MEMORANDUM

TO: Graduate Curriculum Committee
FROM: Jim Decker, College of HHP GCC Liaison
DATE: 4/6/2009
RE: HLTH 6006
CC: File

Please see the accompanying proposal and documents related to the proposed new course HLTH 6006 Planning and Evaluating Worksite Health Promotion Programs. Thank you for your consideration of this proposal.
Memorandum:

Date: March 22, 2009

To: Paul Gemperline, Ph.D.
Acting Dean of Graduate Studies

Through: Glen G. Gilbert, Ph.D.
Professor and Dean, College of Health and Human Performance

Through: Sharon M. Knight, Ph.D.
Professor and Interim Chair, Department of Health Education and Promotion

From: Sloane C. Burke, Ph.D., CHES
J. Don Chaney, Ph.D., CHES
David H. Chenoweth, Ph.D.
Hans H. Johnson, Ed.D.
Department of Health Education and Promotion

Subject: Concentration Offerings within the M.A. in Health Education and Promotion

The Department of Health Education and Promotion in the College of Health and Human Performance is seeking the necessary approvals to offer two concentration areas within the existing Master of Arts Program in Health Education and Promotion. The two proposed concentration areas are:

- Worksite Health Promotion
- Health-Based Nonprofit Management

Rationale for a Concentration in Worksite Health Promotion:

This proposal is for the establishment of a concentration program in worksite health promotion offered within the Master of Arts Program in Health Education and Promotion. This concentration would consist of four distance education, three credit hour graduate courses that are currently offered by the Department of Health Education and Promotion. The sequence of these courses would allow students in the M.A. Program in Health Education and Promotion to receive a concentration in Worksite Health Promotion. This unique concentration program would make East Carolina University the only institution in the state with such a program.

The rationale for this proposal is two-fold. First, and foremost, this would enable the M.A. Program in Health Education and Promotion better meet the needs of its audience. There has been an illustrated increase in current students requesting information and training in the area of worksite health promotion over the past two years. In addition, the mentioning of the possibility of developing such a concentration program within the M.A. Program in Health Education and Promotion has been met with favorable reviews and comments from current students.

In addition, skilled specialists in worksite health promotion are in great need throughout the state. This need is also supported by the North Carolina Office of State Personnel (NCOSP), who passed legislation in the Spring of 2008 requiring every State of North Carolina Agency to provide a designated Wellness Leader to plan and implement employee health promotion programs within the respective agency. Recently, representatives of the North Carolina Division of Public Health (NCDPH) met with representatives of the Department of Health Education and
Promotion (HEP) to discuss offering training programs to meet the needs of these designated Wellness Leaders. As well, large corporations to small businesses are being responsive to the increased focus on containing health care costs and are realizing that one such way to aid in this endeavor is to invest in worksite health promotion.

Within the worksite, health educators can engage a captive audience within a supportive environment thus making health promotive behavior changes an easier goal to reach. With the growing number of corporations and small businesses throughout the state, this is a fast growing area that East Carolina University can be responsive to the needs of its current students and working professionals through the creation of such a concentration. This proposed concentration will also strengthen current, and enable new partnerships to form between the University of North Carolina System, the North Carolina Division of Public Health, and the North Carolina private sector.

Rationale for a Concentration in Health-Based Nonprofit Management:
With close to 1.5 million nonprofits in the United States, nonprofits are our fourth largest sector and of that, at least 40% of nonprofits are health-based organizations (NCCS, 2007). Approximately 10% of the workforce is employed by a nonprofit (when full time volunteers are also considered) with the majority being employed in the human services, which includes hospital and health-based organizations (Chronicle of Philanthropy, 2006). There has been tremendous growth among nonprofit organizations in North Carolina as well as the United States. For example, in 1996, there were 13,586 registered nonprofits in North Carolina. In 2006 there were 25,747 representing a 95% growth in 10 years (NCCS, 2007).

The need for advanced level, professionally prepared, health educators has never been greater. Many of our graduates secure management positions where there is an expectation to build effective programs, manage projects, budgets, people, and volunteers, create community coalitions, serve on boards, and secure agency funding. Nonprofit organizations provide vital services that markedly contribute to the health of our communities (Duke, 2007).

Offering this program is unique to Eastern North Carolina and provides our learners and future students with the opportunity to take courses in an online format that offers convenience and flexibility for adult learners’ schedule. All credit hours could be applied to the learner’s master’s degree or can just serve as credit for their Nonprofit Management Concentration. Many of our current graduate majors already are or will be working in the health-based nonprofit or public sector.

References:


The Program: A 36-hour program will require the same courses as the current Master of Arts Program in Health Education and Promotion (HEP). The concentration options will be available to students who choose the coursework option within the M.A. program in HEP.
Coursework Option:
Required Core Courses (12 hours) NO CHANGE
- HLTH 6001 Foundations of Health Education (3 hours)
- HLTH 6110 Intervention Strategies for Health Education and Promotion (3 hours)
- HLTH 6600 Needs Assessment in Health Education and Promotion (3 hours)
- HLTH 6900 Managing Health Education and Promotion Programs (3 hours)

Required Research Skills (9 hours) NO CHANGE
- HLTH 6011 Introduction to Epidemiology (3 hours)
- HLTH 6700 Qualitative Research and Evaluation Methods (3 hours)
- HLTH 6800 Quantitative Research and Evaluation Methods (3 hours)

Guided Electives (15 hours) (NO CHANGE)
- Concentration (12-15 hours) (CHANGES IMPACTING THE M.A.)
  - Worksite Health Promotion (12 hours)
    - HLTH 5200 Health Education in the Workplace (3 hours)
    - HLTH 6005 Introduction to Worksite Health Promotion (3 hours)
    - HLTH 6007 Employee Health and Productivity (3 hours)
    - HLTH 6355 Alcohol, Tobacco, and Other Drug Education and Prevention (3 hours)
  - Health-Based NonProfit Management (15 hours)
    - HLTH 6901 Health-Based Nonprofit Management (3 hours)
    - HLTH 6903 Grant Writing (3 hours)
    - HLTH 6905 Social Marketing (3 hours)
    - PADM 6400 Health Policy (3 hours) Same as COHE 6971 and NURS 6971.
    - PADM 6410 Health Policy Analysis (3 hours)

Admission and Retention Standards:
Students seeking a concentration must be admitted to the East Carolina University (ECU) Graduate School as either a degree seeking or non-degree student. The concentration options would be available to all students enrolled within a graduate program at ECU. All students must remain in compliance with all Graduate School policies and procedures.

Course Sequencing and Impact on Departmental Resources
There are no additional resources requested due to the proposed concentrations. Also, there is no expected impact on the course offerings at the undergraduate level.
MEMORANDUM

TO    Graduate Curriculum Committee
FROM  Jim Decker, College of HHP GCC Liaison
DATE  4/2/2009
RE    Proposed Certificate in Health-Based Nonprofit Management
CC    File

After a review of the curriculum the graduate faculty of the Department of Health Education and Promotion has determined that sufficient demands exist for a Graduate Certificate in HEALTH-BASED Nonprofit management. Furthermore the Department of HE&P has significant expertise and experience in this arena. As such, the attached proposal and related documents are submitted for your review.
MEMORANDUM

TO: Graduate Curriculum Committee
FROM: Jim Decker, College of HHP GCC Liaison
DATE: 4/2/2009
RE: Proposed Certificate in Health Education and Promotion
CC: File

After a review of the curriculum the graduate faculty of the Department of Health Education and Promotion has determined that sufficient demands exist for a Graduate Certificate in Worksite Health Promotion. Furthermore the Department of HE&P has a long standing commitment to this arena. As such, the attached proposal and related documents are submitted for your review.
TO: Members of the Graduate Curriculum Committee  
FROM: Hans Johnson, Director, MA in Health Education and Promotion  
DATE: April 16, 2009  
SUBJECT: Delete HLTH 5200 form the Graduate Catalog

HLTH 5200, Health Education in the Workplace has been split into an undergraduate course and a graduate course. The Undergraduate Curriculum Committee has approved the undergraduate course, HLTH 4006, Health Education in the Workplace. The Graduate Curriculum Committee has approved the graduate level course, HLTH 6006, Planning and Evaluating Worksite Health Promotion Programs. Please remove HLTH 5200, Health Education in the Workplace from the Graduate Catalog.