



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 health care 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, health care administration (ie: the business aspects of health care), 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)
- Home Care
- Behavioral Health Facilities (ex. People, Inc., YWCA)
- Sports Medicine Facilities

Required core course work

Biology and Chemistry

- HCS102 Introduction to Health Care: Systems and Professions
- HCS300 Contemporary Issues in Integrative Health Care
- HCS310 Health Promotion and Education
- HCS415 Health Research Design and Methodology
- HCS320 Community Health Education & Disease Prevention
- HCS335 Critical Issues in Global Health
- HCS353 Introduction to Epidemiology

Professional Practicum

- HCS229 Holistic Lifestyle Practices
- HCS313 Principles of Health Behavior Change
- PSY229 Health Psychology

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 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**

"I graduated in May 2012 and my time in the Health Promotion program was something I will cherish forever, not only for the education I received, but also for the relationships that I built with both my classmates and professors. While interning my senior year, I quickly learned that the design of the Health and Fitness track, is truly unique to the Buffalo area in that the skills and classes that students are required to take are beyond that of any other local health and wellness program. Not only did I learn basic health care models and concepts, but also the education of strength, conditioning, body movements and mechanics, as well as injury care and prevention skills allowed me to excel in the workplace. It was definitely the hands on experience and class design that allowed me to work in the field immediately and shortly after move on to open my own health and fitness facility."