

Program Competencies for the DrPH Public Health Core

Advocacy

1. Articulate lucid, coherent, and balanced positions on public health issues.
2. Demonstrate ability to influence health policy and program decision-making by scientific evidence, stakeholder input, public opinion data, and social justice.
3. Evaluate the impact of legislation, judicial opinions, regulations, and policies on population health.

Communication

1. Employ evidence-based communication models for disseminating research and evaluation outcomes to diverse audiences.
2. Integrate appropriate cultural and health literacy concepts into communication and marketing initiatives.
3. Create informational and persuasive communications for lay, professional, and policy audiences.
4. Develop formative and outcome evaluation plans for communication and marketing efforts.

Community and Culture

1. Demonstrate ability to develop collaborative partnerships with community stakeholders, policy makers, and relevant groups.
2. Assess sociocultural, environmental, and behavioral influences on the health of diverse populations.
3. Demonstrate ability to engage communities in the implementation of evidence-based, culturally appropriate policies, programs, and services.
4. Design action plans to assess and address community, population, and environmental health needs.



Critical Analysis

1. Apply theoretical and evidence-based constructs from multiple disciplines in the design and delivery of public health programs, policies, and systems.
2. Interpret quantitative and qualitative data using best practices and accepted scientific standards.
3. Use informatics to evaluate population and environmental health, health equity, and health services delivery.
4. Evaluate the performance and impact of public health programs, policies, organizations, and systems.
5. Weigh costs, risks, benefits, and unintended consequences of public health research and practice.
6. Utilize commonly used statistical applications for assessment and population health improvement.

Leadership

1. Communicate an organization's mission, vision and values to stakeholders.
2. Demonstrate ability to influence others to achieve high standards of performance and accountability.
3. Demonstrate ability to guide organizational decision-making and planning based on internal and external evidence.
4. Prepare professional plans incorporating lifelong learning, mentoring, and continued career progression strategies.

Management

1. Outline strategic planning processes.
2. Utilize principles of consensus-building, negotiation, conflict resolution and crisis management.
3. Develop and justify operational budgets for health programs and services.
4. Describe the imperative for quality improvement in public health.



Professionalism and Ethics

1. Demonstrate a commitment to personal and professional integrity.
2. Discriminate administrative, legal, ethical, and quality assurance approaches used in public health research and practice.
3. Employ methods that protect the rights and welfare of individuals and communities involved in health research and practice.
4. Assess ethical considerations in public health decision-making.

Program Competencies for the Community Health Concentration

- Assess health needs, interests, capacities, and disparities of communities and special populations using principles and practices of community-based participatory research.
- Interpret the significance of public health surveillance data for various priority populations.
- Translate community and behavioral research into population-based programs and policies.
- Employ the basic concepts of evidence-based decision making to select and design effective and culturally appropriate community-based intervention strategies.
- Collaborate with community partners and policy makers to address identified public health needs and priorities.
- Collaboratively develop capacity-building strategies at the individual, organizational, and community levels.

Program Competencies for the Epidemiology Concentration

- Identify appropriate data sources and select the best variables to address specific public health problems.
- Apply appropriate methods and correctly interpret complex and multifaceted data analysis in determining risk factors and causes of health and disease.
- Employ appropriate methods to construct questionnaires and to gather accurate data for primary data collection.



- Discuss the strengths and weaknesses of both primary and secondary data analysis for providing health information.
- Review and accurately present the current status of published scientific knowledge on a specific public health topic.
- Accurately identify and interpret existing public health information for epidemiologic field investigations.
- Explain how ethical, social, political, and scientific aspects must all be considered when addressing a public health problem.
- Discuss the use, strengths, and limitations of simple as compared to complex data analytic approaches for determining the risks and causes of health and disease.
- Assess the available public health information and the status of a public health outbreak in a timely manner and implement appropriate control and prevention measures.

Program Competencies for the Health Management and Policy Concentration

The DrPH program in the Department of Health Services Management and Policy is designed to prepare students for advanced public health practice and leadership positions in practice-based settings. Graduates of the program are also qualified for faculty positions in academic institutions. Upon completion of the program, students will have the ability to:

- Persuasively advance policies and public opinion on important health related issues using effective communication strategies.
- Provide leadership in the development of evidence-based health policy that integrates scientific information, legal and ethical considerations, varied stakeholder interests in both community and organizational/agency settings.
- Assess the health needs of populations and identify strategies for addressing population health at the agency/organization, community, or societal level.



- Apply theoretical and evidence-based perspectives from a broad range of disciplines to advance programs, policies, and systems advancing population health
- Assess the efficacy and effectiveness of public health and healthcare services aimed at improving population health using applied research and evaluation methods
- Evaluate critically the impact of health policy on the organization, delivery and financing of public health and health care services
- Analyze patterns of health services utilization/access, costs and outcomes, and health system performance using applied research methods
- Demonstrate leadership skills for successful organizational management and population health improvement
- Lead the process of identifying organizational strategic priorities and direct the alignment of resources to support achievement of organizational strategic goals

