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Educational Policies Committee Program Proposal, Emma Eccles
Jones College of Education and Human Services, March 29, 2013
– Master of Health Promotion

Utah State University

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Program Description
The Department of Health, Physical Education, and Recreation at Utah State University proposes a new Master of Health Promotion degree with student admissions to start for Fall Semester 2013. This degree will require all the same coursework and requirements as the discontinued Plan C option within the Health Education specialization of the MS in Health and Human Movement degree. The new degree program will meet the needs of students who wish to pursue a professional degree rather than a research-oriented degree. The current MS in Health and Human Movement would remain in the Department, with the Plan A and B thesis options having the Health Education specialization. The MS Plan C specialization in Health Education within the Health and Human Movement degree will be terminated upon approval of this new degree.

Role and Mission Fit
The mission of Utah State University is to be one of the nation's premier student-centered land-grant and space-grant universities by fostering the principle that academics come first, by cultivating diversity of thought and culture, and by serving the public through learning, discovery, and engagement (http://www.usu.edu/president/missionstatement/).

The offering of a new Master of Health Promotion Degree is consistent with this mission by providing a high quality academic experience for the citizens of Utah and beyond.

Faculty
All faculty contributing to this degree program possess a PhD in the academic discipline, have experience in instruction in graduate coursework, mentoring graduate students and conducting research in the academic discipline.

A summary of the faculty credentials is provided at the end of the proposal.

Market Demand
Health Education and Promotion is a growing field of study. With the passage of the Patient Protection and Affordable Care Act, health prevention services will be at increased demand. According to the Bureau of Labor Statistics:

Employment of health educators is expected to grow by 37 percent from 2010 to 2020, much faster than the average for all occupations. Growth will be driven by efforts to reduce healthcare costs by teaching people about healthy habits and behaviors. As healthcare costs continue to rise, insurance companies, employers, and governments are trying to find ways to curb costs. One way is to employ health educators, who teach people how to live healthy lives and avoid costly diseases. Lifestyle changes can reduce the likelihood of contracting a number of illnesses, such as lung cancer, HIV, heart disease, and skin cancer. Health educators help people understand how what they do affects their health. For many illnesses, such as breast cancer and testicular cancer, finding the disease early greatly increases the likelihood that treatment will be successful. Therefore, it is important for people to know how to find possible problems on their own. The need to provide the
public with this kind of information is expected to result in an increased demand for health educators.¹

**Student Demand**
Beginning with the Fall 2007 Semester the USU School of Graduate Studies listed 43 students who have earned their degree in the program (Plan C of MS Health and Human Movement). Of these graduates, 14 were in the Health Education specialization. At present graduate student enrollment in this specialization averages about six students each semester. We believe demand will increase with the identification of a separate, professional degree.

**Statement of Financial Support**
No new funds will be required or requested to support this degree program. Existing resources are in place to support the program.

- Appropriated Fund .......................... ✗
- Special Legislative Appropriation ........
- Grants and Contracts ........................
- Special Fees/Differential Tuition ..........
- Other (please describe) ....................

**Similar Programs Already Offered in the USHE**
At present there are no professional degrees of Health Promotion in the USHE. Currently, the University of Utah offers a MS degree (thesis and non-thesis options) within the Department of Health Education and Promotion with emphasis areas in 1) community health, 2) eating disorders and obesity prevention, 3) emergency management, 4) international health, and 5) integrative health. Weber State University, Utah Valley University, and Southern Utah University do not offer graduate degrees in health promotion or related field.

Program Description  
Utah State University  
Master of Health Promotion  
01-10-2013

Section I: The Request

Utah State University requests approval to offer a Master of Health Promotion, effective Fall Semester 2013.

Section II: Program Description

Complete Program Description  
The Department of Health, Physical Education, and Recreation (HPER) at Utah State University proposes a new Master of Health Promotion degree with student admissions to start for Fall Semester 2013. This degree will require all the same coursework and requirements as the current Plan C option within the Health Education specialization of the MS in Health and Human Movement degree. The new degree program will meet the needs of students who wish to pursue a professional degree rather than a research-oriented degree. The current MS in Health and Human Movement would remain in the Department, with the Plan A thesis option having the Health Education specialization. The MS Plan C specialization within the Health and Human Movement degree will be terminated upon approval of this new degree. The MHP includes 36 hours of coursework specific to health promotion, a 300-hour fieldwork experience, and required comprehensive exams based on required coursework. Students will qualify to sit for the Master Certified Health Education Specialist (MCHES) exam upon graduation.

Unlike the Plan A option within the current Health Education specialization, the MHP degree is geared toward current and future practitioners of health promotion. Therefore the coursework is designed to meet the needs of students who do not wish to pursue a terminal degree in the profession. While students in the MHP program will be required to complete rigorous research training, the primary focus of the degree is to acquire advanced skills in health promotion. To this end, student in the MHP program will complete courses in research methods, statistics, business management, fitness assessment, program evaluation, behavior change theory, and current trends in health promotion as well as electives related to the health promotion field.

Purpose of Degree  
The MHP degree aims to meet the needs of students who desire to or currently hold a position within the field of health promotion. Students seeking advanced training beyond the baccalaureate level may do so for career advancement plus need for further training. This degree would not replace the health education specialization within the MS in Health and Human Movement but rather meet the needs of students who do not foresee pursuing a PhD in health-related studies. Extensive fieldwork experience and comprehensive exam requirements would ensure that the student achieves both practical and academic benchmarks for MHP degree. The lack of an independent research requirement, such as with the Plan A, distinguishes the MHP degree as a professional rather than a research degree.
Institutional Readiness
All administrative structures are in place to support the MHP degree. The MHP degree replaces the Plan C option for Health Education within the Health and Human Movement MS degree, so current faculty loads, teaching assignments, and role statements will remain unchanged.

Faculty
No additional faculty will be required for the MHP. The current Health Education faculty teach the required HEP courses.

Staff
The MHP will not require additional staff. Faculty will continue to advise students as in the previous Plan C options and current office support can meet the needs of the degree program.

Library and Information Resources
No additional library or information resources will be needed for this degree.

Admission Requirements
The admission requirements will reflect the requirements for the USU Graduate School and the MS degrees offered in HPER. These are a minimum GPA of 3.0, a score in the 40 percentile or greater on the GRE or MAT and three satisfactory letters of recommendation.

Student Advisement
The four PhD level Health Education faculty will share student advisement for the MHP program, similar to their duties for the current MS in Health & Human Movement program.

Justification for Graduation Standards and Number of Credits
The 36-credit requirement exceeds the 30-credit minimum for a master’s degree at Utah State University, provides a complete program of study, and allows for a student to complete the degree program within the planned two-year period.

External Review and Accreditation
Currently there is not an accreditation process for a MHP degree.

Projected Program Enrollment and Graduates; Projected Departmental Faculty/Students
Based on previous Plan C enrollment, it is expected that five to eight students per year will be accepted into the MHP degree program.

Section III: Need

Program Need
The MHP replaces our current Plan C option in the Health Education specialization of the MS in Health & Human Movement. This degree best meets the needs of many students who desire to work in the health promotion field but do not expect to pursue further doctoral education. Prior to having a non-thesis option, many students who were interested in this field did not apply for graduate studies as a research-oriented degree did not match their career goals. Due to this lack of interest in research, prior to not having a non-thesis option, we struggled to have students complete their degrees in the expected two years. Based on previous experience with the Plan C option, the department expects to attract students who have
undergraduate degrees in health education, dietetics, exercise science, education, psychology, and public health. However, should students desire research training in preparation for doctoral study, the Plan A and Plan B options will still be available within the health education specialization.

**Labor Market Demand**

Health education and promotion is a growing field. With the passage of the Patient Protection and Affordable Care Act, health prevention services will be at increased demand. According to the Bureau of Labor Statistics:

> Employment of health educators is expected to grow by 37 percent from 2010 to 2020, much faster than the average for all occupations. Growth will be driven by efforts to reduce healthcare costs by teaching people about healthy habits and behaviors. As healthcare costs continue to rise, insurance companies, employers, and governments are trying to find ways to curb costs. One way is to employ health educators, who teach people how to live healthy lives and avoid costly diseases. Lifestyle changes can reduce the likelihood of contracting a number of illnesses, such as lung cancer, HIV, heart disease, and skin cancer. Health educators help people understand how what they do affects their health. For many illnesses, such as breast cancer and testicular cancer, finding the disease early greatly increases the likelihood that treatment will be successful. Therefore, it is important for people to know how to find possible problems on their own. The need to provide the public with this kind of information is expected to result in an increased demand for health educators.²

The department has seen an increase demand in the State of Utah for master’s-level training as evidence by employment postings. The MHP degree will meet this growing need in the state and region.

**Student Demand**

The department has seen applications increase significantly since the creation of the Plan C non-thesis option for the health education specialization within the MS Health & Human Movement degree, and expects this to be the same for the MHP degree. Students have found excellent employment and fieldwork placements. The students who have applied for the Plan C are generally excellent and are able to complete the degree within the two-year framework of the program. It is expected that the MHP will continue to attract a high caliber of student.

**Similar Programs**

At present there are no professional degrees of Health Promotion in the USHE. Currently, the University of Utah offers a MS degree (thesis and non-thesis options) within the Department of Health Education and Promotion with emphasis areas in 1) community health, 2) eating disorders and obesity prevention, 3) emergency management, 4) international health, and 5) integrative health. Weber State University, Utah Valley University, and Southern Utah University do not offer graduate degrees in health promotion or related field.

Collaboration with and Impact on Other USHE Institutions
No collaboration is planned with other institutions in the USHE system.

Benefits
This new degree will meet the needs of students who seek graduate study in health promotion but do not desire to pursue doctoral study. The emphasis on fieldwork and relevant coursework will create a stronger health workforce for the state of Utah and beyond. The students will benefit by graduating in a timely fashion. The university will benefit by an increase in qualified applicants to the program.

Consistency with Institutional Mission
The mission of Utah State University is to be one of the nation's premier student-centered land-grant and space-grant universities by fostering the principle that academics come first, by cultivating diversity of thought and culture, and by serving the public through learning, discovery, and engagement (http://www.usu.edu/president/missionstatement/).
The offering of a Master of Health Promotion degree is consistent with this mission by providing a high quality academic experience for the citizens of Utah and beyond.

Section IV: Program and Student Assessment

Program Assessment
The MHP program will strive to meet the highest possible professional and educational standards. The faculty meets regularly to access curriculum needs and possible changes, and also solicits input from fieldwork supervisors, employers, past graduates, current students, and other faculty. The department tracks students Master Certified Health Education Specialist (MCHES) exam pass rates as another assessment tool. Monitoring of student application materials (e.g., MAT scores, GPA), student diversity, graduation rates, comprehensive exam pass rates, and application numbers will also be monitored.

Expected Standards of Performance
Students will be expected to maintain minimum USU graduate school GPA’s while in the MHP program. The comprehensive exams are a benchmark to judge student performance. If a student fails to pass the comprehensive exams after three attempts they will be removed form the MHP program. Students are expected to have excellent performance while enrolled in fieldwork hours. A negative review by a supervisor during fieldwork will be grounds for program termination.

Section V: Finance

Budget
No additional budget is required or sought to provide the degree program.
Funding Sources
Existing resources within HPER, EEJCEHS, and USU are sufficient to support the degree program.

Reallocation
No reallocation is required.

Impact on Existing Budgets
There is no impact on existing budgets.

Section VI: Program Curriculum

All Program Courses
The MHP curriculum (36 credits) includes:
   A. Required Core (28 credits)
      a. HEP 6100 Current Trends in Health Promotion (3 credits)
      b. HEP 6000 Program Evaluation for Health Education (3 credits)
      c. HEP 6600 Fieldwork in Health Education (6 credits)
      d. HEP 6800 Seminar in Health Behavior (3 credits)
      e. EDUC 6570 Intro to Psych. And Educ. Research (3 credits)
      f. EDUC 6600 Research Design and Analysis I (3 credits)
      g. MGT 6500 Managing Individuals and Groups 3 (3 credits)
      h. PEP 5100 Fitness Assessment and Exercise Programs (4 credits)
   B. Electives (8 credits)

Course electives are selected on the basis of the student’s needs and interests, subject to the approval of the student’s committee. They should come from the following approved courses. Courses taken while an undergraduate student will not count toward a student’s program of study.

Human and Social Nature
- FCHD 6020 Survey of Human Development Research
- FCHD 6060 Human Development Theories
- PSY 6470 Health Psychology
- SOC 6460 Sociology of Health
- SOC 6800 Population and Health

Grantsmanship and Organizational Dynamics
- HEP 5300 Grant Proposal Writing
- POLS 6140 Leadership in Public Organizations

Instructional Technology and Research
- FCSE 6210 Analysis of Social Research Data (SPSS)
- INST 5230 Instructional Graphic Production

Educational Content
- HEP 6900 Independent Study
- HEP 6950 Independent Research
- NFS 6200 Nutritional Epidemiology
- NFS 6210 Advanced Public Health Nutrition
- PEP 6540 Neuromuscular Adaptations

**Disease and Injury Control**
- PUBH 4030 Communicable Disease Control
- PUBH 4040 Fundamentals of Epidemiology
- PUBH 5400 Environmental Toxicology

**New Courses to Be Added in the Next Five Years**
No new courses are expected at this time.

**Program Schedule**
For the MHP degree, the following schedule is recommended:

**Fall Semester Year One (Total Credits: 9 credits)**
- HEP 6100: Current Trends in Health Promotion (3 credits)
- HEP 6800: Seminar in Health Behavior (3 credits)
- EDUC 6570: Intro to Psych. And Educ. Research (3 credits)

**Spring Semester Year One (Total Credits: 10 credits)**
- HEP 6000 Program Evaluation for Health Education (3 credits)
- EDUC 6600 Research Design and Analysis I (3 credits)
- PEP 5100 Fitness Assessment and Exercise Programs (4 credits)

**Fall Semester Year Two (Total Credits: 9 Credits)**
- MGT 6500 Managing Individuals and Groups 3 (3 credits)
- Elective Credit (6 credits)

**Spring Semester Year Two (Total Credits: 8 Credits)**
- Elective Credit (2 credits)
- HEP 6600 Fieldwork in Health Education (6 credits)
- Comprehensive Exams

**Section VII: Faculty**

<table>
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<tr>
<th>Name</th>
<th>Terminal Degree</th>
<th>Institution</th>
<th>Year Awarded</th>
<th>Subject of Degree</th>
<th>Years of Experience in Higher Education</th>
<th>Title @ USU</th>
<th>Years of Appointment @ USU</th>
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<tbody>
<tr>
<td>Phillip J. Waite</td>
<td>PhD</td>
<td>University of Utah</td>
<td>2001</td>
<td>Health Promotion and Health Education</td>
<td>17</td>
<td>Associate Professor</td>
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<td>Name</td>
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<td>Institution</td>
<td>Year Awarded</td>
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<tr>
<td>Julie Gast</td>
<td>PhD</td>
<td>Southern Illinois University</td>
<td>1994</td>
<td>Health Education</td>
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<td>Associate Professor</td>
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<td>Steven Hawks</td>
<td>EdD</td>
<td>Brigham Young University</td>
<td>1990</td>
<td>Community Health Education</td>
<td>22</td>
<td>Dean, Exec Dir, Moab Ed Ctr and Professor</td>
<td>8</td>
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<tr>
<td>Travis Peterson</td>
<td>PhD</td>
<td>Brigham Young University</td>
<td>2002</td>
<td>Health Promotion</td>
<td>14</td>
<td>Assoc Vice Provost and Exec Dir, RCDE and Associate Professor</td>
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