Community and Behavioral Health

Head

• Edith A. Parker

Graduate degrees: M.S. in community and behavioral health; Ph.D. in community and behavioral health

Faculty: http://www.public-health.uiowa.edu/cbh-faculty-list/

Web site: http://www.public-health.uiowa.edu/cbh/

The Department of Community and Behavioral Health examines the relationship between human behavior and community health and focuses on creating effective strategies for change. Its faculty members come from a variety of disciplines within the social and health sciences, drawn together by an interest in health behavior and promoting healthy communities.

Community and behavioral health students learn how to design, implement, and evaluate interventions directed toward identified public health problems in communities. They learn how public and institutional policy, the media, and community organizations can promote healthy behavior and effect positive change.

Graduate Programs of Study

• Master of Science in community and behavioral health
• Doctor of Philosophy in community and behavioral health

Graduate students in community and behavioral health may earn degrees with or without subprograms. The Master of Science and Doctor of Philosophy programs offer an optional subprogram in health communication.

The department offers two subprograms for the Master of Public Health: the community and behavioral health subprogram and the health communication subprogram. See "M.P.H. Subprograms" below.

Master of Science

The Master of Science program in community and behavioral health requires 35 s.h. of graduate credit, including a thesis. The program prepares students for research and professional positions in community and behavioral health or for Ph.D. study in community and behavioral health. The degree is offered with an optional subprogram in health communication; see "M.S. Subprogram in Health Communication" below.

During the first semester, M.S. students work with their academic advisor to develop a plan of study that satisfies their interests and professional goals as well as the program's requirements. Students are required to attend departmental seminars and to complete all courses required for the degree.

The Master of Science in community and behavioral health requires the following course work.

**COLLEGE OF PUBLIC HEALTH CORE**

All of these (9-10 s.h.):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBH:4105</td>
<td>Introduction to Health Promotion and Disease Prevention</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>BIOS:5110</td>
<td>Introduction to Biostatistics</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>EPID:4400</td>
<td>Epidemiology I: Principles</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>MPH:6100</td>
<td>Essentials of Public Health (for students without an M.P.H.)</td>
<td>1 s.h.</td>
</tr>
</tbody>
</table>

**BEHAVIORAL AND SOCIAL SCIENCES CORE**

Three of these (9 s.h.):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBH:3102</td>
<td>Medical Anthropology</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>CBH:5205</td>
<td>Social Determinants of Health</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>CBH:5220</td>
<td>Health Behavior and Health Education</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>CBH:5420</td>
<td>Communicating with the Community</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>CBH:6205</td>
<td>Designing and Implementing Interventions</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>CBH:6210</td>
<td>Health Communication</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>CBH:6215</td>
<td>Persuasion and Health</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>CBH:6220</td>
<td>Health Communication Campaigns</td>
<td>3 s.h.</td>
</tr>
</tbody>
</table>

**RESEARCH METHODS CORE**

Two of these (6 s.h.):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBH:5305</td>
<td>Evaluation I: Approaches and Applications</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>CBH:5310</td>
<td>Qualitative Research for Public Health</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>CBH:6305</td>
<td>Evaluation II: Design and Methods</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>CBH:6335</td>
<td>Research Methods in Community and Behavioral Health</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>BIOS:5120</td>
<td>Design and Analysis of Biomedical Studies</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>PSQF:6249</td>
<td>Factor Analysis and Structural Equation Models</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>PSQF:6252</td>
<td>Introduction to Multivariate Statistical Methods</td>
<td>3 s.h.</td>
</tr>
</tbody>
</table>

**CONTENT AREA ELECTIVES**

Students work with their advisor to select at least 5 s.h. of course work appropriate to their educational goals and emphasis areas. They may choose from any community and behavioral health courses not already taken, other College of Public Health courses, or other University of Iowa graduate-level courses.

**THESIS**

The thesis requirement is 6 s.h.

**M.S. Subprogram in Health Communication**

The M.S. subprogram in health communication is designed for students who wish to gain knowledge and skill in designing, evaluating, and implementing effective communication strategies and messages that use mediated and interpersonal channels to address the health needs of diverse audiences. The program focuses on clinician-patient interaction, family communication, group and organizational communication, and mass media and web-based campaigns.

The health communication subprogram combines the M.S. core course work with additional concentrated learning opportunities. Students fulfill the regular M.S.
requirements, using the health communication core to satisfy the content area electives requirement.

**HEALTH COMMUNICATION CORE**

Four of these (12 s.h.):
- CBH:3150/JMC:3150 Media and Health 3 s.h.
- CBH:6210/COMM:6210 Health Communication 3 s.h.
- CBH:6215 Persuasion and Health 3 s.h.
- CBH:6220/COMM:6220 Health Communication Campaigns 3 s.h.
- COMM:6371 Communication Theory 3 s.h.

**M.P.H. Subprograms**

The Department of Community and Behavioral Health offers two subprograms for the Master of Public Health: the community and behavioral health subprogram and the health communication subprogram.

The M.P.H. subprogram in community and behavioral health prepares public health practitioners for a variety of positions in community development, health program implementation, and health education.

The M.P.H. subprogram in health communication prepares public health practitioners for a variety of employment opportunities in health communication strategies, health communication in groups and organizations, and mass media/web-based campaigns in health promotion.

For detailed information about the M.P.H. degree, see Master of Public Health Program in the Catalog.

**Doctor of Philosophy**

The Doctor of Philosophy program in community and behavioral health requires at least 75 s.h. of graduate credit, including credit earned from a master's degree. The program prepares individuals for academic, research, and policy-making work in the social and behavioral health sciences. This fast-growing academic specialty offers many career opportunities in academic and research institutions.

The Ph.D. is offered with an optional subprogram in health communication; see "Ph.D. Subprogram in Health Communication" below.

Ph.D. students must successfully complete a qualifying exam, a comprehensive exam, and a dissertation. The research topic must be approved by the student's dissertation committee.

During the first semester, students work with their academic advisor to develop a plan of study that satisfies their interests and professional goals as well as the program's requirements. Students are required to attend departmental seminars and to complete all courses required for the degree.

The Doctor of Philosophy in community and behavioral health requires the following work.

**COLLEGE OF PUBLIC HEALTH CORE**

All of these (9-10 s.h.):
- CBH:4105 Introduction to Health Promotion and Disease Prevention 3 s.h.
- BIOS:5110 Introduction to Biostatistics 3 s.h.
- EPID:4400 Epidemiology I: Principles 3 s.h.
- MPH:6100 Essentials of Public Health (for students without an M.P.H.) 1 s.h.

**CONTENT AREA ELECTIVES**

Students work with their advisor to select at least 18 s.h. of course work appropriate to their educational goals and emphasis areas. They may choose from any Department of Community and Behavioral Health courses they have not already taken, other College of Public Health courses, or other University of Iowa graduate-level courses.

**DISSERTATION**

The dissertation requirement is 12 s.h.

**Ph.D. Subprogram in Health Communication**

The Ph.D. subprogram in health communication is designed for students who wish to prepare for academic, research, and policy-making careers in the area of health communication.

The health communication subprogram combines the core course work from the Ph.D. curriculum with additional specialized training. Students fulfill the regular Ph.D.
requirements, using the health communication core to satisfy the content area electives requirement.

HEALTH COMMUNICATION CORE

Four of these (12 s.h.):

<table>
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<tr>
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<td>3 s.h.</td>
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<td>CBH:6220/COMM:6220 Health Communication Campaigns</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>COMM:6371 Communication Theory</td>
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</table>

Admission

Applicants to the M.S. and Ph.D. programs in community and behavioral health must apply through the Schools of Public Health Application Service (SOPHAS); they also must apply for admission to the Graduate College through the University of Iowa Office of Admissions. Applications must include academic transcripts, three letters of recommendation, and a completed statement of purpose. For detailed application information, visit Prospective Students/Application Process on the Department of Community and Behavioral Health web site.

The community and behavioral health faculty considers several factors when evaluating applications for admission, including scores on the Graduate Record Exam (GRE) General Test, grade-point averages, letters of recommendation, intent and motivation for graduate study, and research interests. A student with deficiencies in one area may be admitted if all other components of his or her application are very strong.

Applicants to the M.S. program must have a cumulative g.p.a. of at least 3.00 and should hold a bachelor's degree from an accredited college or university. No specific undergraduate major is required. Preference is given to applicants with Graduate Record Exam (GRE) General Test verbal scores of at least 154, quantitative scores of at least 150, and analytical writing scores of at least 4.0 (GRE scores must be less than five years old).

Applicants to the Ph.D. program must have a graduate g.p.a. of at least 3.40 and should hold a graduate degree from an accredited college or university—ideally, an M.S. in community and behavioral health, or another public health degree, or a related social science degree, or a clinical health degree. Applicants who do not hold a graduate degree should apply to the M.S. program. Preference is given to applicants with Graduate Record Exam (GRE) General Test verbal scores of at least 154, quantitative scores of at least 150, and analytical writing scores of at least 4.0 (GRE scores must be less than five years old). Ph.D. program applicants also must submit their master’s thesis, or if no thesis is available, a sample of their scholarly writing.

Applicants whose first language is not English and who do not hold a bachelor's degree from an accredited institution in the United States, the United Kingdom, Canada (except Quebec), Australia, or New Zealand must score at least 100 (Internet-based) on the Test of English as a Foreign Language (TOEFL). Applicants who score 81-99 (Internet-based) are required to take English fluency courses if they are admitted. Applicants who score below 81 are not considered for admission.

Applicants must meet the admission requirements of the Graduate College; see the Manual of Rules and Regulations of the Graduate College.

Students enter the program in fall. The application deadline is January 15.

Financial Support

Several forms of financial support are available, including scholarships and awards, student loans, and graduate assistantships.

Graduate assistantships provide a stipend and entitle students to the resident rate of tuition and reduced health insurance costs. Research assistantships are competitive and are awarded according to department need and student merit.

Scholarships and fellowships are available through federal agencies, such as the Centers for Disease Control and the National Institutes of Health, and from private foundations.

Resources

The department houses two centers. The Prevention Research Center for Rural Health focuses on improving the health of rural Iowans. The National American Indian and Alaska Native Addiction Technology Transfer Center disseminates culturally legitimate evidence-based practice in substance abuse and behavioral health, and provides technical assistance, training, and systems change assistance to urban as well as tribal providers across the country.

Graduate students may have opportunities to work with ongoing research projects in the centers.

Courses

**CBH:3102 Medical Anthropology** 3 s.h.

Major theoretical, methodological approaches; international health and development; biomedicine as a cultural system; ethnomedicine; anthropology and AIDS, human reproduction, epidemiology, ethnopsychiatry. Prerequisites: ANTH:3101 or ANTH:2100. Same as ANTH:3102, GHS:3102.

**CBH:3150 Media and Health** 3 s.h.

Potential and limits of mass media’s ability to educate the public about health; research and theory on the influence of information and entertainment media; theories, models, assumptions of mass communication in relation to public health issues. Same as JMC:3150, GHS:3150.

**CBH:4105 Introduction to Health Promotion and Disease Prevention** 3 s.h.

Basic concepts, strategies, and methods of health promotion and disease prevention; health promotion in the context of public health, theories and principles that underpin health promotion; overview of policy formation and health promotion planning, implementation, evaluation.

**CBH:5140 The Anthropology of Women’s Health** 3 s.h.
How female gender intersects with culture, environment, and political economy to shape health and illness; reproductive health, violence, drug use, cancer; readings in anthropology, public health. Prerequisites: ANTH:1101. Same as ANTH:4140, GWSS:4140, GHS:4140.

**CBH:5205 Social Determinants of Health** 3 s.h.
Substantial coverage of scholarly information regarding social determinants associated with health and health inequities and interventions directed at social determinants.

**CBH:5215 Community Preventive Programs and Services** 3 s.h.
Current public health problems and associated community, preventive, and evidence-based interventions; background information for these terms (community, preventive, evidence-based, interventions); skill development in evaluating reports of existing interventions.

**CBH:5220 Health Behavior and Health Education** 3 s.h.
Common theories of health behavior and health education and their application to varied public health problems and settings.

**CBH:5230 Public Health Issues in Overweight Management** 3 s.h.
Overview of overweight and obesity from a public health perspective, including epidemiology, measurement issues, and intervention approaches at individual, community, and policy levels. Prerequisites: CBH:4105 or MPH:4101.

**CBH:5235 Community-Based Participatory Research** 3 s.h.
How community-based participatory research (CBPR) has emerged as a critical approach to conduct research and produce scholarship; opportunities, challenges, needed skills, and methods by which researchers and community members partner to conduct research that leads to community well-being and health; students share their experiences, explore, and learn through case studies, guest lectures, and interactive activities; application of research methods through a CBPR approach.

**CBH:5305 Evaluation I: Approaches and Applications** 3 s.h.
Program evaluation methods for use in public health and related educational and social service programs; methods, approaches, and planning strategies for conducting program evaluations; role and function of evaluation within program life cycle; basics of formative, process, outcome, and cost evaluation; development of evaluation questions with appropriate data sources, data collection methods, and analytic techniques; creation of a logic model to guide an evaluation plan and explain role of logic model in the process of evaluation. Prerequisites: CBH:5220 and BIOS:5110 and EPID:4400. Requirements: enrollment in College of Public Health.

**CBH:5310 Qualitative Research for Public Health** 3 s.h.
Introduction to methods and theories of qualitative research that facilitate description and explanation of social phenomena related to health behavior, illness, prevention, and treatment in the public health domain.

**CBH:5420 Communicating with the Community** 3 s.h.
Communication skills for research and practice settings, taught from a cultural perspective with reference to gender, age, ethnicity; individual and constructive interviewing, public speaking, conducting focus groups.

**CBH:5435 Substance Abuse Prevention and Early Intervention** 3 s.h.
Prevalence and characteristics of several substance use disorders and the impact of such disorders on the individual, the community, and public health workers; how prevalence of substance use disorders varies among different ethnic and cultural groups, between men and women, across the life span, and through different socio-economic levels; how outcomes of substance abuse disorders vary at both the individual and community level as a function of these factors.

**CBH:5440 Prevention and Early Intervention of Mental Health Disorders** 3 s.h.
Prevalence and characteristics of mental health disorders; differences between ethnicity and culture, gender, age, and socioeconomic background; primary and secondary prevention; assessment and tertiary treatment approaches to mental health disorders.

**CBH:6115 Ethnographic Field Methods** 3 s.h.
Basic data-gathering techniques for field research in sociocultural anthropology. Same as ANTH:6115.

**CBH:6205 Designing and Implementing Interventions** 3 s.h.
Theoretical foundations, phases, and skills necessary to plan, design, and implement a public health intervention program; techniques and strategies for designing and implementing public health interventions; emphasis on community engagement; evidence-based and culturally- and contextually-situated methods and skills to plan, design, and implement public health intervention program; analysis of case studies, individual and small group work on assignments and development of a data-driven program. Prerequisites: CBH:5220. Requirements: admission to College of Public Health.

**CBH:6210 Health Communication** 3 s.h.
Theories, concepts, research associated with health communication; interpersonal and mass communication approaches. Same as COMM:6210.

**CBH:6215 Persuasion and Health** 3 s.h.
Theories of persuasion and social influence; attitude formation, relationship between attitudes and behavior, persuasion theories and their applications across health topics.

**CBH:6220 Health Communication Campaigns** 3 s.h.
Intervention design and analysis of health campaigns; theory, practice, methods; mass media, community, organization, and interpersonal approaches. Same as COMM:6220.

CBH:6305 Evaluation II: Design and Methods
3 s.h.
Research design and methodology for evaluation of public health and related programs; causality, evaluation theory, threats to validity, selection and comparison of research designs, sample selection and size, survey and scale construction, quantitative and qualitative data collection and analysis, data management, reporting; based on case study of an infant mortality prevention program. Prerequisites: CBH:5305. Requirements: biostatistics or statistics course.

CBH:6335 Research Methods in Community and Behavioral Health
3 s.h.
Writing a hypothetical NIH-style grant proposal related to community and behavioral health; research design, data collection methods, and research culture in public health field; exposure to emerging issues in design and publication of public health research. Prerequisites: BIOS:5110 and EPID:4400.

CBH:6405 Maternal, Child, and Family Health
3 s.h.
Overview of major issues, policies, and programs related to health of women, children, and families globally; social, political, and economic determinants. Prerequisites: EPID:4400.

CBH:6410 Special Topics
arr.
Didactic material in community and behavioral health that may include tutorial, seminar, or faculty-directed independent work (e.g., literature search, project, short research project).

CBH:6415 Independent Study in Community and Behavioral Health
arr.
Pursuit of an interest in community and behavioral health requiring substantial creativity and independence.

CBH:7505 CBH Thesis/Dissertation
arr.