



Post-Baccalaureate Certificate in Workplace Wellness Course Descriptions

IHED621 Communication Strategies in Health Education (3 credits)

This course examines theories, models, and best practices in health communication, including the use of technology, media, and imagery in health communication campaigns. Students will create and tailor messages, select appropriate communication channels, and pilot test messages. This overview introduces students to the many ways that health education specialists may reach and communicate with communities, going beyond teaching groups and mass media campaigns to new forms of communication such as social media, `edutainment` and `gameification` of health education messages.

IHED623 Health Education Program Evaluation (2 credits)

Students become familiar with evaluation strategies and theories for health education programs and policies. The course reviews logic models, and impact, outcome, and process evaluations. Using a series of exercises, students design a conceptual framework for a health education program and develop an evaluation plan to measure participant choices in that program. In addition, students gain skills needed to understand and critique published evaluation literature.

IHED626 Health Education Needs Assessment and Program Planning (3 credits)

In this course, students learn approaches to epidemiological and health education needs assessments, utilize theory-based strategies on assessment, evaluate applicable policy, identify barriers and assets, and apply skills in planning a health education program. This course also provides students with an opportunity to use qualitative and quantitative data to support health education program design. This course provides students with tools to work with specific health topics and populations, including frameworks for targeting various cultures and age groups.

IHED633 A Culture of Wellness: Introduction to Workplace Wellness (1.5 credits)

This course introduces students to the knowledge and skills they need to create a culture of wellness in the workplace. With a focus on integrative and complementary health practices, students will learn about topics important to successful workplace health promotion activities, such as partnering with management, communication strategies, needs assessment, program planning, implementation, and program evaluation. Students will become familiar with the

principles and practices of health behavior change, the nuances of demonstrating the value of workplace wellness programs, the role of technology, and the importance of healing presence in creating a culture of wellness.

IHED635 Workplace Wellness: Fundamentals of Practice (2 credits)

This course educates students about the fundamental practices in workplace wellness. Examples from successful workplace wellness programs are highlighted as students develop strategies for a results-oriented wellness program as their final project. Coursework focuses on business practices in the field including the impact of wellness on productivity enhancement, the calculation of value on investment for healthy employees, budget administration, the integration of technological resources for population health, techniques for convening wellness committees within the workplace and creating incentives for wellness program participation.

IHED637 Principles and Practices of Health Behavior and Self Care (1.5 credits)

This course introduces the principles and practices of health behavior change and self-care by identifying and exploring personal, social, and environmental factors that influence behavior. Students will research evidence-based approaches and engage in self-care practices to deepen their understanding of health behavior change and its impact on the individual and the community.