

# HEALTH PROMOTION AND HEALTH EQUITY, BS

The Health Promotion and Health Equity (HPHE) major was created through a collaborative effort across the departments of Counseling Psychology, Kinesiology, and Rehabilitation Psychology and Special Education in the School of Education. The Department of Kinesiology is the home of this major; its mission is to research, teach, and apply knowledge related to movement, exercise, and human occupation with the ultimate goal of enhancing human health, productivity, and quality of life.

The program is broadly designed to provide students with the skills and perspectives to facilitate healthy practices at the individual and societal levels. Students will learn about the theoretical, programmatic and empirical foundations of health promotion and health equity interventions and be taught to demonstrate competence in evaluating strengths and weaknesses in health promotion programs.

The coursework will prepare students for emerging career opportunities as health educators within community health organizations, hospitals, mental health centers, clinics, schools and universities, businesses and non-profits, governmental health offices, and various other public health-related professions.

*"I'm from Madison and became interested in the HPHE program because I knew I wanted to work in the healthcare field, but was not sure in what direction. When I heard about this degree I loved how versatile it was!"* –Victoria Ruiz de la Vega (read more ([https://education.wisc.edu/news/victoria-ruiz-de-la-vega-from-the-school-of-educations-health-promotion-and-health-equity-major/?utm\\_source=Early\\_AD&utm\\_medium=email&utm\\_campaign=HPHE\\_majors&utm\\_id=student&utm\\_content=Student\\_Story](https://education.wisc.edu/news/victoria-ruiz-de-la-vega-from-the-school-of-educations-health-promotion-and-health-equity-major/?utm_source=Early_AD&utm_medium=email&utm_campaign=HPHE_majors&utm_id=student&utm_content=Student_Story)))