

**NOTICE OF INTENT TO APPLY FOR NEW PROGRAM/LOCATION**

(For proposed Associate of Applied Science degree

and certificate of completion programs and/or new locations)

**Please refer to the companion “Guidelines” handout for completion of this form.**

**This form must be completed and submitted electronically. The boxes will expand to accommodate text. A signed version must be received no later than the first Friday of a month to be distributed by the second Friday of the month.**

**Instructions, forms, handouts and other useful resources are located at** [**http://www.ode.state.or.us/opportunities/grants/perkins/postsecondary/appsandwkshts.aspx**](http://www.ode.state.or.us/opportunities/grants/perkins/postsecondary/appsandwkshts.aspx)

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| **College:** | **Lane Community College** |
| **City:** | **Eugene** |

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| **If the proposed program may be offered and/or instruction delivered at locations beyond the community college district, specify those locations:** |  |

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| **Name of proposed program:** | **Public Health Education and Promotion Specialist** |
| **Credential(s) or form(s) of recognition proposed:** | **Associate of Applied Science**  **Related Certificate** |

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| **2000 CIP code:** | **51.0001** | **2000 CIP title:** | **Health and Wellness** |

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| **2000 CIP narrative description:** |
| A program of study that prepares individuals to assume roles as health promotion and wellness professionals in private business and industry, community organizations, and health care settings. Includes instruction in personal health, community health and welfare, nutrition, epidemiology, disease prevention, mental health, fitness and health behaviors. | |

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| **College’s description of proposed program:** |
| Students in this program will be trained to become an agent for positive health behavior change in the community. This program will provide students with experiences, knowledge and strategies to utilize and apply the skills needed to improve personal and community health promotion outcomes. The core classes in this program will focus on the scientific dimensions within the academic fields of Health Education/Promotion and Public Health which include the exploration of physical, social, emotional, mental, psychological, occupational and environmental aspects of both personal and community health and well-being. Because of the multidisciplinary nature of this field, students will also take a wide variety of classes from the social science, biological science, psychological science and human services academic areas.  This program is designed to prepare students to enter the private and public workforce within the following fields; health education/promotion, wellness specialists, health promotion advocates, safety specialists, research assistants, public health planners and presenters, disease prevention specialist, personal health navigator/coach, retirement and home health activity coordinators, community health advocates and workers, personal health caregivers, occupational and environmental health assistants, technicians and or specialists, social and mental health advocates, violence prevention educators and all employment areas that require the skills of individual and community health promotion and disease prevention education and advocacy.  **Learning Outcomes**: The graduate will:   * Demonstrate skills and abilities to utilize current research, plan, develop, organize and assess materials and presentations to appropriately communicate information with individuals and the public about current individual and public/community health issues including;   + The personal and societal determinants of health   + Community and interpersonal violence   + Personal behavior change   + Chronic and communicable disease causation and prevention   + Individual and societal impacts of Obesity, hunger and malnourishment   + Drug addiction care and prevention   + Environmental Health issues such as air and water pollution and the connection between ecological and human health issues   + Social and cultural paradigms that can impact individual and community health equity and outcomes   + Health care access and issues   + Reproduction and sexual health including the prevention of unplanned pregnancies and sexually transmitted disease   + Emergency response and first aid   + Workplace health and safety   + Prevention and response related to global and community disasters   + Fitness and physical activity * Develop curriculum for presentations, classes, activities, online courses and web content * Conduct individual and group learning experiences and activities both in person and online * Utilize the skills needed to organize and coordinate events, meetings, workshops, conferences and fundraising * Demonstrate writing proficiency necessary for grant funding, legislation development, published resources for web content, policies and procedures and other materials needed. * Demonstrate computer skills with a variety of programs and databases for research, writing, web development and organizational planning. * Collect and analyze data including conducting field tests and interviews when needed * Plan and conduct assessments audits and evaluations for individuals, community and the workplace * Ability to integrate social marketing within materials, public speaking, planning and written materials * Demonstrate the ability to clearly articulate ideas, reasoning and confidence in public speaking * Utilized collaborative, emotionally intelligent and culturally competent team skills in the design and implementation of health education and public health classes and programs for diverse individuals and populations * Create and utilize appropriate community networks and resources to ensure that individuals and community groups have access to appropriate support systems * Develop and implement policies, legislation and individual behavior change agreements and community health action plans for the prevention of disease, accidents, injuries and disasters * Develop and utilize efficient organizational processes to ensure prompt follow-up, tracking and project management * Utilize motivational interviewing techniques and community surveys to assist in the planning assessment and implementation of individual and community health promotion plans and programs | |

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| **Need and supporting labor market information for proposed program:** |
| The area of Health Education and Promotion is on a 21% of average growth rate nationally and the outlook for the future is optimistic due to national changes in access to health care and preventive services. The Affordable Care Act of 2010 created a Prevention and Public Health Fund which is a new dedicated investment in promotion of wellness, disease prevention and protection for public health emergencies/disasters. We believe this new investment will also bring an increased focus on prevention which will require a new generation of educated specialists from the bottom of the career ladder to the top. Preventable chronic diseases such as heart disease, stroke and diabetes are responsible for 7 out of 10 deaths among people in the U.S. each year and account for 75% of the nation’s health care spending. The need to focus on prevention not only will improve our health it will significantly control government and individual spending on health care costs. According to a report from Trust of America’s Health, investing $1 in proven community-based programs could bring back $5.60, which is a significant return on this important investment (<http://www.hhs.gov/HealthCare> ).  After reviewing the data on job openings in Oregon, Washington and California as well as communicating with local professionals and organizations we believe that there is a need for affordable, lower wage workers in this area. The minimum degree in Health Education is generally a bachelor’s degree, however upon looking at the current job openings and the stated hiring requirements for many of these positions and communicating with some of these agencies and healthcare organizations, we found that the jobs did not consistently specify that the applicant have an advanced degree, such as a bachelor’s degree.  Due to the Affordable Care Act, there is a national trend and need for integrating Health Promotion skills into Social work, Humans services and healthcare areas. We believe that Lane has an opportunity to address this trend by adding a Public Health Education and Promotion focused AAS degree. We also think that because Lane already has an AAS degree in Human Services which is a closely aligned field with Public Health Education and Promotion, we have a perfect opportunity to expand student’s opportunities to come away with an efficiently created dual degree program that will be designed to help student’s increase their employment opportunities in both of these areas, which often overlap, significantly.  The Health Education, Human Services and Health Occupations faculty and division deans are currently in collaboration and agreement on the benefits of this joint effort that could be a timely and unprecedented alignment of Health and Human Services within the community college system. The League of Innovation has been working on the integration of public health curricula into the community college system and this is our opportunity to be ahead of the curve on innovation, interdisciplinary collaboration and the outcome of student success and employability (<http://www.league.org/ccph/>). | |

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| **Proposed implementation date:** | **Fall of 2015** |

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| **Target student population:** | Recent high school graduates, mid-career changers, adult learners, students looking for terminal degree or want to continue on to a 4 year institution, workforce development referrals and students who want a dual degree in human services, social work or exercise and movement and science programs. | **Estimated number of students per year:** | 25-100 or more |

*Revised 3/6/06*

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| ***College* contact person:** | Melanie Brown |
| **Title:** | Coordinator Student Outcomes Assessment and Curriculum Development |
| **Department, division, etc.:** | Institutional Research, Assessment and Planning |
| **Mailing address:** | Lane Community College, 4000 E. 30th Ave. |
| **City, State Zip Code** | Eugene, OR. 97405 |
| **Phone:** | 541-463- |
| **Fax:** |  |
| **E-Mail:** | brownm@lanecc.edu |

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| **The *college* contact person must have the college’s authorization to apply for a new program, be prepared to answer questions from the field concerning the proposed program, and be able to address issues related to adverse intersegmental impact and detrimental duplication, if they arise. Please indicate here if the designated *college* contact person has such authorization.** | **Yes**  **X** | **No** |

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| ***Program* contact person:** | **Susie Cousar** |
| **Title:** | **Health Education Faculty** |
| **Department, division, etc.:** | **Health, Physical Education** |
| **Phone:** | **541-463-5271** |
| **Fax:** | **541-4634129** |
| **E-Mail:** |  |

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| **The *program* contact person is the college staff who CCWD staff could contact for specific information about the proposed program (curriculum, intended occupational preparation, labor market information, etc). It is not necessary or required to include *program* contact person information on the Notice of Intent that is distributed. Please indicate here if this information may be included.** | **Yes**  **X** | **No** |

**President, Chief Academic Officer, *or* PTE Dean Signatures:**

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| **Name**  **(Printed or typed)** | **Maurice Hammington** |
| **Signature** |  |
| **Title** | **Executive Dean** |
| **Date** |  |

If you have electronic signature capability,

send the completed NOI form as an email attachment to:

[CC.NOI@state.or.us](mailto:CC.NOI@state.or.us)

If you do not have electronic signature capability, fax a copy of the signed NOI signature page to: 503.378.5156 with a ***CC.NOI*** heading title.

For more information contact: Brent Jacobsen 503.378.3600 x 4802

[Brent.Jacobsen@state.or.us](mailto:Brent.Jacobsen@state.or.us)

*Revised 3/6/06*