (ex. Pharmaceutical Companies)
- Schools and Higher Education (Colleges, Universities)
- Research
- Long-term Care Facilities (ex. Nursing homes, in-patient facilities, rehabilitation centers)
- Behavioral Health Facilities (ex. People, Inc., YWCA)
- Sports Medicine Facilities

Required core course work

- Biology and Chemistry
- HPR 102 Introduction to Health Care: Systems and Professions
- HPR 103 Foundations of Health Promotion
- HPR 208 Health Promotion and Education
- HPR 229 Holistic Lifestyle Practices or HPR 313 Principles of Health Behavior Change or PSY 229 Health Psychology
- HPR 320 Community Health Education & Disease Prevention
- HPR 335 Critical Issues in Global Health
- HPR 353 Introduction to Epidemiology
- HPR 391 Professional Development or CFE 400/401/402 Career Field Experience
- HPR 415 Health Research Design and Methodology

Community Health

Students select one of three tracks:

- 1) **Community Health Education** - focuses in program planning, implementation and evaluation, behavior change and health communication.
- 2) **Administrative Aspects of Health** - focuses in foundational business and administration courses especially from a nonprofit, community based perspective as well as health systems management
- 3) **Community Health Principles** - A variety of course work to cover foundation areas of: education, psychological, social and physical health and wellness, administrative and policy aspects of health

Accelerated 4+1 Program

- BS Health Promotion / MPH Public Health- allows qualified students the opportunity to obtain two degrees in just five years. As the healthcare environment now focuses on health promotion and disease prevention in an integrated approach to education, research and care, Daemen students will be prepared to meet the demands as professionals in their field.



**Stephanie Caputo, The Chautauqua Center for Eat Smart New York,
Nutrition Educator for Chautauqua County**

"Daemen's Health Care Studies (now Health Promotion) program has given me the background to pursue and obtain the position at Eat Smart New York as a nutrition educator – A career that I have dreamed of doing for years. The faculty at Daemen go above and beyond to help students achieve success. My internship helped me to gain experience and confidence that I use every day in the professional world. In addition, I took time to volunteer for various organizations to gain experience. The class sizes were perfect for me and my peers were always there to help. When you have a dream, pursue it and don't stop until you feel fulfilled!"