

### Program Director

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### Mission Statement

The Community Oriented Primary Care program at the George Washington School of Public Health and Health Services offers Master of Public Health (MPH) and Graduate Certificate programs designed to train health professionals and public health practitioners to deliver effective community-based interventions through the principles and methods of COPC.

### Goals

The following are goals of this educational program:

- ◆ Provide the knowledge and skills necessary to implement a COPC program
- ◆ Provide an analytical framework for evaluating community-based interventions using the principles and methods of COPC as a reference.
- ◆ Provide opportunities for COPC practice, especially within vulnerable communities

### Background

COPC provides the bridge between clinical medicine and public health, in which the community is the focal point in the delivery of health care. It provides a conceptual and methodological framework to rationalize, organize, and adapt available resources to the delivery of health services. The methods are essential to the organized delivery of health care in community based practices, organizations engaged in managed care, and responsive governmental health systems.

The basic concepts of COPC were initially implemented in South Africa during the early 1940's by Sidney and Emily Kark with the creation of community health centers. These centers promoted a reorientation of health services at the community level through a unique linkage between individual clinical care and public health. They served as a laboratory for teaching and training health professionals.

Since that time, COPC has been taught and practiced in a number of settings around the world. Significantly it has been an important element in the Community Health Center movement, the Indian Health Service, and a number of urban health departments in the United States as well as a variety of public health and primary care systems around the world. Developments in computer-based information management, geographic information systems, and qualitative information gathering techniques have proved important recent assets to COPC practice.

### The Concept of COPC

The essence of COPC is the planning and delivery of health care to a defined community in response to the defined needs of that community. To do this successfully requires the planned integration of the classical public health roles of health promotion and disease prevention at population levels with the delivery of primary health care, which focuses on the clinical treatment of disease and its sequelae. COPC recognizes that, in line with the World Health Organization definition of health as being far more than the absence of disease, a clinical practice should be responsive to the broad health needs of the community and should be flexible enough to respond to changes in those needs. COPC can be defined as a continuous process by which primary care is provided to a defined community on the basis of its assessed health needs through the planned integration of public health with clinical practice.

The COPC program curriculum will teach a six step process as follows:

1. Community definition
2. Community characterization
3. Problem prioritization
4. Detailed assessment
5. Intervention
6. Evaluation

The overall curriculum is designed to give the learner the necessary public health tools to apply the principles of COPC in the context of community health practice and to be well educated in the disciplines of applied public health.

### **Requirements**

There are no program specific pre-requisites for entering the COPC Program, other than a bachelor's degree or higher degree. This program is appropriate for anyone (clinicians and non-clinicians) with an interest in the management of community health programs from the grass-roots level to the policy level. This program seeks individuals especially interested in working with vulnerable populations to eliminate health disparities through trans-disciplinary teams.

All George Washington University School of Public Health and Health Services (SPHHS) MPH students who select the COPC Program enroll in MPH Core Courses (17 credits) and Program-Specific Courses and electives, and the practicum (where students apply their classroom education in a community-based organization, organizations that promote community health, and/or research endeavor) and culminating experience (28 credits).

### **COPC Competencies**

Upon completion of the MPH, COPC Program students should possess the following functional competencies:

- **Communicate and discuss the principles and methods of COPC.**

Students should have the knowledge and understanding to be able to discuss the principles of COPC and describe the 6 steps which are 1) defining the community, 2) characterizing the community, 3) prioritizing community health issues and problems, 4) conducting a detailed assessment of the priority health issue, 5) planning and implementing COPC interventions, and 6) evaluating the interventions. Overarching principles include community participation and partnership. Students should be capable of communicating these to audiences with different educational levels and cultural backgrounds. Relevant courses: PubH 361, 366, 387, 363

- **Define, characterize communities and identify its health needs which will be the focus of a COPC practice.**

Students should be able to define clearly the communities that will become the focus of the COPC practice and interventions. The methods will include combining epidemiological and statistical approaches with community-based participatory methods. Specific techniques include the use of geographic information systems. Relevant courses: PubH 361, 366, 376, 249, 262, 364

- **Prioritize community health issues using the principles of COPC.**

Students should be able to assist community-based organizations and constituent communities prioritize health issues using participatory methods and the principles of COPC. The prioritization process will include the use of democratic scoring systems and methods to gather qualitative information from the community through key informant interview and community forums. Relevant courses: PubH 361, 364, 366, 370, 384, 387, 386

- **Gather best-practices models for community-based interventions and the necessary quantitative and qualitative information for implementation in the focus community.**

Students should be capable of gathering and assessing best-practices models to address the priority health issues from the focus community as well as from distant communities facing similar issues. Furthermore, students should be capable of gathering the necessary quantitative and qualitative information to adapt and implement the best-practices models. Relevant courses: PubH 361, 366, 376, 383, 384, 321, 363, 370, 386

- **Develop and implement interventions using COPC principles including community participation and partnership**

Students should have the knowledge to develop and implement community-based interventions by demonstrating leadership and organizational skills. Specific skills include effective communication with stake-holders, effective planning and implementation of programs, and management of resources. Most important are the skills to work in partnership with community members and organizations. Relevant courses: PubH 361, 366, 367, 382, 321, 363

- **Evaluate and analyze community-based interventions and COPC programs**

Students should have the ability to develop, plan, implement and interpret evaluations of COPC interventions and other community-based interventions. Students should be able to analyze the results of the evaluations and determine methods to improve the interventions by analyzing the strengths and weaknesses in context of the COPC process. Relevant courses: PubH 361, 366, 383, 249, 364

- **Identify, analyze, and discuss the role of COPC in underserved within vulnerable communities.**

Students should have the knowledge, skills, and understanding to be able to identify and discuss ways in which COPC can be applied in underserved and medically vulnerable communities including both urban and rural communities. Students should be able to analyze and evaluate the role of the COPC process within the context of clinical service delivery and public health practice in underserved and medically vulnerable communities. Relevant courses: PubH 361, 366, 367, 376, 370

- **Develop and Implement a COPC process in clinical health services and community-based organizations and settings.**

Students should have the knowledge and skills to be able to develop and implement a COPC process within community-based organizations, especially community-based health care organizations. Students should be capable of understanding the organizational structure, basic policies and regulations, and resources to develop and plan a COPC process. Relevant courses: PubH 361, 366, 367

- **Analyze policies, issues, and programs that impact COPC practice.**

Students should be able to analyze policies, issues, and programs on a local, regional and national level that impact COPC practice and be able to discuss its effects or potential effects especially to health services, community-based organizations and underserved communities. Relevant courses: PubH 366, 367, 376, 387, 281, 321, 363, 370, 386

### **Recent Practicum and Culminating Experience Topics**

- Assessing Latino health needs
- Early Childhood Literacy – Reach Out and Read
- Hospice Care
- Childhood Obesity
- Medication Coverage for elderly
- Defining Homeless Communities
- Using geographic information systems to improve access to care
- Impact of co-morbidities: Diabetes, Hepatitis and HIV
- Community Health Promoter training in Chiapas, Mexico
- Community-based Rehabilitation Programs in La Estancia, El Salvador
- Accessing Community Health Resources for Children

**Please see the curriculum sheets that follow.**

School of Public Health and Health Services

Master of Public Health  
Community-Oriented Primary Care Program  
2009-2010

Program-at-a-Glance

*Begin Planning Your Practicum During Year 1*

**Required Core Courses**

Required Core Course		Credits	Semester Offered
PubH 201	Biological Concepts for Public Health	2	Fall, Spring, Summer I
PubH 202	Biostatistical Applications for Public Health	3	Fall, Spring, Summer 10 wk
PubH 203	Principles and Practice of Epidemiology	3	Fall, Spring, Summer 10 wk
PubH 204	Environmental and Occupational Health in a Sustainable World	2	Fall, Spring, Summer I
PubH 205	Policy Approaches to Public Health	2	Fall, Spring, Summer 10 wk
PubH 207	Social and Behavioral Approaches to Public Health	2	Fall, Spring, Summer
PubH 208	Management Approaches to Public Health	3	Fall, Spring, Summer 10-wk
<b>Total</b>	<b>Core Credits</b>	<b>17</b>	

**Required Program-Specific Courses**

Required Departmental Courses		Credits	Semester Offered
PubH 363	Introduction to Public Health Communication and Marketing	3	Fall, Spring
PubH 382	Planning and Administration of Health Promotion/Disease Prevention Programs	2	Fall, Spring
PubH 383	Evaluation of Health Promotion/Disease Prevention Programs	3	Fall, Spring
<b>Total</b>	<b>Required Departmental Courses</b>	<b>8</b>	

**Required Program Courses**

PubH 361	Community-Oriented Primary Care (COPC) – Principles and Practice	3	Fall
PubH 366	Community Oriented Primary Care Policy and Issues	2	Spring
PubH 367	Community Health Management	2	Spring
PubH 376	Preventing Health Disparities	2	Fall
PubH 384	Community Health Information Resources	2	Fall, Spring

Select 3 credits from this list (*please see advisor for modifications*)

PubH 249	Use of Statistical Packages: Data Management and Data Analysis	3	Fall, Spring
PubH 262	Introduction to Geographic Information Systems	1	Summer, Fall, Spring
PubH 281	Introduction to Health Policy Analysis	3	Summer, Fall, Spring
PubH 321	Global Health Frameworks	3	Fall, Spring
PubH 364	Qualitative Methods in Health Promotion	2	Spring
PubH 370	Maternal and Child Health I	3	Spring
PubH 386	School Health and Safety	1 – 2	Summer (1 credit) Spring (2 credits)
PubH 387	Community Organization, Development, and Advocacy	3	Fall
<b>Total</b>	<b>Required Programmatic Courses, Including Program Electives</b>	<b>14</b>	

<b>Electives</b>	Any SPHHS Graduate Course(s)	2	Summer, Fall, Spring
PubH 214.11	Practicum	2	See advisor
PubH 215.11	Culminating Experience	2	See Advisor

Course Distribution		Credits	
MPH Core Courses		17	
Department Courses		8	
Program-Specific Courses + selected courses (3 cr)		14	
Electives		2	
Practicum		1-3	
Culminating Experience		2-3	
<b>Total Degree Credits</b>		<b>45</b>	

School of Public Health and Health Services

Master of Public Health and Graduate Certificate Program Option

Community Oriented Primary Care

2009-2010

Note: All curriculum revisions will be updated immediately on the website <http://www.gwumc.edu>

**Graduation Requirements  
MPH**

1. **Graduate Credit Requirement.** 45 graduate credits are required.
2. **Course Requirements.** Successful completion of the Core Courses and the Program-Specific Courses are required.
3. **Grade Point Requirement.** A 3.0 (B average) overall grade point average is required.
4. **Time Limit Requirement.** The degree must be completed within four years.
5. **Transfer Credit Policy.** Up to 12 graduate credits that have not been applied to a previous graduate degree may be transferred to the MPH. Up to 18 credits may be transferred to the MPH from the SPHHS Graduate Certificate. Credits must have been earned from an accredited institution in the last 3 years with a grade point of 3.0 or better.

**Graduation Requirements  
Graduate Certificate**

1. **Graduate Credit Requirement.** 18 graduate credits are required.
2. **Graduate Credit Requirement for students enrolled concurrently in a SPHHS Degree Program.** 12 credits are required.
3. The Program Director/Advisor must pre-approve all course selections and course sequencing by developing a "program of study" prior to the student's initial registration. Graduate Certificate students meet with their advisor each semester before registration. All changes in this program of study must be pre-approved by the Program Director/Advisor.
4. **Course Requirements.** Since most graduate certificate students are currently enrolled in an MPH program or have previously earned a graduate degree, most course credits will be selected from the program-specific course list. Under no circumstances may a certificate student enroll in fewer than 9 credits of program-specific courses.
5. **Grade Point Requirement.** A 3.0 (B average) overall grade point average or better is required.
6. **Time Limit Requirement.** The certificate must be completed within two years.
7. **Transfer Credit Policy.** The Program Director/Advisor may approve up to 4 graduate credits that have not been applied to a previous graduate degree to be transferred to the graduate certificate. (Exceptions: SPHHS master's students and alumni may transfer up to 6 credits from master's degree to the Graduate Certificate.) The course(s) must be relevant to the graduate certificate. Credits must have been earned from an accredited institution in the last 3 years with a grade point of 3.0 or better.

**Community Oriented Primary Care Course Descriptions**

**SPHHS Required Core Courses  
(17 Credits)**

PubH	201	Biological Concepts for Public Health	2	Provides an overview of current knowledge about biological mechanisms of major diseases causing death and disability in the US and globally; understanding and interpreting the reciprocal relationships of genetic, environmental, and behavioral determinants of health and disease in an ecologic context; analyzing, discussing, and communicating biologic principles of disease from a public health perspective. Fall, Spring, Summer 1
PubH	202	Biostatistical Applications for Public Health	3	Application of biostatistical principles to critical analysis of retrospective studies, prospective studies, and controlled clinical trials, as well as studies in the health services literature. Selection, basic calculations, and interpretation of statistical methods for detection of significant associations and differences. Fall, Spring, Summer 10 weeks
PubH	203	Principles and Practice of Epidemiology	3	General principles, methods, and applications of epidemiology. Outbreak investigations, measures of disease frequency, standardization of disease rates, study design, measures of association, hypothesis testing, bias, effect modification, causal inference, disease screening, and surveillance. Case studies apply these concepts to a variety of infectious, acute, and chronic health conditions affecting the population. Fall, Spring, Summer 10 weeks

PubH	204	Environmental and Occupational Health in a Sustainable World	2	Examines the connection between population health and exposures to chemical, physical, and biological agents in the environment. Through the use of problem-solving frameworks, students will become familiar with data sources, methodologies and policy approaches being used to address the public health impacts of environmental and occupational health hazards, including the consequences of climate change, natural resource degradation, and industrial chemicals. The course will integrate key concepts of environmental health with principles of sustainability to illustrate how public policies and practices on the local, national and global level affect population health. Fall, Spring, Summer 1
PubH	205	Policy Approaches to Public Health	2	Introductory multidisciplinary course focusing on the interplay of all aspects of global public health on health policy problems. Students will learn how health policy is made, how health care and public health services are delivered, and how to define and analyze key health policy problems drawing on the perspectives and skills of the public health disciplines. Fall, Spring, Summer 10 weeks
PubH	207	Social and Behavioral Approaches to Public Health	2	This course will emphasize social and behavioral science theories, models, and concepts that can be applied to public health problems and interventions. This course will describe the role of social and community factors, including race/ethnicity and culture, in both the onset and solution of public health problems and describe the inter-relationship between the social and behavioral science. Fall, Spring, Summer 1
PubH	208	Management Approaches to Public Health	3	An advanced multidisciplinary course examining global public health and health delivery issues through the use of a case study approach. Prerequisites: PubH 201, 202, 203, 204, 205, 207. Fall, Spring, Summer 10 weeks

**Required Department Courses  
(8 Credits)**

PubH	363	Introduction to Public Health Communication and Marketing	3	Communication theories and methods used in promoting health and preventing disease. Theoretical background in communication and behavior science and practical communication development methods. Prerequisite: PubH 207. Fall, Spring
PubH	382	Planning and Administration of Health Promotion, Disease Prevention Programs	2	In this course students will develop skills to effectively plan, implement, and manage programs that address public health problems for defined populations in a variety of settings. The PRECEDE/PROCEED framework will be used to guide this process. Fall, Spring
PubH	383	Evaluation of Health Promotion Disease/ Prevention Programs	3	This course provides students with the knowledge, competencies and skills to plan and implement and evaluation of health promotion-disease prevention programs for a defined population at risk. Fall, Spring

**Required Program Courses  
(11 Credits)**

PubH	361	Community Oriented Primary Care (COPC) – Principles and Practice	3	Theory and practice of community-oriented primary care, including an extended small group exercise carrying out a COPC project with a simulated community using Web-based data sets. Fall
PubH	366	Community Oriented Primary Care Policy and Issues	2	Advanced work on COPC methods and policy, focusing on issues related to the provision of health care in underserved communities. Prerequisite: PubH 361. Spring
PubH	367	Community Health Management	2	Management and development of community health services. Builds upon principles for management and community-oriented primary care. Prerequisite: PubH 361, 203. Spring
PubH	376	Preventing Health Disparities	2	Critical evaluation of the current issues in racial and ethnic Issues in health care. Introduces students to differences and disparities in the access, use, and health outcomes of health care in the US. Fall
PubH	384	Community Health Information Resources	2	Introduces students to computer applications useful in planning and implementing COPC and community health programs. Selected computer applications support COPC methods for defining and characterizing a community's social and health characteristics, mapping an area, investigating a prioritized problem, and developing programs and evaluations, and sharing results. Fall, Spring

<b>Select 3 credits from the list below</b>				
PubH	249	Use of Statistical Packages: Data Management and Analysis	3	This course familiarizes the student with one of the most widely used database management systems and statistical analysis software packages, the SAS System, operating in a Windows environment. Throughout the course, several database management system techniques and data analytical strategies for the appropriate analysis of datasets obtained from a variety of studies will be presented. Statistical techniques covered include linear regression, analysis of variance, logistic regression, and survival analysis. Prerequisite: PubH 202. Fall, Spring
PubH	262	Introduction to Geographic Information Systems	1	Geographic information systems (GIS) for mapping and display of health data. The course makes use of ArcGIS 8.3. The use of spatial statistics for the detection of clusters and patterns in the spread of diseases. Working with geodatabases, shape files, layers, query information from attribute tables, geocode addresses and customizing GIS applications. Summer, Fall, Spring
PubH	281	Introduction to Health Policy Analysis	3	Core elements of health policy analysis: problem definition, background, the political, economic, and social landscape; development of policy options and recommendations. Written, graphic, and oral presentation skills associated with policy analysis. Prerequisites: PubH 205. Summer, Fall, Spring
PubH	321	Global Health Frameworks	3	Provides a foundation of the various frameworks and techniques used to study global health. The frameworks examined will include epidemiology, anthropology, economics, human rights, and ethics among others. The perspectives studied will provide an introduction and understanding of how global health issues are framed, structured and presented. Fall, Spring
PubH	364	Qualitative Methods in Health Promotion	2	Application of qualitative methods in the development of health promotion interventions, evaluations, and research. Collecting and analyzing qualitative data through participant observation, interviewing, group methods, and case studies. Prerequisite: PubH 207. Spring
PubH	370	Maternal and Child Health I	3	Public health issues affecting the health and well-being of women, children, and families. A multidisciplinary perspective that integrates the biological, demographic, epidemiological, economic, behavioral, social, cultural and environmental aspects. Spring
PubH	386	School and Health Safety	1 – 2	Examines the history, organization, financing, and politics of school health programs. It will provide an overview of the core components of school health as defined by the Center for Disease Control and Prevention: health services, health education, physical education, nutrition services, counseling or mental health, school environmental health, health promotion, and family/community involvement. Summer (1 credit); Spring (2 credits)
PubH	387	Community Organization and Advocacy	3	Educates health promotion practitioners in how to organize community groups to promote health. The focus is on learning how to use resources available in the community to advocate change. Prerequisite: PubH 207. Fall

<b>Practicum and Culminating Experience</b>				
PubH	214.11	Practicum	1-3	This course provides the opportunity for MPH students to apply the knowledge and skills acquired through their programs of study. A planned, supervised and evaluated practice experience that is relevant to the student's program is an essential component of a public health professional degree program. These opportunities can take place in a variety of agencies or organizations. Each program customizes Practicum requirements to meet students' needs. (Credit/No Credit) [For 45-credit MPH students who started Summer 06 or after.] Summer, Fall, Spring
PubH	215.11	Culminating Experience	2-3	A culminating experience is one that requires a student to synthesize and integrate knowledge acquired in coursework and other learning experiences and to apply theory and principles in a situation that approximates some aspect of professional practice. It is through this course that faculty evaluates the extent to which the student has mastered the body of knowledge and can demonstrate proficiency in the required competencies. Each program customizes Culminating Experience requirements to meet students' needs. [For 45-credit MPH students who started Summer 06 or after.] Summer, Fall, Spring