

Population Health Promotion

Students in the Population Health Promotion concentration at Tufts learn a solid foundation in the science, theory, and practice of effective health promotion in a population-based environment. Students gain skills to develop, adapt, implement, and evaluate effective programs, approaches, and messages to achieve a broad range of public health goals. If you are interested in developing strategies to change health-related behavior in a wide variety of communities and populations, this concentration is a good fit for you.



Required Courses

- Qualitative Methods and Data Analysis
- Program Planning for Public Health Interventions
- Implementation Science: Bridging the Gap Between Knowledge and Practice
- Social Marketing

Skills & Competencies

- Identify stakeholders and incorporate their perspectives into public health interventions
- Develop qualitative questions for formative research to understand audience perspectives
- Use behavior change theory to design or evaluate population-based interventions
- Apply principles of social marketing to promote behavior change

Sample Concentration Electives

- Health Literacy
- Patient-Provider Interaction
- Writing About Health & Communicating Data Clearly and Accurately for Public and Professional Audiences
- Snort, Swallow, Smoke: Drugs and Behavior
- Survey Research Methods and Data Management
- Using Digital Technology to Reach Health Consumers



Sample Applied Learning Experience Projects

- John Snow, Inc., “Sharing Stories From the Field: Presenting What Works in Youth HIV Podcast”
- MA Department of Public Health, “Early Intervention Parenting Partnerships and Welcome Family: Use of Qualitative Evidence to Identify Best Practices and Develop Quality Recommendations”
- Betsy Lehman Center for Patient Safety, “How to Develop a Patient Safety Plan: An Online Tool for Reducing Patient Harm in MA”
- Massachusetts Psychosis Network for Early Treatment “Promoting Best Practices in Identification and Management of Psychosis in Emergency Settings”
- Tufts Department of Electrical Engineering, “Feasibility and Accessibility of Mobile Health Applications Targeting Chronic Illness in Underserved Communities”
- Namibia Ministry of Health & Social Services, “Application of the Theory of Planned Behavior in the Development of Culturally-appropriate Nutritional Curriculum for Community Adherence Clubs in Oshana region, Namibia”

Career Path Examples

Career Services in the Tufts Public Health programs is here to support you for more than just your first post-graduate job. We understand that a public health career can take many paths, and our comprehensive career advising focuses on your long-term development, helping you to expand experience and build credentials for future promotions, career changes, and leadership roles. The following chart gives sample job titles and employers at different stages of a prospective career in Population Health Promotion.

Examples

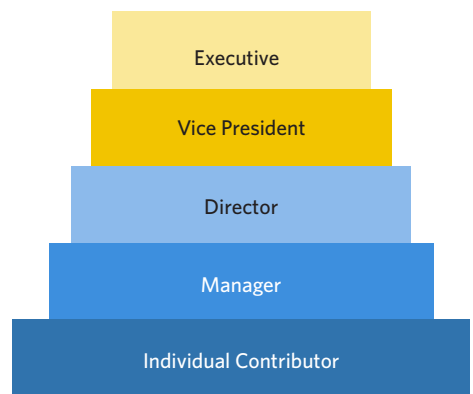
Director, Non-Profit

Program Director, Public Health

Behavioral Science Lecturer, Academia

Behavioral Science Sr. Manager,
Pharmaceutical Company

Behavioral Scientist, CDC; Health Science
Specialist, Veterans Administration



Hierarchy of Job Titles