BSPH Program Competencies

Foundational Domains
Overview of Public Health: Address the history and philosophy of public health as well as its core values, concepts, and functions across the globe and in society
1. Public Health History
2. Public Health Philosophy
3. Core PH Values
4. Core PH Concepts
5. Global Functions of Public Health
6. Societal Functions of Public Health
Role and Importance of Data in Public Health: Address the basic concepts, methods, and tools of public health data collection, use, and analysis and why evidence-based approaches are an essential part of public health practice
7. Basic Concepts of Data Collection
8. Basic Methods of Data Collection
9. Basic Tools of Data Collection
10. Data Usage
11. Data Analysis
12. Evidence-based Approaches
Identifying and Addressing Population Health Challenges: Address the concepts of population health, and the basic processes, approaches, and interventions that identify and address the major health-related needs and concerns of populations
13. Population Health Concepts
14. Introduction to Processes and Approaches to Identify Needs and Concerns of Populations
15. Introduction to Approaches and Interventions to Address Needs and Concerns of Populations
Human Health: Address the underlying science of human health and disease including opportunities for promoting and protecting health across the life course
16. Science of Human Health and Disease
17. Health Promotion
18. Health Protection
Determinants of Health: Address the socio-economic, behavioral, biological, environmental, and other factors that impact human health and contribute to health disparities
19. Socio-economic Impacts on Human Health and Health Disparities
20. Behavioral Factors Impacts on Human Health and Health Disparities
21. Biological Factors Impacts on Human Health and Health Disparities
22. Environmental Factors Impacts on Human Health and Health Disparities

Project Implementation: Address the fundamental concepts and features of project implementation, including planning, assessment, and evaluation
23. Introduction to Planning Concepts and Features
24. Introduction to Assessment Concepts and Features
25. Introduction to Evaluation Concepts and Features
Overview of the Health System: Address the fundamental characteristics and organizational structures of the U.S. health system as well as to the differences in systems in other countries
26. Characteristics and Structures of the U.S. Health System
27. Comparative Health Systems
Health Policy, Law, Ethics, and Economics: Address the basic concepts of legal, ethical, economic, and regulatory dimensions of health care and public health policy, and the roles, influences and responsibilities of the different agencies and branches of government
28. Legal dimensions of health care and public health policy
29. Ethical dimensions of health care and public health policy
30. Economical dimensions of health care and public health policy
31. Regulatory dimensions of health care and public health policy
32. Governmental Agency Roles in health care and public health policy
Health Communications: Address the basic concepts of public health-specific communication, including technical and professional writing and the use of mass media and electronic technology
33. Technical writing
34. Professional writing
35. Use of Mass Media
36. Use of Electronic Technology
Competencies
Public Health Communication: Students should be able to communicate public health information, in both oral and written forms and through a variety of media, to diverse audiences
1. Oral communication
2. Written communication
3. Communicate with diverse audiences
4. Communicate through variety of media
Information Literacy: Students should be able to locate, use, evaluate and synthesize public health information.
Locate information
Use information
Evaluate information
Synthesize information

WKU Competencies
1. Health equity
2. Global/population health
3. Health literacy
Cross Cutting Concepts & Experiences
1. Advocacy for protection and promotion of the public's health at all levels of society
2. Community dynamics
3. Critical thinking and creativity
4. Cultural contexts in which public health professionals work
5. Ethical decision making as related to self and society
6. Independent work and a personal work ethic
7. Networking
8. Organizational dynamics
9. Professionalism
10. Research methods
11. Systems thinking
12. Teamwork and leadership