

# HEALTH EDUCATION AND BEHAVIOR

The Department of Health Education and Behavior, with a foundation in the social and biological sciences, offers coursework focused on health information and theory application. Health Education and Behavior students learn techniques to promote healthy lifestyle choices in individual and group settings, with special attention given to diversity and culturally appropriate health education methodologies.

## About this Program

- **College:** Health and Human Performance (<http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/>)
- **Degree:** Bachelor of Science in Health Education
- **Specializations:** Community Health Promotion ([http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/HEB\\_BSHE/HEB\\_BSHE01/](http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/HEB_BSHE/HEB_BSHE01/)) | Health Studies ([http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/HEB\\_BSHE/HEB\\_BSHE02/](http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/HEB_BSHE/HEB_BSHE02/))
- **Credits for Degree:** 120

*To graduate with this major, students must complete all university, college, and major requirements.*

## Department Information

For more than 60 years, the Department of Health Education and Behavior has been at the forefront of the health promotion and public health field, demonstrating leadership in instruction and mentoring, research and scholarship, and service and practice. By emphasizing innovation and data-driven advancements, the department's efforts ensure that students are well prepared for the health promotion and public health careers of the future.

**Website** (<http://hbp.ufl.edu/about/departments/heb/>)

## CONTACT

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## Curriculum

- Combination Degrees
- Health and Wellness Coaching Certificate
- Health Education and Behavior
- Health Education and Behavior | Community Health Promotion UF Online
- Health Promotion Minor
- Health Promotion Minor UF Online

The Bachelor of Science in Health Education degree program allows students maximum flexibility to choose department specialization coursework during the junior and senior years that relates to personal interests in the health field. Students can focus their coursework on interest areas in health education and health promotion in community, clinical or worksite settings or in health studies as they prepare for professional health occupations.

## Community Health Promotion

Students with a primary interest in community health education or worksite health promotion should select the Community Health Promotion specialization. Coursework in this specialization is focused on illness and disease prevention among special target groups within a particular community, with the ultimate goal of providing practical health information to diverse population groups through the use of behavioral interventions. Community health promotion specialists generally find employment in local, state or national government health agencies (state or county health departments, CDC, NIH) and in voluntary organizations such as the American Cancer Society, the March of Dimes and American Heart Association. Worksite health promotion specialists find employment opportunities within diverse small and large businesses and organizations.

This specialization is also appropriate for students planning to pursue graduate programs in health education or related fields (community or public health, health administration, health policy and epidemiology and disease preventions).

## Health Studies

Students who want in-depth knowledge of diverse health topics, with the intention to complete postbaccalaureate work in a professional health program such as medicine, dentistry, optometry, pharmacy, physician assistant, occupational therapy and physical therapy should select the health studies specialization. This specialization enables students to gain knowledge on a variety of health issues plaguing diverse population groups and to complete required prerequisite coursework for professional health programs. Students may also pursue graduate programs in health education or related fields (public health, health administration and epidemiology and disease prevention).

## Academic Learning Compact

The Bachelor of Science in Health Education prepares students to work as a health education specialist in schools, government agencies, voluntary health organizations, philanthropic foundations, colleges and universities, private-sector industry and healthcare settings. Health education specialists improve the health and well-being of individuals, families, groups, and community populations.

Grounded in social, behavioral, biological, and health sciences, the curriculum develops understanding of the causes and determinants of mortality and morbidity and develops specific competencies required of entry-level health education specialists. Graduates will be eligible to take the Certified Health Education Specialist examination governed by The National Commission for Health Education Credentialing, Inc.

## Before Graduating Students Must

- Satisfactory performance on at least one major assignment or examination for each core course required for the degree, as determined by performance criteria developed specifically for the assignment.
- Satisfactory completion of the 15 credit health education internship (HSC 4876) as indicated on the final performance appraisal.
- Complete requirements for the baccalaureate degree, as determined by faculty.

## Students in the Major Will Learn to

### Student Learning Outcomes | SLOs

#### Content

1. Identify and apply theories-based strategies for assessing individual and community needs for health education/promotion.
2. Identify and apply a variety of theories, theory based models, methods, and procedures for planning, implementing, and evaluating health education/promotion programs.
3. Coordinate the provisions of health education/ promotion services.
4. Identify and apply the major concepts and principles related to current and emerging health issues.
5. Review and discuss the health education/promotion code of ethics and agree to adhere to the principles outlined within the professional code.

#### Critical Thinking

6. Interpret, evaluate, and disseminate results of health education/promotion research through appropriate methodologies via appropriate channels or outlets while fostering the translation of research into practice.
7. Identify effective strategies to build meaningful partnerships with stakeholders in health education/promotion.

#### Communication

8. Communicate health needs, information, and resources to clients, consumers, individuals, families and groups from diverse backgrounds using a variety of channels in various settings.
9. Recognize and appreciate various cultures, values, and traditions by examining their significance in health and other contexts.

## Curriculum Map

*I = Introduced; R = Reinforced; A = Assessed*

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9
HSC 3032	I	I	I	I	I	I		I	I
HSC 4302	R, A	R, A	R, A	R, A	R	R, A	I	R, A	R, A
HSC 4713	R, A	I, R, A	R	R		R, A	I, R	R	
HSC 4800				R	R		R	R	R
HSC 4876	R, A	R, A	R, A	R, A	R, A	R	R, A	R, A	R
Additional Assessments	A	A	A	A	A	A	A	A	

## Assessment Types

- Assignments
- Projects
- Internship evaluations
- Exit survey
- Certified Health Education Specialist (CHES) exam
- Florida Department of Health HIV/AIDS 501 Client-Centered Counseling and Testing Certificate