

# HEALTH EDUCATION & PROMOTION MINOR



The minor in [Health Education & Promotion](#) (HEP) prepares students to become Certified Health Education Specialists (CHES) and to work in a variety of settings to improve and promote health locally and globally.



The Eight Areas of Responsibility for Health Education Specialists are a comprehensive set of competencies that are core to the profession and to public health education.

They include:

- Assessing Community Needs and Capacity
- Planning
- Implementation
- Evaluation and Research
- Advocacy
- Communication
- Leadership and Management
- Ethics and Professionalism

Source: <http://www.nchec.org>

## KEY PROGRAM HIGHLIGHTS & OBJECTIVES

- Examine factors that impact health equity, human rights, and health behavior.
- Study health and well-being through a holistic social-ecological framework.
- Strengthen communication & leadership skills.
- Gain experience in developing and evaluating culturally tailored health promotion programs, communication campaigns, and services.
- Work with community partners on projects that impact the region.



*Photo: HEP students worked with Celia Thomas (far right) from Seattle-King Co. Eastgate Public Health Center to design a social marketing campaign to increase use of clinic services.*

Health education specialists work across public and private sectors including: community organizations and non-profits; county, state, and federal health departments and agencies; global health organizations; communications and media; military; schools & universities; hospitals and community health centers; insurance companies; business and public policy.

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### Ready to Declare?

- > Contact your primary major advisor by email or in person to submit a Change of Minor form.
  - > Follow up with the Health Studies advisor ([uwbnhs@uw.edu](mailto:uwbnhs@uw.edu)) if you have any questions moving forward!
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# CHES CREDENTIALING PREPARATION

The HEP minor curriculum is rooted in the eight core competences for health education specialists and prepares individuals to be eligible to take the Certified Health Education Specialist (CHES) exam offered by the National Commission for Health Education Credentialing (NCHEC). Credentialing is optional and not automatic upon graduation. Individuals who graduate with this minor and a bachelor's degree may be eligible for CHES certification but must complete the exam through NCHEC and obtain a passing score. Refer to <http://www.nchec.org> for more information on the CHES exam.



## Requirements

### For Health Studies Majors- 20 credits

- BHLTH 435 Health Education and Communication
- BHLTH 436 Health Leadership and Management
- BHLTH 437 Planning Health Promotion Programs
- BHLTH 438 Evaluating Health Promotion Programs
- **Note:** BHS 201, 300, and 305 are taken as part of BA HS core and fulfill those requirements.

### For Non-HS majors- 30-35 credits

#### Prerequisite:

- BHS 201 Intro to Public Health

#### Minor Curriculum:

- BHS 300 Intro to Research Methods (or equivalent)
- BHS 305 Healthcare Systems, Policy, and Advocacy
- BHLTH 435 Health Education and Communication
- BHLTH 436 Health Leadership and Management
- BHLTH 437 Planning Health Promotion Programs
- BHLTH 438 Evaluating Health Promotion Programs

## INTERDISCIPLINARY & INTER-PROFESSIONAL

Health promotion requires an interdisciplinary and cross-sector approach. Students from various majors may find this minor appealing as it provides a credentialing opportunity for individuals interested in the wide variety of careers that focus on improving the well-being of individuals and populations.

## HYBRID & EXPERIENTIAL DESIGN

All HEP minor courses are offered in a hybrid format with 51% offered online. Core courses are typically offered once per year.

## COMMUNITY ENGAGEMENT & CONNECTED LEARNING

HEP course activities enable students to translate what they are learning directly into practice by working with peers, community members, and experts to tackle real health issues and priorities. Consequently, projects and assignments also help to enhance students' professional portfolios, networks, and marketability.

## SOCIAL ECOLOGICAL & HUMAN RIGHTS-BASED APPROACH

Students in the minor will examine factors that impact health inequities, human rights, and health promotion practice by using a holistic, social ecological framework.

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**Questions? Contact us!** NHS Office: UW1-211 Phone: 425-352-5376  
Email: [uwbhhs@uw.edu](mailto:uwbhhs@uw.edu) or Jody Early, minor coordinator: @JEarly3@uw.

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