



# Health Promotion

## Specialization: Complementary and Alternative Health Care Practices

### Why consider a career in Complementary and Alternative Health Care?

- With the changing landscape of healthcare and a focus on health promotion and disease prevention, careers in holistic health care are becoming more mainstream.
- Many Americans are now seeking out integrative approaches to health and well-being that are prevention based, more individualized, include a focus on the whole person, a mind-body connection, and that promote the body's innate ability to heal itself.
- There is a dramatic growth in the numbers of practitioners in the complementary and natural health professions.

### Objectives

- This program incorporates current evidence as released by the National Institutes of Health's (NIH) National Center for Complementary and Integrative Health (NCCIM). NCCIM defines Integrative Health as a 'combination of treatments from conventional medicine and CAM for which there is some high-quality evidence of safety and effectiveness'.
- This program provides students an opportunity to explore the realm of integrative health.
- Students build a strong foundation of knowledge, including concepts related to holistic healthcare, CAM practices, basic science, and issues business related aspects of healthcare.

### Career Options:

- Students are prepared for entry level positions in community based holistic health centers and practices, providing education, program management and administration. Students may apply their foundational knowledge to graduate level health profession programs such as Naturopathic Medicine, Chiropractics, and Acupuncture.
- In addition, students may seek additional training and certification in holistic health areas such as massage therapy, homeopathy, nutrition education, and wellness and lifestyle coaching.



## 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.

## Opportunities for Certification

Individual plans of study can lead to preparation for certification as practitioners in selected practice areas.

## Required core course work

Biology and Chemistry

- HCS 102 Introduction to HealthCare: Systems and Professions
- HCS 103 Foundations of Health Care Studies
- HCS 310 Health Promotion and Education
- HCS 415 Health Research Design and Methodology
- HCS 320 Community Health Education & Disease Prevention
- HCS 335 Critical Issues in Global Health
- HCS 353 Introduction to Epidemiology
- HCS 491/492/493

Professional Practicum:

- HCS 229 Holistic Lifestyle Practices
- HCS 313 Principles of Health Behavior Change
- PSY 229 Health Psychology

## Complementary and Alternative Health Care Practices

Required courses include:

- BIO 117 Human Nutrition
- BIO 207/L AND 208/L Anatomy Physiology I and II, OR BIO 330/L **AND** BIO 340/L Anatomy and Physiology
- HCS 200 CPR and Emergency Health Care
- HCS 201 Survey of Eastern & Western Complementary Medical Approaches
- HCS 229 Holistic Lifestyle Practices and additional electives in Complementary and Alternative Therapies
- HCS 300 Contemporary Issues in Integrative Health Care as well as entrepreneurial or holistic based courses

## What Makes the Program Distinctive:

- The Daemen College Health Promotion program is extremely unique. There are few programs that provide training for holistic health care careers. The program incorporates a wide variety of integrative health care courses, a focus in holistic care, health education and promotion, and business aspects of health care.
- Students also complete a hands-on professional practicum, exposing them to the real life perspective of the field and allowing for networking opportunities and connections to the community.

The program is designed for students that are interested in a more holistic approach to healthcare, are interested in working with clients in an individualized manner, are personal mentors in the area of health and wellness, and have the energy and motivation to be a leader in their community.

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