



## 2020 – 2021 Course Descriptions

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### MC 802

#### ***SPH MC 802***

*Implementing Community Health Initiatives: A Field-based Course in Leadership and Consultation*

*Sep–Dec 2019*

*In MC 802 students work in teams to define and address a specific challenge with partners in a community health center or organization. Student consulting teams apply tools to define a challenge, scan the environment, investigate evidence, define interests of key stakeholders, map organizational processes, align and mobilize constituents, synthesize findings, and communicate findings and recommendations to the client organization in a polished presentation and consultant report.*

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### MC 820

#### ***SPH PM 832***

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*Managing Public Health Programs and Projects*

*Sep–Dec 2019*

*Students in PM 832 and MC 820 develop a complete programmatic management plan that includes development of a logic model, monitoring and evaluation plan, strategies for engaging relevant stakeholders, design of program outreach materials, and development of a program budget.*

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## **SB 806**

### ***SPH SB 806***

*Communications Strategies for Public Health*

*Sep–Dec 2019*

*In SB 806 student consulting teams work with public health organizations responsible for community-based interventions to develop and execute a planned communications strategy for the organization. Consulting teams prepare a needs assessment, an intervention plan, a communications plan to support the intervention, and media executions to implement the communications plan, including a pitch letter, press release, commentary/editorial, letter to the editor, press event outline, social media plan, an infographic, and other communication pieces as appropriate.*

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## **SB 820**

*Assessment and Planning for Health Promotion*

*SPH SB 820*

*This course will introduce students to neighborhoods of Boston and provide opportunities for acquiring and practicing community assessment skills. We address the fundamental question: How do public health scientists and practitioners demonstrate that a health problem in a community warrants intervention? Students will learn to consult the literature, large data sets (such as the U.S. Census, hospitalization data, vital records, and national survey data) and geographic/mapping data, as well as conduct key informant interviews and site visits to assess health promotion needs and assets of a specific neighborhood and groups. The course will culminate in the production of a community needs assessment report integrating the various sources of data gathered over the course of the semester.*