Evidence-based Approaches to Public Health
F1. Apply epidemiological methods to the breadth of settings and situations in public health practice.
F2. Select quantitative and qualitative data collection methods appropriate for a given public health context.
F3. Analyze quantitative and qualitative data using biostatistics, informatics, computer-based programming and software, as appropriate.
F4. Interpret results of data analysis for public health research, policy or practice.

Public Health & Health Care Systems
F5. Compare the organization, structure and function of health care, public health and regulatory systems across national and international settings.
F6. Discuss the means by which structural bias, social inequities and racism undermine health and create challenges to achieving health equity at organizational, community and societal levels.

Planning & Management to Promote Health
F7. Assess population needs, assets and capacities that affect communities’ health.
F8. Apply awareness of cultural values and practices to the design or implementation of public health policies or programs.
F9. Design a population-based policy, program, project or intervention.
F10. Explain basic principles and tools of budget and resource management.
F11. Select methods to evaluate public health programs.

Policy in Public Health
F12. Discuss multiple dimensions of the policy-making process, including the roles of ethics and evidence.
F13. Propose strategies to identify stakeholders and build coalitions and partnerships for influencing public health outcomes.
F14. Advocate for political, social or economic policies and programs that will improve health in diverse populations.
F15. Evaluate policies for their impact on public health and health equity.

Leadership
F16. Apply principles of leadership, governance and management, which include creating a vision, empowering others, fostering collaboration and guiding decision making.
F17. Apply negotiation and mediation skills to address organizational or community challenges.

Communication
F18. Select communication strategies for different audiences and sectors.
F19. Communicate audience-appropriate public health content, both in writing and through oral presentation.
F20. Describe the importance of cultural competence in communicating public health content.

Interprofessional Practice
F21. Perform effectively on interprofessional teams.

Systems Thinking
F22. Apply systems thinking tools to a public health issue.

GLOBAL HEALTH COMPETENCIES
G1. Demonstrate knowledge of the Social Determinants of Health (SDH) and their contribution to the health of populations globally, as well as the influence of SDH (including economic, political and environmental) on programmatic approaches in international settings.
G2. Demonstrate a critical understanding of the major causes of morbidity and mortality around the world, and explain how the risk for disease varies within and across regions.
G3. Describe the roles and relationships of the major entities influencing global health and development, and how they work to address communicable and non-communicable diseases, including injury, given context specific challenges within countries and regions.
G4. Demonstrate an ability to use systems thinking to analyze programs at the local, national and international levels.
G5. Demonstrate a vision and philosophy of ethical professional practice that addresses health equities and human rights in global health.

PUBLIC HEALTH POLICY AND MANAGEMENT COMPETENCIES
P1. Analyze, interpret, and explain the federal public health policy making process with applications at the state and local government levels and with a health in all policies frame.
P2. Demonstrate and explain the characteristics of the U.S. health care system and the delivery of health care in the U.S.
P3. Recognize and explain the importance of legal analysis as a component of public health practice and assess the ethical implications of legal decision making in public health practice.
P4. Recognize, explain and apply dominant conceptual theories of the public health policy making process using real-world policy “tools”.
P5. Understand and apply strategic planning concepts and interpret budget and financial statements for public and non-profit public health organizations.
P6. Understand and explain the application of economic theoretical frameworks and empirical evidence to public health policy.
P7. Identify, describe, and briefly utilize qualitative and quantitative research and data collection methods and study designs used by public health policy practitioners.
Conduct an evidence-informed policy analysis for addressing a current public health policy problem at the federal, state or local levels of government.

ONLINE INFORMATICS COMPETENCIES

N1. Formulate a GIS project design specification and apply GIS techniques to public health projects and competently communicate with a GIS specialist and user teams.

N2. Apply the concepts of General Systems Theory to the design and development of public health information systems and evaluate the determinants of success/failure of investments in health information systems.

N3. Plan, model, and design public health surveillance databases.

N4. Assess existing and emerging wireless network technologies and protocols and evaluate the impact of ICTs on effectiveness of web services and mHealth, eHealth, electronic health records and other HIT applications.

N5. Develop and present a framework to formulate and analyze ethical issues related to public health informatics.

N6. Design a high-level conceptual architecture for a public health information system and execute a Project Management Plan to manage complex public health information systems.

N7. Plan, design, and develop an interactive health promotion website that complies with intellectual property and copyright regulations as well as privacy and confidentiality requirements.

N8. Apply data mining techniques to public health databases and identify potentials and limitations related to the use of data mining techniques in public health.