



THE UNIVERSITY OF ARIZONA

## Mel & Enid Zuckerman College of Public Health

### Mel and Enid Zuckerman College of Public Health University of Arizona

#### PHPM 574 Public Health Policy and Management

**Catalog Description:** Management processes/roles of public health professionals; health service organization; policy issues and resource utilization/control; human resources management; public health trends. (3 units)

#### Course Topics:

- The Public Health System
- Policy and Public Health
- The US Health Care System
- Ethics in Public Health
- Advocacy and the Policy Process
- Communication
- Managing and Leading in Public Health
- Strategic Planning
- Community Assessment
- Program Design and Evaluation
- Budgeting

#### Course Objectives: During this course, students will:

- Identify the main components and issues of the organization, financing, and delivery of the public health system in the US and the vocabulary of health care reform
- Describe the legal and ethical bases of public health
- Describe how public policy both creates and solves public health problems
- Apply principles of strategic planning
- Demonstrate leadership skills for building partnerships
- Describe the principles of marketing and social marketing
- Discuss the policy process for improving the health status of populations
- Communicate health policy issues using appropriate channels and technologies
- Describe the principles of program planning, development, budgeting, management and evaluation in organizational and community initiatives
- Recognize and implement good team work practice

#### Learning Outcomes (Competencies Obtained): Upon completion of this course students will be able to:

1. Compare the organization, structure, and function of health care, public health, and regulatory systems across national and international settings.
2. Design a population-based policy, program, project or intervention
3. Explain basic principles and tools of budget and resource management
4. Discuss the multiple dimensions of the policy-making process, including ethics & evidence
5. Advocate for political, social, & economic policies to improve health in diverse populations
6. Evaluate policies for their impact on public health and health equity
7. Apply principles of leadership, governance and management, which include creating a vision, empowering others, fostering collaboration and guiding decision making
8. Select communication strategies for different audiences and sectors
9. Communicate audience-appropriate public health content in writing and oral presentation