

**BACHELOR OF SCIENCE IN**

# **PUBLIC HEALTH EDUCATION AND PROMOTION**

**100% ONLINE**



**PACIFIC COLLEGE**  
of HEALTH AND SCIENCE

Bachelor of Science in  
**PUBLIC HEALTH EDUCATION AND PROMOTION**  
**AT A GLANCE**



**100% ONLINE**

**120.5 CREDITS:**

<b>PHEP COURSES</b>	<b>39.5 CREDITS</b>
<b>REQUIRED CORE</b>	<b>30 CREDITS</b>
<b>ELECTIVES</b>	<b>51 CREDITS</b>

**Get a certificate in contact tracing  
and case investigation your first  
semester so you can start working!**

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Bachelor of Science in  
**PUBLIC HEALTH EDUCATION AND PROMOTION**  
**AT A GLANCE**

Employment of health educators and community health workers is projected to **grow 11 percent** from 2018 to 2028, faster than the **average for all occupations.**

(Source: <http://www.bls.gov/ooh/community-and-social-service/health-educators.htm>)

Earn additional certificates with a unique selection of electives such as:

- [Medical Cannabis Certificate](#)
- [Health Coach Certificate](#)

# PUBLIC HEALTH EDUCATION AND PROMOTION: A CAREER OF SERVICE WITH MANY OPPORTUNITIES

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Helping individuals and communities assess and improve health holistically has never been so important. Our population is aging, millions are being infected by the coronavirus, and many more suffer from chronic stress and anxiety-related disorders, while individuals and communities struggle to respond.

**Public Health Education graduates provide extremely valuable services to their fellow human beings.** For family units to large urban communities, they develop educational campaigns, resources and programs promoting healthy habits and environments.

A Bachelor of Science in Public Health Education and Promotion is for those who are passionate about helping individuals and communities prevent disease, and achieve optimal physical, mental, and emotional wellness.



**Students graduate from the program with knowledge and experience in health promotion planning, implementation and evaluation.**

### **Why Study Public Health Education at Pacific College?**

The Pacific College of Health and Science's Bachelor of Science in PHEP offers students a pathway for becoming a **certified health education specialist through the National Commission for Health Education Credentialing** (<https://www.nchec.org/>).

Furthermore, Pacific College's PHEP program brings a unique perspective on how to improve community and individual health through the lens of holistic care and Chinese medicine. Students can also further differentiate their skills by **completing certificates in [Medical Cannabis](#) and [Health Coaching](#) concurrently as electives within this bachelor's degree.**

As an added benefit, students start the program by studying the basics of contact tracing and case investigation. By placing these in-demand skills up front, students can work on the front line of the pandemic while advancing their education.

**EARN A CERTIFICATE IN  
CONTACT TRACING AND  
CASE INVESTIGATION  
IN YOUR FIRST SEMESTER,  
SO YOU CAN START WORKING!**

# EXPAND YOUR CAREER OPTIONS

Many of us have suffered professional hardships and challenges in the past few months, including changes in professional environment, reduction of hours, or even total loss of income. Earning your bachelor's in PHEP is a valuable way to improve your resumé and expand your professional opportunities.

*If you are licensed and have college credits in one for the professions below, you may transfer credits towards the program, thus reducing cost and completion time:*

- Nursing
- Clinical Medical Assisting
- Massage Therapy
- Health Information Management / Medical Billing and Coding
- Dental Assisting
- Dialysis Technology
- Medical Office Administration
- Cardiovascular Technology

***Speak with an admissions representative today to discuss your credit transfer options!***

- 855-811-0881
- [Admissions-BSPHEP@pacificcollege.edu](mailto:Admissions-BSPHEP@pacificcollege.edu)
- [Request a call back](#)

# MEET YOUR PHEP FACULTY!

Pacific College has a long tradition of recruiting the most highly credentialed professionals. Your Bachelor of Science in Public Health Education and Promotion faculty members are no exception. Each one of them is an expert and active professional in her or his field.



## **Dr. Gayle D. Jones**

**PhD, MPH, CHES**

Dr. Gayle D. Jones is a public health professional with over 12 years of experience in health education, chronic disease, community health, health policy, and program management with diverse populations.

[READ MORE](#)



## **Dr. Frazier B. Beatty**

**PhD, MPH, CHES**

Dr. Frazier B. Beatty is a public health professional with a diverse background in online education. He has a combination of over 20 years of educational training and educational management experience. [READ MORE](#)



## **Dr. Gibran Marcus**

**PhD, MSN-Ed, BSN**

Dr. Gibran Marcus is an adjunct professor at Pacific College. He has over nine years of experience in nursing, including work in community and planetary health. Dr. Marcus' research focuses on Biosocial Health Geography. [READ MORE](#)



## **Dr. Leena Gupta**

**ND, DO, MS, MBA, PhD (Health Sciences)**

Dr. Leena Gupta is the Academic Dean of Online Education at Pacific College of Health and Science. [READ MORE](#)



## **Dr. Stacy Gomes**

**VP of Academic Affairs, EDD, MAED**

Dr. Stacy Gomes is Vice President of Academic Affairs at Pacific College of Health and Science where she has worked since 1997. [READ MORE](#)



Graduates of Pacific College's PHEP program are prepared to successfully pass the Certified Health Education Specialist [\(CHES\) exam.](#)

The CHES® (pronounced *chez*) designation is the leading credential for Health Education specialists. It signifies that an individual has met strict academic preparation qualifications, has successfully passed a competency-based examination and will satisfy the continuing education requirement to maintain the national credential.



# **13 PUBLIC HEALTH CORE COURSES**

# PROFESSION OF HEALTH EDUCATION AND HEALTH PROMOTION (3 CREDITS)

In this course, you will learn about the spectrum of public health and health coaching professions. You will learn how health education professionals help individuals achieve their health goals and behavior change while at the same time helping groups of communities plan, implement and analyze health initiatives. You will emerge with a broad understanding of the rich jobs and careers in public health education and promotion.



# ESSENTIAL CONCEPTS OF HEALTH EDUCATION AND HEALTH PROMOTION (3 CREDITS)

This course introduces you to the concepts that guide individual and community health education practices. You will be given the opportunity to bring your experiences to life by using health concepts to create health education and promotion goals that encourage and support the mind, body, and spirit connection.



# **SOCIAL DETERMINANTS OF HEALTH AND HEALTH BEHAVIOR (3 CREDITS)**

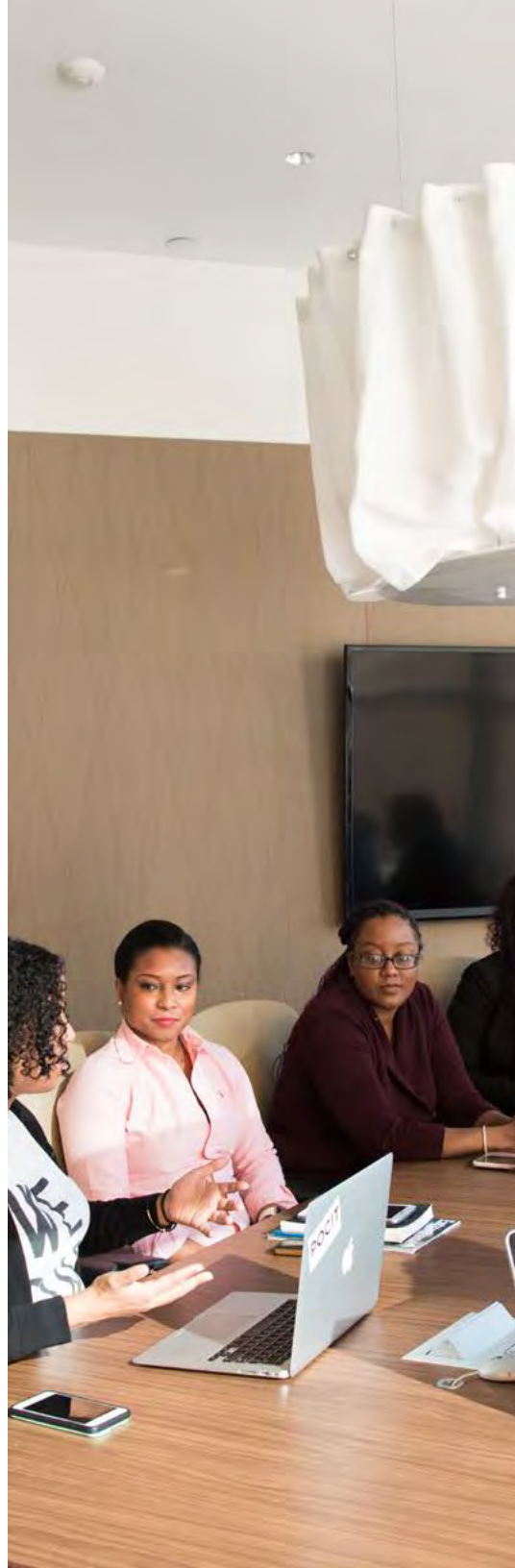
This course examines how race, ethnicity, and health intersect. It explores determining factors of health such as patterns in demography; social environmental factors such as social class, racial and spatial segregation, and the ways in which they contribute to inequalities in health and how health behavior is impacted. You will research health topics and populations to find out how health behavior is formed.

# ENVIRONMENTAL HEALTH (3 CREDITS)

This course offers examples of hazardous agents that can impact health and decrease the body's ability to respond to contaminants. You will get to discover what affects the global environment, including the biological, physical, and chemical threats to human health of the mind, body, and spirit.

# METHODS OF HEALTH EDUCATION (3 CREDITS)

You will learn proven methods to educate individuals and communities about health concerns, and develop communication skills while creating holistic health education materials for diverse populations.



# HEALTH COMMUNICATION AND ADVOCACY (3 CREDITS)

In this course, you will further develop your communication skills by using a variety of media strategies that advance public health policies and promote positive social change. You will sharpen your personal presentation skills and ability to use modern communication media.

# ESSENTIAL OF DATA ANALYSIS (3 CREDITS)

This hands-on course presents methods of acquiring qualitative information through observation and focus groups, and quantitative data through surveys and polls. You will explore research studies and improve your confidence in using them to create health solutions.







# HEALTH PROMOTION PLANNING & IMPLEMENTATION (3 CREDITS)

This course explores the systems used to support positive health outcomes. You will practice budgeting, logistics, and working with your intended community to better plan and implement holistic health initiatives.

# HEALTH PROMOTION PROGRAM EVALUATION (3 CREDITS)

This course provides methods to assess the effectiveness of the programs you created. They will help you revise your programs to improve your results.



# HEALTH PROMOTION: POLICY, MANAGEMENT AND ADMINISTRATION (3 CREDITS)

Budgeting, personnel, and policies for managing health promotion programs are an important part of public health education. In this course, you will apply these concepts to your health organization solutions.

## **EPIDEMIOLOGY (3 CREDITS)**

In this course, you will formulate skills to interpret disease and the impact on the mind-body connection on wellbeing by applying epidemiology concepts and breaking down the root causes of disease.

## **APPLIED PROJECTS IN HEALTH EDUCATION AND HEALTH PROMOTION (3 CREDITS)**

In this course, with the help of your faculty, you will build a healthcare project for a public or private health organization, providing an opportunity to apply theory to a real-world setting.

## **PREPARATION FOR CERTIFIED HEALTH EDUCATION SPECIALIST EXAM (3 CREDITS)**

This course will prepare you to take the Certified Health Education Specialist Exam. The Certified Health Education Specialist examination (commonly known as the CHES exam) was developed by the National Commission for Health Education Credentialing. Many employers take CHES certification into consideration when making hiring decisions.



**ELECTIVES**  
**51 CREDITS POSSIBLE**



Pacific College's Bachelor of Science in Public Health Education and Promotion includes a vast selection of electives. Backed-up by a vast faculty of expert holistic and integrative healthcare faculty and over thirty years of experience in the field, the college's course offering is both unique and relevant. From business and communication courses to hands-on modalities such as Tui Na, to two full certificates opening doors to specialties within the Health Education field, you are sure to find the right fit for your individual career path.

## Sample Elective

# MEDICAL CANNABIS CERTIFICATE (8 CREDITS)

With 55 Million people in the United States reporting use of cannabis in the last 12 month, understanding how cannabis can be used as a medicine for individuals as well as its public health impact has never been more important. Pacific College teaches students to coach individuals on medical use, and how to assess the impact on communities or other groups. Students learn how cannabis works in the body, the pharmacological issues, potential adverse effects, and more. College-level, objective information on how cannabis can be used to improve or maintain health is essential. The medical cannabis certificate enables graduates of the BS PHEP to plan, implement and assess impact of medical cannabis on individuals and communities. [Learn More Here.](#)



## Sample Elective

# HEALTH COACHING CERTIFICATE (12 CREDITS)

Health coaches support individuals and groups to achieve their health and performance goals through lifestyle and behavior adjustments. BS PHEP students completing Pacific's health coach training create individual, group, community strategies for health and wellness, as well as optimal performance in any endeavor. In addition to acquiring mainstream methods of coaching, Pacific students study holistic medical paradigms to deepen their knowledge of the personal, social, and environmental influences on human behavior. Students gain not only a better understanding of their clients, but of themselves, as well. [Learn More Here.](#)



**Other Electives options may include** (and are not limited to):

- CL211T: Clinical Counseling
- NR433e: Cultural Paradigms
- NR440e: Medical Spanish for Healthcare Providers
- IPM200: Integrative Pain Management
- HM221a: Aromatherapy
- SE668: Ayurveda Theory 1 - Food as Medicine
- PSY201 GE4: Lifespan Development
- COM201 GE5: Business and Professional Communications
- BU201 GE2: Business Mathematics
- WS202T: Medical Terminology
- BT124 TaiJi/QiGong
- BT130: Tui Na Hand Techniques
- BT230: Tui Na Structural Techniques
- RES101: Information Literacy
- SE602: Emotional and Spiritual Healing
- WS432/WS232: Pathology East/West
- CF0.00 Cardiopulmonary Resuscitation/ First Aid

***And more!***

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# PUBLIC HEALTH EDUCATION AND PROMOTION CAREER OUTLOOK

There is a growing awareness of how lifestyle and environment influence our health. It is leading to an increased focus on preventing illness and managing chronic diseases. Health education and health promotion professionals fill important positions in this vision of healthcare. They teach individuals how to stay well by living healthy lifestyles, and they help mobilize communities to create healthy environments through policy, advocacy and environmental change.

**As the need for innovative approaches to improving health becomes increasingly clear, the demand for health education and health promotion professionals will increase as well.**



# GRADUATES OF THE PHEP PROGRAM MAY PURSUE CAREERS IN WELLNESS AND HEALTH PROMOTION IN A VARIETY OF ENVIRONMENTS SUCH AS:

<b>Career</b>	<b>Growth*</b>	<b>Median Salary*</b>
Community Health Workers Social and Community Service Managers	18.1%	\$38,370
Health Educators	18%	\$64,100
Community and Social Service Specialists, All Other	14.5%	\$53,940
Service Specialists, All Other	13.2%	\$41,570
Fitness and Wellness Coordinators	10.6%	\$81,630
Healthcare Support Workers, All Other	11.7%	\$37,220
Health Diagnosing and Treating Practitioners, All Other	13.3%	\$73,830
Health Specialties Teachers, Postsecondary	25.9%	\$97,870

\* Data obtained from the Occupational Information Network (O\*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

# SCHEDULE

The PHEP courses are offered primarily **as asynchronous (recorded) classes, with 4 live sessions per term**, which we greatly encourage you to attend. During these live classes, the connection among participants is comparable to that of on-site classes, with the added benefit of being able to attend from the comfort and convenience of your home.

**A full time student coming in with 30 credits and taking 15 credits per term could complete the program in two years.** The average student will complete in 10 semesters / 3.5 years. A part-time student may complete the program at their own pace, but must take at least one course each semester, unless approved for a term break. **Financial aid eligibility requires enrollment in at least six credits per semester.**

At the end of the program students complete an exit interview and indicate their satisfaction with each course and faculty member.

**WE CARE  
WHAT YOU  
THINK**



## **Students answer the following questions following each class:**

**What was the most important thing you learned this week?**

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**What important question remains unanswered?**

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**What improvements can be made?**



# ADMISSIONS

The minimum admission requirements are:

- 2.5 GPA
- completion of 30 credits at the undergraduate level

Applicants for whom English is not their native language must demonstrate competence by TOEFL/iBT.

Applicants with a lower undergraduate GPA may be considered based on professional accomplishments, e.g., passing a health care licensing examination, work history, GRE scores, etc.

[Contact an Admissions representative for more information.](#)

# STUDENT SUPPORT SERVICES

## **Financial Aid:**

The financial aid department assists students with Title IV and specialized programs, including state grants and VA benefits, as well as budgeting and tuition planning.

## **Career Services:**

The career services office provides assistance in career development and publicizes employment and research opportunities.

## **Advising:**

The student advisor, program director, and lead faculty provide educational guidance and assistance with class schedules, as well as academic and personal difficulties.



# STUDENT SUPPORT SERVICES

## **Support:**

The program director, registrar, student advisor, faculty, and academic dean are available in person, by phone, teleconference, and email to provide student support in their respective areas.

## **Well-Connect:**

Well-Connect Student Resource Services provide assistance with housing, child care referral, domestic violence, finances, mental-emotional, and other issues to students and their families.

## **Tech Support:**

The college provides technology support through a help desk ticket system. During the online courses, there is a technical support person available in the class to troubleshoot student or faculty difficulties.

# **ONLINE EDUCATION EXPERIENCE**

Pacific College of Health and Science has been at the forefront of online education in each of the professions it represents. Foregoing what at the time was standard online education, i.e., PowerPoint slides, reading assignments and online forums (in other words, boring and uninspiring), Pacific College embraced live, synchronous online delivery to replicate the closeness and camaraderie of the on-site educational experience, all while providing the convenience of online education. Students and faculty see and hear each other, share their thoughts and assignments, and work in small groups in real time from the comfort of their home or office.

Pacific College can achieve such outcomes because its online team includes, not only the widest variety of subject matter experts, but specialists in online instructional design who work closely with faculty members to ensure the best online educational experience.

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### **All classes at Pacific College apply the most relevant tenets of adult education theory:**

1. Adult learners have a role in the content and delivery of classroom knowledge.
  2. Adult experiences contribute to learning and enrich the classroom experience.
  3. Adults learn best by applying the information they need to learn.
  4. Adults need to see the relevance of the knowledge being delivered.
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All students have access to the college's extensive electronic library resources, including the Cochrane Library of systematic reviews, the ProQuest Ebooks Central and Nursing and Allied Health databases, plus AltHealth Watch, CINAHL, Medline with full text, and a significant selection of ejournals through EBSCO Host. All these resources can be accessed through the search box at the top of the library's web page. Articles that are not available as full text can be requested through InterLibrary Loan (ILL).



# ABOUT PACIFIC COLLEGE OF HEALTH AND SCIENCE

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## MISSION

Pacific College improves lives by educating and inspiring compassionate, skilled leaders of traditional medicine and integrative health sciences.

# CORE VALUE STATEMENT & CORE VALUES

All members of the Pacific College community embody the intention of improving lives exponentially by supporting health and well-being through our daily actions. We lead by example and by practicing the values of:

*Integrity*

*Mindfulness*

*Compassion*

*Critical Thinking*

*Collaboration*

*Education*



## VISION

Pacific College is the recognized leader in delivering traditional medicine and integrative health science education to practitioners and the public.

Pacific College is a catalyst for the adoption and expansion of traditional medicine and integrative health science principles, practices, and research, empowering individuals to gain and maintain health and enjoy life.

Pacific College is contributing to the transformation of the structure and economics of healthcare by bringing education and integrative health science to where people live, learn, and play.





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*of* HEALTH AND SCIENCE

(855) 711-0955  
[PacificCollege.edu/PHEP](http://PacificCollege.edu/PHEP)