



Health Promotion



Specialization: Health and Fitness

Overview

- Health & Fitness is ideal for students who want to be active, like to work with a variety of people, and know that they can make a difference in promoting healthy behavior change.
- Careers in Health, Fitness, & Wellness offer diverse, challenging, and fulfilling jobs that are varied depending on the skills, interests, and background of an individual.

Career Options

- According to the Bureau of Labor Statistics, Fitness Trainers & Instructors will see potential job growth of 24% in the years between 2010 & 2020, a "faster than average" rate.
- There are ample opportunities to work in this industry as a Personal Trainer, Group Fitness Instructor, or Health & Wellness Coordinator at Health & Fitness facilities, corporate/work-site or spa settings, and at the community level.
- Health & Fitness professionals often serve the role of Strength and Conditioning Coaches for professional, collegiate, and high school athletic departments.
- Fitness management and programming may be a path for those who wish to be involved in the business side of the Fitness industry.
- Lifestyle coaching is another career potential for a Health & Fitness professional.
- With the changing face of Health Care in today's world, qualified Health & Fitness professionals are in demand to guide individuals on their roads to wellness, both proactively and following illness or injury.

Graduate Study Opportunities

- Possible areas of graduate study would include Athletic Training (including the Athletic Training program at Daemen College) exercise physiology/ exercise science, and human performance.

Accelerated 4+1 Program

- The combined 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.

- The National Strength and Conditioning Association officially recognizes Daemen College's Strength and Conditioning Program.
- Individual plans of study can lead to preparation for certification a Personal Trainer, Health Fitness Specialist, Strength & Conditioning Specialist, and/or Performance Enhancement Specialist, through the American College of Sports Medicine (ACSM), National Strength & Conditioning Association (NSCA), and the National Academy of Sports Medicine (NASM).
Student Activities
- At Daemen, there is an option to engage in a combined program in Health Promotion Health and Fitness and the Athletic Training Education Program. Athletic Trainers are Health Care Professionals dedicated to preventing, recognizing, treating, managing, and rehabilitating injuries that result from physical activity.
- According to the Bureau of Labor Statistics, the potential job growth for Athletic Trainers from 2010 to 2020 is 30%, a "much faster than average" rate. Please see the Athletic Training flyer for more detailed information.

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, Biology and Chemistry

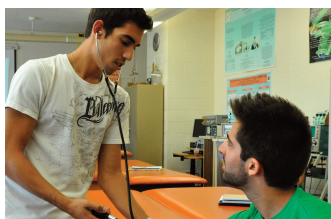
Health and Fitness Training

- 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 301/L Physiology of Exercise
& Cardiopulmonary Assessment
- HCS 317/L Human Motion: Principles and Perspectives
- HCS 332/L Strength & Conditioning
- HCS 340/L Musculoskeletal Fitness Assessment
- HCS 350/L Fitness Training and Exercise Prescription (3/0)
and additional electives in health and fitness and
health promotion



Kimberly Borowski, Health and Fitness Facility Owner

"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."



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