



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Specialization

UNIVERSITY:	USD
TITLE OF PROPOSED SPECIALIZATION:	Health Education
NAME OF DEGREE PROGRAM IN WHICH SPECIALIZATION IS OFFERED:	Bachelor of Science in Public Health
INTENDED DATE OF IMPLEMENTATION:	8/1/2021
PROPOSED CIP CODE:	51.2207
UNIVERSITY DEPARTMENT:	Public Health and Health Sciences
UNIVERSITY DIVISION:	School of Health Sciences/Health Affairs

Please check this box to confirm that:

- The individual preparing this request has read [AAC Guideline 2.6](#), which pertains to new specialization requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Elizabeth M. Freeburg

12/7/2020

Institutional Approval Signature

Date

President or Chief Academic Officer of the University

1. Level of the Specialization:

Baccalaureate Master's Ed. Specialist Doctoral

2. What is the nature/purpose of the proposed specialization? Please include a brief (1-2 sentence) description of the academic field in this specialization.

The proposed specialization leads to a focus in Health Education while completing a Bachelor of Science in Public Health.

Health Educators teach people about behaviors that promote wellness. They develop and implement strategies to improve the health of individuals and communities. Health Educators typically do the following:

- Assess the health and needs of the people and communities they serve
- Develop programs, materials, and events to teach people about health topics
- Teach people how to manage existing health conditions
- Evaluate the effectiveness of programs and educational materials
- Help people find health services or information
- Provide training programs for community health workers or other health professionals
- Supervise staff who provide health education programs
- Collect and analyze data to learn about a community and improve programs, services and outcomes

Advocate for improved health resources and policies that promote health
(www.bls.gov/ooh/community-and-social-service/print/health-educators.htm)

- 3. Provide a justification for the specialization, including the potential benefits to students and potential workforce demand for those who graduate with the credential.** *For workforce related information, please provide data and examples. Data may include, but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.*

Today's public health professional practice gives preference to entry level professionals with some form of certification. This Health Education specialization, along with the public health major requirements, will increase eligibility for national certification in public health education, which is granted with successful completion of health education curriculum and the CHES (Certified Health Education Specialist) exam. National certification will increase the student's employment opportunities in South Dakota and throughout the United States. The proposed curriculum aligns with the CHES exam.

Various public health problems pose a significant challenge to our state's ability to provide healthcare and assure the health of the population. Public health professionals work to improve health outcomes, to reduce health care costs by teaching people healthy behaviors, and by explaining how to use available healthcare services.

Expected Demand for Graduates:

According to the South Dakota Department of Health, the healthcare industry in South Dakota has experienced substantial and steady growth since 1972 when record keeping began. This increase is projected to continue for the foreseeable future and is expected to be one of South Dakota's largest growth industries over the next decade. This growth is driven in part by:

- an aging patient population;
- an expanding general population;
- technological advances in the workplace requiring additional staff;
- a growing emphasis on disease management; and
- an aging healthcare workforce who must be replaced as retirement occurs.

Healthcare occupations that provide health care services are among the fastest growing professions in South Dakota and are projected to make up approximately 10% of the state's new jobs between 2016 and 2026. Health educators are projected to have an 11.0% increase in employment between 2016 and 2026 in South Dakota ([South Dakota Health Care Workforce Needs Assessment 2018, South Dakota Department of Health](https://doh.sd.gov/documents/Providers/RuralHealth/SDWorkforceReport2018.pdf)).
(<https://doh.sd.gov/documents/Providers/RuralHealth/SDWorkforceReport2018.pdf>)

Public health professionals serve local, national, and international communities as protectors of the public's health. A variety of jobs exist within the public health sector. Generalist positions that public health graduates might pursue include public health education and health services management.

(<https://www.bls.gov/ooh/management/medical-and-health-services-managers.htm>)

According to the Occupational Outlook Handbook through the Bureau of Labor Statistics (2020) from 2019 to 2029, employment of health educators and community health workers is expected to grow 13% percent (<https://www.bls.gov/ooh/community-and-social-service/health-educators.htm>). These rates are faster than average for all occupations. Continued growth is attributable to efforts to improve health outcomes, reduce health care

costs, and expand education to individuals and communities regarding healthy habits and behaviors.

The number of new jobs projected for health educators and community health workers between 2019 and 2029 is 17,000. Growth will be driven by efforts to improve health outcomes and to reduce health care costs by teaching people healthy behaviors and explaining how to use available healthcare services. Governments, health care providers, and social services providers want to find ways to improve the quality of health and increase positive outcomes, while reducing costs. This should increase the demand for public health workers because they teach people how to live healthy lives and how to avoid costly diseases and medical procedures.

www.bls.gov

<https://job-outlook.careerplanner.com>

4. List the proposed curriculum for the specialization (including the requirements for completing the major – *highlight courses in the specialization*):

Bachelor of Science in Public Health	Credit Hours	Credit Hours	Percent
System General Education Requirements	30		
Subtotal, Degree Requirements		30	25%
Required Support Courses (not included above)	12		
Major Requirements	38		
Major Electives	9		
Subtotal, Program Requirements		59	49%
Free Electives		31	26%
Degree Total		120	100%
<i>Board Policy 2:29 requires each baccalaureate level degree program to require 120 credit hours and each associate degree program to require 60 credit hours. Exceptions to this policy require documentation that programs must comply with specific standards established by external accreditation, licensure, or regulatory bodies or for other compelling reasons, and must receive approval by the Executive Director in consultation with the President of the Board of Regents.</i>			

Required Support Courses Outside the Major

(Not general education requirements)

Prefix	Number	Course Title	Credit Hours	New (yes, no)
STAT	281	Introduction to Statistics	3	No
or BADM	220	Business Statistics (C)		
or SOC	309	Statistical Research Methods		
or PSYC	371	Statistics in Psychological Research (C)		
MLS	415	Communicable Diseases and Public Health+	3	No
HLTH	422	Nutrition	3	No
POLS	421	The Nonprofit Sector	3	No
Subtotal			12	

Major Requirements

Prefix	Number	Course Title	Credit Hours	New (yes, no)
PUBH	250	Determinants of Health	3	Yes
PUBH	301	Intro to Biostatistics for Public Health	3	Yes
HSC	280	Essentials of Human Anatomy and Physiology /LAB*	5	No
HSC	281	Human Disease*	3	No
HSC	310	Health Care Delivery+	3	No
HSC	315	Introduction to Public Health	3	No
HSC	320	Epidemiology+	3	No
HSC	325	Global Health+	3	No
HSC	330	Native People's Health Care, Promotion, & Delivery++	3	No
PUBH	335	Ethics, Public Health and Policy	3	Yes
PUBH	410	Public Health Communication	3	Yes
PUBH	470	Public Health Collaborative Project	3	Yes
Subtotal			38	

*Choose HSC 280/280L and HSC 281 sequence OR PHGY 220/220L and PHGY 230/230L sequence to meet the Anatomy & Physiology requirements of the major.

+Required coursework from the established Public Health Minor

++Elective coursework from the established Public Health Minor

Major Electives: List courses available as electives in the program. Indicate any proposed new courses added specifically for the major.

Prefix	Number	Course Title	Credit Hours	New (yes, no)
HSC	110	The Interprofessional Health Team	3	No
MLS	228/L	Medical Laboratory Parasitology^	3	No
HSC	262	Health Careers Exploration^	3	No
HSC	285	History and Introduction to Disability^	3	No
HSC	340	Interprofessional Person-Centered Care^	3	No
HSC	360	Technology in Care Delivery	3	No
HSC	365	Support: Disability Services^	3	No
HSC	370	Computerized Medical Records and Regulatory Compliance	3	No
HSC	380	Health Literacy and Culture Care++	3	No
HSC	375	US and Global Healthcare Systems^	3	No
HSC	400	Clinical Analytics	3	No
PUBH	415	Public Health Evaluation and Health Promotion**	3	Yes
PUBH	420	Public Health Education Practice**	3	Yes
HSC	440	Major Issues in Health and Human Services++	3	No
PUBH	498	Undergraduate Research/Scholarship**	3	Yes
Subtotal			9	

++Elective coursework from the established Public Health Minor

**Coursework for the Health Education Specialization

^Offered only F2F or hybrid

Health Education Specialization				
**The Health Education Specialization satisfies the 9 credits of required major elective coursework				
PUBH	415	Public Health Evaluation and Health Promotion	3	Yes
PUBH	420	Public Health Education Practice	3	Yes
PUBH	498	Undergraduate Research Scholarship	3	Yes
Total hours for specialization			9	

***Required in Major Core**

Total number of hours required for completion of specialization	9
Total number of hours required for completion of major	59
Total number of hours required for completion of degree	120

5. Delivery Location

Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire specialization through distance technology (e.g., as an on-line program)?

	Yes/No	Intended Start Date
On campus	No	

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	No		

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in AAC Guideline 5.5.</i>	Intended Start Date
Distance Delivery (online/other distance delivery methods)	Yes	Online Asynchronous U15 Online Synchronous U18 and U30 Blended/Hybrid	Fall 2021

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the specialization through distance learning (e.g., as an on-line program)? This question responds to HLC definitions for distance delivery.

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	Yes	The program will be offered online; some courses will be offered F2F in addition to online for that opportunity	Fall 2021