

# Health Promotion

at Coastal Carolina University

## What does a health promotion major study?

Health promotion is defined as the art and science of helping people change their lifestyles to move toward states of optimal health. When you work in the field of health promotion, you will assist others in making lifestyle changes by enhancing awareness, changing behavior or creating environments that support better health practices. The health promotion major blends instruction from biology, psychology, sociology, marketing, epidemiology, statistics and medicine into applications addressing current health problems facing our communities.

## Why study health at Coastal Carolina University?

- There is a growing demand for culturally diverse outreach workers trained in behavioral and community-based intervention technologies to both educate and empower at-risk populations to improve their health status.
- The increased emphasis on integrating health promotion and disease prevention in health plans will increase future career opportunities in primary care settings and community-based outreach programs.
- Students desiring careers in allied health fields such as physical therapy, occupational therapy, communication science and physician's assistant may complete prerequisites for these programs within the health promotion degree.
- Students who are interested in fitness may complete the health promotion degree with an option in fitness. This option is designed for students who desire to work in wellness or personal training centers.
- An option in communication may also be completed with the health promotion degree. Health communication is beneficial to promoting and protecting the public's health and may serve as a venue for health policy advocacy.
- Completion of the program qualifies graduates to apply for certification through the National Commission for Health Education Credentialing, Inc. (NCHEC) as a Certified Health Specialist (CHES). CHES certification is encouraged by many health professionals in the state and nation and is required in some states.
- Students have the opportunity to participate in a nine-credit hour internship for one semester in a health-related agency such as Conway Medical Wellness and Fitness Center, ShareCare, Department of Health and Environmental Control, Rape Crisis Center, Shoreline Behavioral Health Services, Blue Cross/Blue Shield and the American Cancer Society.

## What are some career options for health promotion majors?

Health promotion programmer, health information specialist, corporate wellness, personal trainer, environmental educator, maternal/child nutrition consultant, teen pregnancy prevention coordinator, family service specialist, youth educator, alcohol educator, tobacco educator, health education coordinator, health policy advocate, pharmaceutical sales representative and medical sales.

## Whom can I contact for more information?

- Sharon Thompson, program coordinator, 843-349-2635 or [thompson@coastal.edu](mailto:thompson@coastal.edu)
- You can also obtain more information at [www.coastal.edu/education](http://www.coastal.edu/education).

**Coastal  
Carolina  
University**

P.O. Box 261954  
Conway, S.C.  
29528-6054

1-800-277-7000  
[www.coastal.edu](http://www.coastal.edu)