



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Specialization

UNIVERSITY:	SDSU
TITLE OF PROPOSED SPECIALIZATION:	Health Promotion
NAME OF DEGREE PROGRAM IN WHICH SPECIALIZATION IS OFFERED:	Health Studies (B.S.)
BANNER PROGRAM CODE:	
INTENDED DATE OF IMPLEMENTATION:	Fall 2025
PROPOSED CIP CODE:	51.2208
UNIVERSITY DEPARTMENT:	School of Health & Human Sciences
BANNER DEPARTMENT CODE:	SHHS
UNIVERSITY DIVISION:	College of Education & Human Sciences
BANNER DIVISION CODE:	3H

Please check this box to confirm that:

The individual preparing this request has read [AAC Guideline 2.3.2.2.B](#), which pertains to new specialization requests, and that this request meets the requirements outlined in the guidelines.

health and wellness in individuals, communities, and populations. Graduates will enter a growing job market and be equipped to work in diverse settings, including community health organizations, schools, healthcare facilities, government agencies, and non-profit organizations. Students can also use this specialization as a preparatory degree for advancement into healthcare related graduate programs.

This interdisciplinary program provides a comprehensive curriculum in analyzing how economic stability, education, healthcare access, community support structures, policy and other determinants impact community health. Like students in the Health Studies major, the health promotion specialization students are prepared to assess, plan, implement, and evaluate health promotion strategies aimed at improving population health. The rapidly growing use of information and communication technologies in healthcare such as telehealth and health informatics are included in the curriculum, preparing students to meet the dynamic and evolving landscape of healthcare. The Health Promotion specialization requires additional coursework in the principles of community health, health coaching, nutrition, exercise, and engages students in practicing their skills with a required practicum experience.

The Health Studies (B.S.) – Health Promotion Specialization will prepare students to seek eligibility and take the Certified Health Education Exam (CHES[®]) through the National Commission for Health Education Credentialing (<https://www.nchec.org/>). Graduates may also seek eligibility to be a Certified Wellness Practitioner (CW) through the National Wellness Institute certification program (<https://nationalwellness.org/>).

3. Provide a justification for the specialization, including the potential benefits to students and potential workforce demand for those who graduate with the credential.

Like the existing Community and Public Health major, the Health Promotion specialization offers students who don't seek traditional clinical roles (i.e. nurse, dietitian, doctor) in healthcare with an opportunity to work in "health" and improve quality of life for a variety of populations. The Health Promotion specialization's curriculum is designed to meet curricular requirements of eligibility for students to seek post-graduation certification routes which can increase a graduate's employability for selected jobs.

Health promotion has been and will continue to be a high priority need area for strengthening health systems and responding to the health needs of individuals, families, and communities. As stated by the World Health Organization (WHO), "The health sector must make health promotion more relevant and concrete, work with communities to create healthy living conditions, based on primary health care. Health promotion is also an essential function of public health, which must be included in the processes of evaluation, policy development, resource allocation, and in the dimensions of access to health services."¹

Non-clinical healthcare employees (i.e. patient navigators, community health workers, health coaches) in a variety of settings are playing vital roles in efforts to improve patient care, improve health outcomes, prevent disease and reduce healthcare costs.^{2,3} Workforce demand

¹ Strategy and Plan of Action on health promotion in the context of the SDGs 2019-2030. Pan American Health Organization, World Health Organization. <https://www.paho.org/en/topics/health-promotion>. Accessed July 26, 2024.

² Penn Center for Community Health Workers and its IMPACT[™]. <https://www.impactcarehq.com/>

³ Kangovi, S., Mitra, N. Norton, L., et al. Effect of Community Health Worker Support on Clinical Outcomes of Low-Income Patients Across Primary Care Facilities, A Randomized Clinical Trial. *JAMA Intern Med.* 2018;178(12):1635-1643. doi:10.1001/jamainternmed.2018.4630

