

**2012-2013**  
**Certificate Assessment Plan:**  
**Certificate in Public Health**

**College of Public Health  
and Health Professions**

*Office of the Provost*  
*University of Florida*  
*Institutional Assessment*  
*Continuous Quality*  
*Enhancement Series*

Certificate in Public  
Health

College of Public Health  
and Health Professions

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# Certificate in Public Health

## College of Public Health and Health Professions

### *2012-13 Certificate Assessment Plan*

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#### **A. Rationale**

The Certificate in Public Health is a 15-credit hour graduate certificate program that was developed for three audiences:

- Professionals and administrators in public health facilities who do not have training in public health. Estimates suggest that as many as 85% of individuals employed in public health have no formal training in the field. The certificate provides a strong foundation in public health for these individuals, thus adding value to the quality of the workforce.
- Health and health-related professionals, such as physicians, nurses, nutritionists, and veterinarians who wish to expand their health knowledge to include population health and, thus, contribute greater depth and breadth to their professional roles as practitioners, community leaders, and researchers.
- Individuals interested in an MPH, but not entirely certain that they can complete the full master's program. The five courses taken for the certificate may be transferred to the MPH degree program if the individual decides to apply and is accepted.

The Public Health Certificate is designed to add highly specific value to each student's educational foundation. Students may take a very broad approach to understanding Public Health principles by enrolling in one course in each of the five core areas of public health: biostatistics, environmental health, epidemiology, health management and policy, and social and behavioral sciences. Alternatively, students with more targeted needs may complete a certificate with at least one course from the previous options and up to four courses from other introductory, intermediate and advanced PHC courses organized into a specialization. Certificate plans of study are constructed on an individual basis by the student and the program coordinator. However, all students are expected to develop a firm understanding of the ten essential services of public health.

#### **B. Mission**

The University of Florida has a threefold mission: teaching, research and service. The College of Public Health and Health Professions embraces the three key elements of the University's mission as they apply to human health: to preserve, promote, and improve the health and well being of populations, communities, and individuals. To fulfill this mission, we foster collaborations among public health and the health professions in education, research, and service.

Consistent with its mission, the College has three primary goals:

- Provide **excellent educational programs** that prepare graduates to address the multifaceted health needs of populations, communities, and individuals
- Conduct **quality research** and **disseminate findings** that are responsive to priority health needs
- **Lead and actively participate in serving** our university, our professions, individuals, and communities

The Certificate in Public Health is consistent with the missions of both the University and College. Our faculty members teach students critical concepts and new developments in the field. Students are venues for dissemination of research and often participate in the faculty’s research. When they complete the certificate, they are better-informed and more highly skilled contributors to improving the health of populations and reducing health disparities.

### C. Student Learning Outcomes (SLOs)

The Public Health Certificate has one SLO in the Knowledge category:

Describe and explain the public health essential services

### D. Assessment Timeline for Certificates

Program : Certificate in Public Health

College: Public Health and Health Professions

SLO	Assessment	Upon completion of five Public Health Certificate courses
Describe and explain the public health essential services		Final examination (Direct) Self-assessment (Indirect)

## E. Assessment Cycle Chart for Certificates

Program: Certificate in Public Health                      College: Public Health and Health Professions

Analysis and Interpretation:                      Annually in August, after completion of summer C semester

Improvement Actions:                              Drafted annually in August upon completion of analysis and interpretation

Dissemination:                                      Disseminated, discussed and revised annually in September during the fall meeting of the PPHP Public Health Executive Committee

SLO	Year	12-13	13-14	14-15	15-16
Describe and explain the public health essential services			✓	✓	✓

## F. Methods and Procedures

Upon successful completion of the five courses that comprise the Public Health Certificate, students will complete a final examination designed to assure that they fully understand the essential services of Public Health. The exam will be administered in open book manner and will be graded by the director of the MPH and certificate programs. There are ten essential Public Health Services. Each student will be assigned a random set of five services and asked to address the following questions for each service:

- How is this service delivered in your local community (town, city, county)?
- What skills are required to provide this service?
- What are the challenges frequently encountered in delivering this service?
- Do you feel competent to deliver this service?

In order to pass the exam, students must receive a score of 3 or higher on a scale of 1 (incorrect)-5 (perfect) for each of the first three questions. These questions allow direct observation of student learning. The answer to the last question provides indirect observation of student learning. Students are required to answer the last question but no grade is assigned to it. Information derived from both direct and indirect assessment will be used to improve the program. This is a new assessment method that will be implemented with students who complete certificate coursework in fall 2013.

## G. Assessment Oversight

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## Appendix

### College of Public Health and Health Professions Public Health Certificate Final Examination

#### Ten Essential Public Health Services

1. Monitor health status to identify and solve community health problems
2. Diagnose and investigate health problems and health hazards in the community using an ecological framework
3. Inform, educate, and empower people about health issues
4. Mobilize community partnerships and action to identify and solve health problems
5. Develop policies and plans that support individual and community health efforts
6. Use laws and regulations that protect health and ensure safety
7. Link people to needed personal health services and assure the provision of health care when otherwise unavailable
8. Evaluate effectiveness, accessibility, and quality of personal and population-based health services
9. Conduct research for new insights and innovative solutions to health problems
10. Communicate effectively with constituencies in oral and written forms

From the list above, you have been randomly assigned the following essential public health services:  
(i.e. 2, 6, 7, 8, 10)

For each of them, provide a succinct response to the following questions:

- How is this service delivered in your local community (town, city, county)?
- What skills are required to provide this service?
- What are the challenges frequently encountered in delivering this service?
- Do you feel competent to deliver this service?