



Market Scan for Proposed Health and Sustainability Master's  
Certificate

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## Market Scan for Proposed Health and Sustainability Master's Certificate

### Executive Summary

This summary report describes findings related to a demand analysis and a competitive scan of the market for a master's certificate in health/wellness and sustainability.

Research into the likely demand and current competition for a master's (postbaccalaureate) certificate in health and sustainability presents mostly positive results. Trends support the hypothesis regarding businesses integrating the areas of wellness management and sustainability management, opening opportunities to provide a combined approach to educating prospective managers of these programs. Overall, students have demonstrated an increased interest in certificate programs, with overall growth from 2014 to 2017 at 16 percent. In particular, the market supply for the proposed Wellness/Health and Sustainability Master's Certificate appears strong as business graduates continue to be among the largest program area at the bachelor's level. Likewise, the supply of bachelor's and master's level graduates in related programs appears to be strong and likely to continue to be strong.

The competitive scan found moderate competition in the online master's certificate space when it comes to certificates in sustainability, and less competition for wellness management certificates. Internet searches and database searches failed to locate a certificate program that would closely match an integrated certificate based on the UW collaborative programs of SMGT and HWM. However, certificates in public health share some common characteristics in that they focus on a healthy, sustainable environment so they cover topics related to health and sustainability, but not wellness directly. Depending on how the health aspects of the combined certificate are covered, it may compete with public health certificates. For the purposes of market research competition is anything the consumer—prospective student—may select instead of your program. For this reason, starting with the outcomes (in terms of benefits to the program graduates) in mind will help with defining the market potential further.

### Demand Analysis

#### Introduction to the Demand Analysis

To consider evidence of demand for the proposed certificate program, researchers considered three main areas of evidence: growth in popularity of postbaccalaureate certificate programs, indications of demand in the occupational and industry space, and the pipeline of prospective students for the certificate program. The first section below details the trends in the number of students graduating from postbaccalaureate certificate programs in the United States. Researchers also conducted a literature review looking for evidence of employer and occupational demand trends in the combination of health and wellness management with sustainable management. Summaries of the articles that were located are provided below. Finally, the potential "pipeline" of bachelor's degree and master's degree graduates was examined for trends related to growth or decline. Details, including graphs plotting trends in graduates are provided.

## Occupational and Employer Outlook

### *Higher Education Industry Trend: Blending of Wellness and Sustainability Efforts*

A common trend among educational institutions is combining health and wellness into their sustainability efforts. Many Universities have departments of Sustainability to foster growth in cleaner business practices and sustainable communities. Google searches were used with the keywords "sustainability and wellness".

- Here Harvard discusses how the health and wellbeing of both the individual and community is essential when striving for a sustainable future. Some of their health efforts include sponsored exercise events, drug abuse resources, and other resources to benefit one's health and encourage collaboration within communities.
  - <https://green.harvard.edu/topics/health-wellness>
- The University of Utah states that "The health and wellness of people is a vital part to the sustainability of our community." In efforts to achieve sustainability and boost the health and wellness among the community, they have hired a Chief Wellness Officer, have the WellU program, offer a student wellness center, and encourage activity through healthy modes of transportation.
  - <https://sustainability.utah.edu/progress/focus-areas/wellness/>
- This source is a briefing paper supplied by the Global Wellness Institute: Sustainability Initiative. They too discuss how there is an integral connection between wellness at the personal level all the way to a sustainable environment.
  - <https://www.globalwellnesssummit.com/wp-content/uploads/2017/09/Sustainability-Initiative-Briefing-Paper-2017.pdf>

### *Literature Review of Trends in Business Practices Related to Wellness and Sustainability*

Wellness characteristics as part of LEED design and sustainable business models

- This article discusses how wellness characteristics are being incorporated into LEED design and sustainable business design.
  - <https://www.fminet.com/fmi-quarterly/article/2017/12/health-wellness-next-disruption-sustainable-building-design/>
  - From the article: We're now witnessing the increased **convergence of green and wellness**. While green certifications such as LEED focus more on the environmental impact of a building, wellness rating systems emphasize the health and well-being of the building's occupants. According to Leigh Stringer, EYP, workplace strategist and author of "The Healthy Workplace," "Many of the strategies for creating a healthy and productive physical work environment stem from the efforts to make buildings greener or more environmentally friendly."
- Pearson offers a webinar involving advantages by embracing sustainability and wellness. The overview is provided here: <https://www.pearsoned.com/create-sustainability-wellness/>

How workplace safety and health align with sustainability

- [Sustainability in the Workplace: A New Approach for Advancing Worker Safety and Health](#) by United State Department of Labor -- Occupational Safety and Health Administration (OSHA)
  - [https://www.osha.gov/sustainability/docs/OSHA\\_sustainability\\_paper.pdf](https://www.osha.gov/sustainability/docs/OSHA_sustainability_paper.pdf)
  - This influential whitepaper highlights the importance of including worker safety and health in the growing movement toward sustainability and corporate responsibility. Sustainability provides a platform for reimagining and identifying innovative approaches for protecting workers by:
    - Creating new partnerships to advance integrated OSH and sustainability activities;
    - Enhancing interdisciplinary training and education for workers, the OSH community, and business professionals;
    - Measuring the impact of safety and health performance on business outcomes;
    - Recognizing employers that successfully integrate OSH into sustainability efforts; and Improving access to data on safety and health for sustainability reporting.
  - Key Idea: “Sustainable organizations strive to balance the triple bottom line of people, planet, and profit to achieve long-term success and viability. This means that organizations cannot be sustainable without protecting the safety, health, and welfare of their most vital resource: workers. “
  - In an interview with David Michaels, assistant secretary of labor for the Occupational Safety and Health Administration, an OSHA representative reports that companies recognize worker safety and health as integrated with sustainability,  
“When we were speaking with people around the country currently engaged in sustainability — whether their focus was metrics, reporting, standards and certifications, procurements, research, education or investing — all of them recognized that worker safety and health should be an essential component of sustainability efforts.” (<https://www.greenbiz.com/article/how-does-workplace-safety-and-health-align-sustainability>)

Findings from *SHINE 2016 Summit Report* that support wellness and sustainability integration

- Various bodies of research have shown that employee well-being and workplace culture are drivers of business metrics. Studies that have measured employee health and wellness show that higher levels of employee well-being are associated with better productivity and performance, such as less absenteeism, better engagement, and increased job satisfaction.
  - “Nutra-ergonomics: influence of nutrition on physical employment standards and the health of workers By: Shearer, Jane ; Graham, Terry E.; Skinner, Tina L. Applied Physiology Nutrition and Metabolism. Volume: 41 Issue: 6 Pages: S165-S174 Supplement: 2DOI: 10.1139/apnm-2015-0531 Published: JUN 2016
  - Thatcher, Andrew; Milner, Karen. “Changes in productivity, psychological wellbeing and physical well-being from working in a ‘green’ building”
  - Wojtaszczyk, Patrycja. “The Role of Workplace Promotion in the Concept of Corporate Social Responsibility
- Research has cited good benefits, a positive workplace culture, meaningful work, and sufficient job resources as some of the factors that lead to better engagement.
  - “Inner work life is what drives organizational success or failure.” (Teresa Amabile, Harvard Business School)

- “Creating the Best Workplace on Earth.” Rob Goffee; Gareth Jones. Harvard Business Review, May 2013
- <http://progressprinciple.com/research>
- Research performed by the Hay Group, an HR consulting firm, found that companies with highly engaged workers compared to those with poorly engaged workers outperformed by 54% in employee retention, by 89% in customer satisfaction, and by 400% in revenue growth.
- According to one study, workers’ mental health affects their intellectual, emotional, and social growth, as well as work ability, productivity, and ultimately organizational productivity and competitiveness on the market. (Grabovac, Igor; Mustajbegovic, Jadranka. “Healthy occupational culture for a worker-friendly workplace.”)

The Center for Safety & Health Sustainability offers these relevant insights

- A non-profit organization (<http://www.centershhs.org/>) with a vision as follows: For all organizations to recognize and act on the value of occupational safety, health and well-being as part of their sustainable business practices.
- A list of their reports can be find here: <https://www.centershhs.org/assets/docs/?C=M;O=D>
- Current Practices in Occupational Health & Safety Sustainability Reporting: [https://www.centershhs.org/assets/docs/CSHS\\_SustainReport\\_2013\\_FinalZ.pdf](https://www.centershhs.org/assets/docs/CSHS_SustainReport_2013_FinalZ.pdf)
- The Accounting Revolution and the New Sustainability Implications for the OSH Professional
  - The concept of integrated reporting, which is reporting on both financial and nonfinancial information on one report. Integrated reports on performance tell a business’ stakeholders of its ability to create value in a sustainable way, and feature data on a range of non-financial matters. This means that “human capital” issues such as the mental and physical health of the workforce and employee engagement are considered material to a company’s performance, just like balance sheets and statements of cash flow.
  - In this case, companies may hire more graduates with knowledge in occupational health and sustainability to analyze data and write reports.
  - [http://www.centershhs.org/assets/docs/CSHS\\_2015\\_Accounting\\_Revolution\\_and\\_the\\_New\\_Sustainability.pdf](http://www.centershhs.org/assets/docs/CSHS_2015_Accounting_Revolution_and_the_New_Sustainability.pdf)

Article on how occupational health and safety is being integrated into financial reporting

*Creating Value: How Occupational Health and Safety Is Being Integrated into Financial Reporting and Why You Should Care*

- <https://www.ehstoday.com/safety-leadership/creating-value-how-occupational-health-and-safety-being-integrated-financial-repor>
- May reflect an increased demand for graduates with health and sustainability master’s certificate
- “More and more, corporations are recognizing that material non-financial information is important to investors and analysts. While they may have declined to participate in sustainability reporting a few years ago, corporations are discovering that the long-term viability of their operations is being judged not only on profitability, but on non-financial factors as well. This means that a growing number of organizations are including occupational safety and health data in “integrated” reports that include financial and non-financial information.”

## Environmental Scan Market Analysis for the Proposed Health and Sustainability Master's Certificate

Sunlife Financial provides an example of community wellness integrated with sustainability

- Using ABI/Inform Database from UW Madison Library with search terms “sustainability and wellness”, a press release by Sunlife Financial. The article can be found here: <http://www.newswire.ca/en/releases/archive/March2018/27/c8947.html>
- Sunlife states “Community wellness is an important part of our sustainability commitment and we believe that by actively supporting the communities in which we live and work, we can help build a positive environment for our Clients, Employees, advisors and shareholders”. They also provided an infographic (shown at the right) on their sustainable efforts which has been cropped for this report.



UL EHS announced a sustainability partnership with U.S. Preventative Medicine

- Another article that came up in the search was “UL EHS Sustainability Partners with U.S. Preventive Medicine to Provide Increased Health and Wellness Solutions.” According to the announcement, “UL EHS Sustainability empowers organizations to protect the well-being of workers, reduce risk, improve productivity, enhance compliance, and drive measurable business improvement through its EHS, occupational health, environmental, supply chain, sustainability, and corporate social responsibility platforms.”
- Likewise, the announcement states that “U.S. Preventive Medicine is a leader in Population Health Management and uniquely combines innovative wellness programs with health coaching and care management.” (<https://www.prnewswire.com/news-releases/ul-ehs-sustainability-partners-with-us-preventive-medicine-to-provide-increased-health-and-wellness-solutions-300519012.html>)
- Key points from the article:
  - Companies are beginning to see employee wellness as an extension of health and safety and as a benefit both to employees and to business operations.
  - The press release states: “Companies today need to understand all of the risks associated with their business, whether from the environment, workforce safety, or employee health and wellness. This partnership will allow us to help our customers identify key risks and offer assistance.”
  - Clearly this partnership validates the trend toward recognizing that there is a link between sustainability programs and community/employee wellness programs.

Wellness awareness extends into green building design

- An article titled “Green Building trends for 2018 and beyond” was published by the Building Design and Construction Network. It highlights the growing relationship between sustainable building design and wellness. It also describes how consumer expectation drives company social responsibility. The article can be found online at <https://www.bdcnetwork.com/blog/green-building-trends-2018-and-beyond>
- Key points from the article:
  - While adoption of the WELL standard is relatively new, the interest in wellness is high. We will see an improved analysis of wellness-feature-impact on the pro forma, increased demand for wellness from corporate brands and employers - along with a scramble on the part of third-party certifiers like IWBI and Fitwel to right-sized their certification solutions. Despite the broad consensus that wellness is good for business, fees are most often mentioned as the impediment to certification, and if wellness certification is going to take off, this is the year to settle the business case.
  - Consumers and investors are getting smarter about their expectations around social responsibility, and brands can expect more direct and specific questions about CSR initiatives. Consumers will vote with their dollars, and employees will vote with their employment-of-choice. Companies and developers will expect architects to produce buildings that represent their brand and offer experiences that have tangible examples of wellness and sustainability.
  - Perhaps surprisingly, the sustainability and wellness experts are finding themselves at odds when it comes to priorities (how much energy should we use to achieve greater health?) - but leading organizations know that it's not either-or. Abundance has taught us that more good options deliver better results. These conflicts should be laid to rest by 2019.

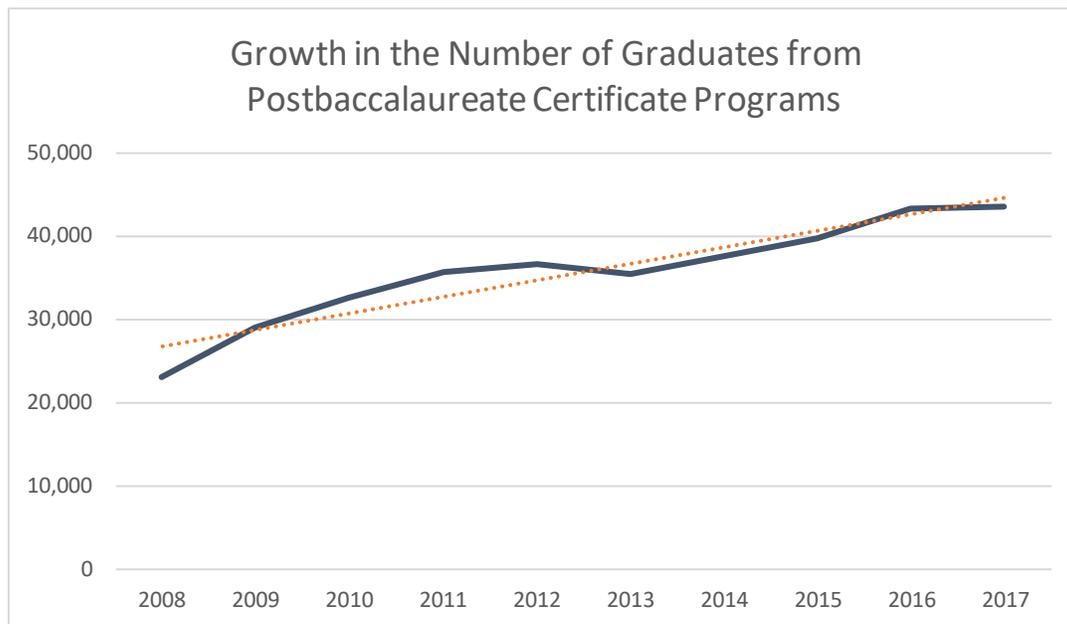
Another article about wellness as part of building design

- “Building Design: Next Phase of Sustainability Shifts to Wellness Design” was published in *gb&d magazine*. The main point in this article is that WELL is similar to LEED in that it has building standards to promote overall health and wellness. However, certification may result in a barrier to market adoption. See the article at this link - <https://gbdmagazine.com/2018/wellness-design/>. The magazine provides a list of articles on wellness-based design at this link: <https://gbdmagazine.com/?s=wellness>.
- “Operated by the International WELL Building Institute, WELL aims to combine best practices in building design with evidence-based scientific research. The resulting system consists of seven unique categories, including preconditions and optimization features that resemble the LEED rating system structure. WELL uses the built environment to support health and wellbeing and is intended to work in harmony with LEED and the LBC. However, the relatively high cost of certification and the two-year recertification requirement may prove challenging for some building owners and are potential barriers to wider market adoption.”

## Student Demand Indicators

### *Growing Popularity of Postbaccalaureate Certificate Programs*

According to Emsi Analyst, the total number of graduates completing a postbaccalaureate certificate-- including on-campus and online programs-- increased 16 percent from 2014 to 2017. The number of graduates completing online postbaccalaureate certificates increased 48 percent from 2014 to 2017. As can be seen below there has been a steady increasing trend in the number of graduates from postbaccalaureate certificate programs in the United States from 2008 to 2017. The visual below includes all program areas and all programs, on-campus and distance offered. This confirms anecdotal hypothesis that students are increasingly interested in this type of intermediate program beyond a bachelor's degree and less than a master's degree.

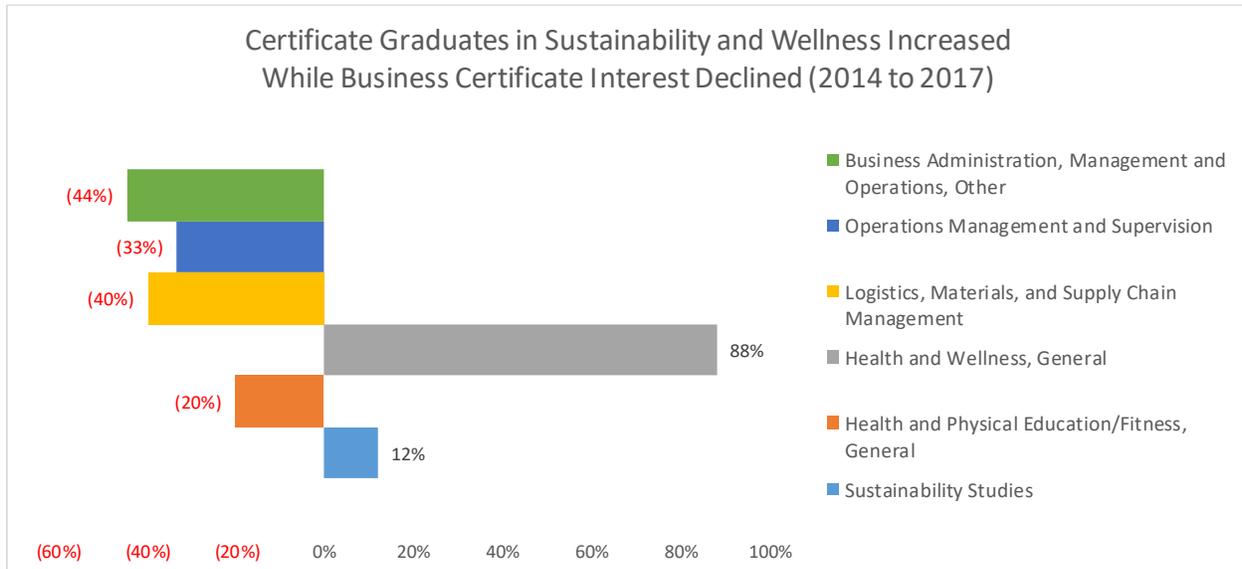


According to an article published in the Washington Post on August 9, 2018, Moody's Investor Service views the growth in certificate programs as a positive indicator for revenue generation at higher education institutions. The article reads, "The number of certificates offered since 2000 at public universities and colleges has doubled and at private, nonprofit institutions it has increased by nearly 40 percent, the U.S. Education Department reports." It adds, "Among the bond-rating agency's otherwise grim projections for higher education, Moody's rates the meteoric growth of certificate programs as a 'credit-positive' development." View the article at the following link:

[https://www.washingtonpost.com/news/grade-point/wp/2018/08/09/lots-of-new-college-majors/?utm\\_term=.fc920d8ac4a8&wpisrc=nl\\_highered&wpmm=1](https://www.washingtonpost.com/news/grade-point/wp/2018/08/09/lots-of-new-college-majors/?utm_term=.fc920d8ac4a8&wpisrc=nl_highered&wpmm=1)

*Business Certificate Interest Compared to Sustainability and Wellness Certificates*

From 2014 to 2017, interest in business management master’s certificates declined while interest in certificates focused on sustainability grew 12 percent and interest in health and wellness certificates grew 88 percent. Based on this, the proposed master’s certificate seems likely to generate interest.

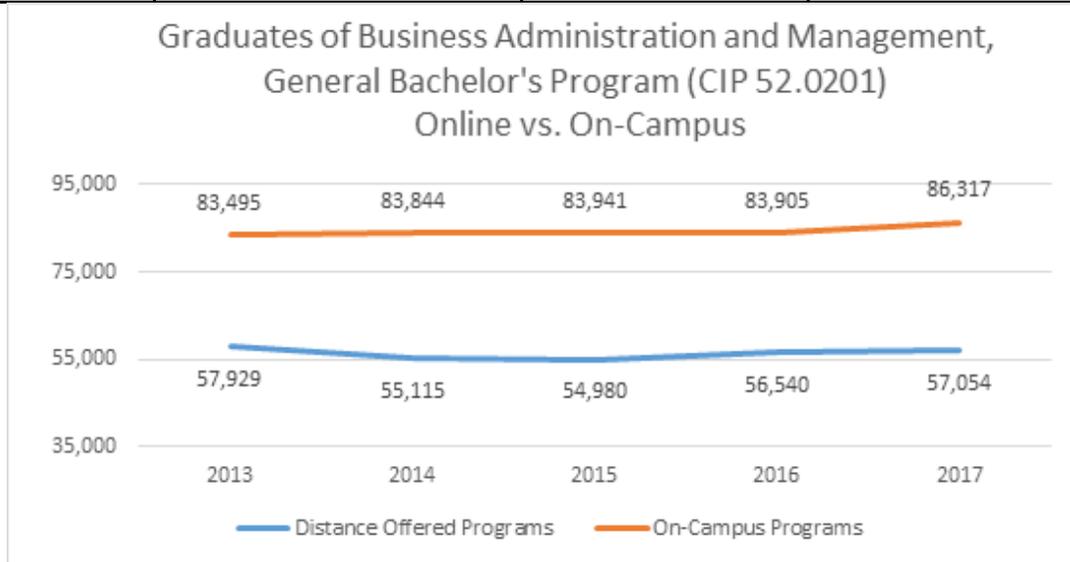


*Prospective Student Supply Based on Graduate Trends*

On the next three pages, data on the number of business administration, sustainability, and wellness studies graduates is provided. Tables show the number of graduates in the most recent year in the United States and in Wisconsin. The visuals depict the trends in graduates in the United States on campus and online. Prospective students for the master’s certificate program could have other bachelor’s degrees, but these three areas of study provide a good starting place for considering the market potential of the program. Bachelor’s degrees in business trends appear fairly flat, and master’s in business graduates are trending flat for online and declining for on-campus programs. Sustainability programs at the bachelor’s level have experienced strong growth on campus and flat growth online. In recent years. Both on-campus and online programs in sustainability at the master’s level have shown growth in recent years. Bachelor’s degree and master’s degree programs in health and wellness have shown growth in recent years, both on campus and online. However, it appears that some of the online growth at the master’s level most recently has come at the expense of on-campus programs.

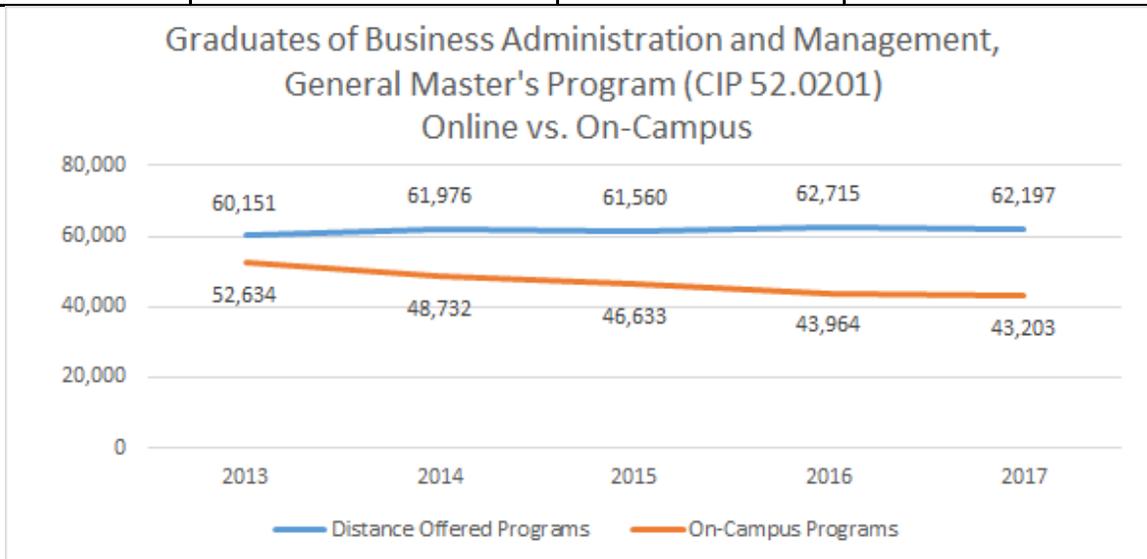
**Business Administration and Management Bachelor’s Program (CIP 52.0201)**

	Total Graduates (2017)	Online Graduates	On-Campus Graduates
United States	143,371	57,054	86,317
Wisconsin	2,064	409	1,655



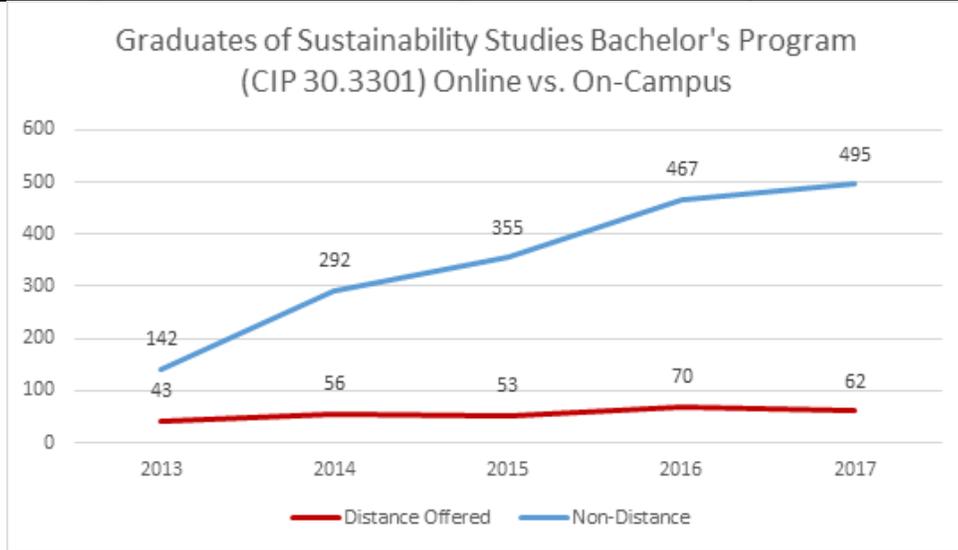
**Business Administration and Management Master’s Program (CIP 52.0201)**

	Total Graduates (2017)	Online Graduates	On-Campus Graduates
United States	105,400	62,197	43,203
Wisconsin	874	577	297



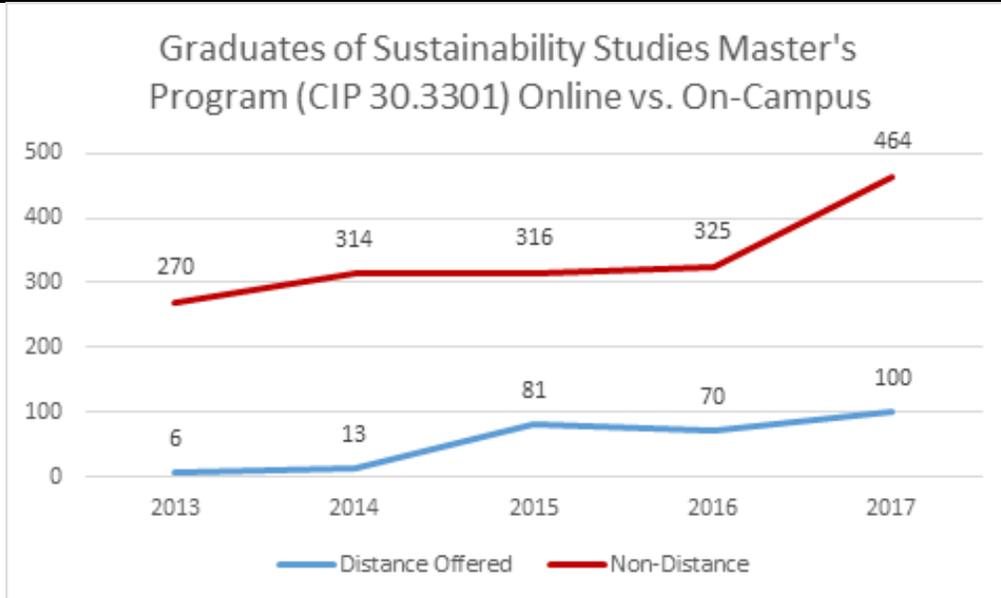
**Sustainability Studies Bachelor’s Program (CIP 30.3301)**

	Total Graduates (2017)	Online Graduates	On-Campus Graduates
United States	557	62	495
Wisconsin	25	15	10



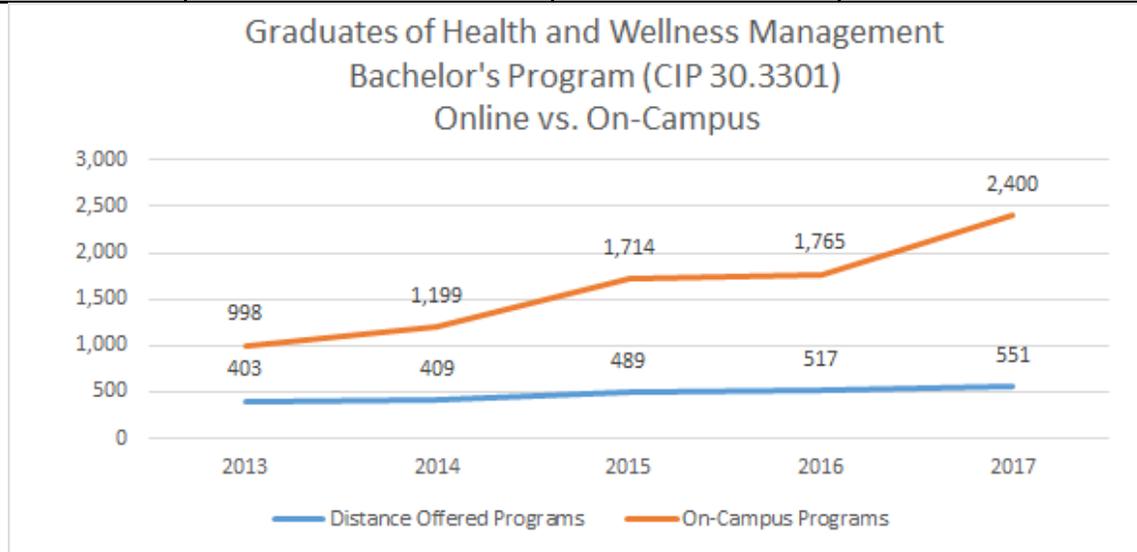
**Sustainability Studies Master’s Program (CIP 30.3301)**

	Total Graduates (2017)	Online Graduates	On-Campus Graduates
United States	564	100	464
Wisconsin	33	26	7



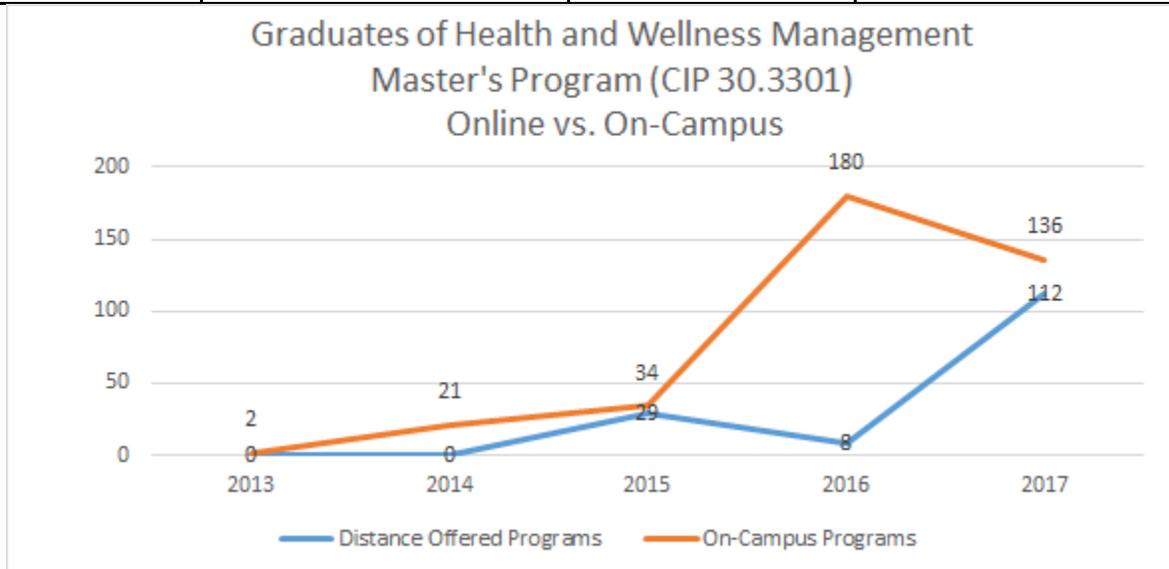
**Health and Wellness Management Bachelor's Graduates (CIP 51.0001)**

	Total Graduates (2017)	Online Graduates	On-Campus Graduates
United States	2951	551	2400
Wisconsin	68	32	36



**Health and Wellness Management Master's Graduates (CIP 51.0001)**

	Total Graduates (2017)	Online Graduates	On-Campus Graduates
United States	248	112	136
Wisconsin	0	0	0



## Competitive Analysis

According to College Navigator, there are currently 34 universities/colleges that offer a certificate program in either health and wellness management (CIP 52.0201) or sustainability studies (30.3301). This number; however, is likely inaccurate, as a quick Google search will lead prospective students to schools that are not listed by College Navigator. For example, two institutions not listed by College Navigator that appear to offer a certificate in sustainability are Harvard Extension School, and NYU Stern. None of the programs located through College Navigator offered a blend of both HWM and SMGT topics, but using Google searches with keywords such as "health sustainability certificate" and "health sustainable management certificate" results in some certificate programs. A summary of the search results are provided below.

### Health and Sustainability Combined Certificate Programs

#### *University of South Florida- Graduate Health, Safety & Environment Certificate*

Description: This Certificate program is intended to appeal to experienced working professionals anywhere in the world who seek to broaden their understanding of the interrelatedness of the areas of health, safety and environment. The required courses will present the fundamental of HSE and address topics that include basics of the persistent worldwide issues of air and water quality, solid and hazardous wastes, worker safety, legal requirements, and effective management. The impact of health, safety and the environment topics will be addressed for developed and less developed countries.

#### *University of Phoenix- Graduate Health Care Sustainability Management Certificate*

Description: Students enrolled in the Graduate Health Care Sustainability Management Certificate focus on curriculum that is designed to instill environmental, economical, and social sensitivity and responsibility within the healthcare industry. This includes covering concepts such as accountability for managing outcomes, reducing costs and waste, and minimizing the environmental impact of health care systems.

<https://www.phoenix.edu/programs/continuing-education/certificate-programs/nursing-and-health-care/cert-g-hcs.html>

### Sustainability Certificate Programs

One Wisconsin institution, Edgewood College, offers a competitive certificate program: Graduate Certificate in Social Innovation & Sustainability Leadership.

Description: The Sustainability Leadership Graduate Certificate is ideal for those interested in making an impact in their workplace or community. The certificate allows students to expand their knowledge, leadership skills and network while completing social innovation and sustainability projects related to their area of interest. Students come from a wide range of fields, including nonprofit and corporate management, economic development, education, local government, public health, energy and utilities, regional planning and design, hospitality, religious service, and more. A sequence of 3 classes (SUST 650, SUST 651, SUST 652) is completed in 10 months.

According to Emsi Analyst, the following institutions had online master's certificate programs in sustainability studies (CIP 30.33) with completions (graduates) in 2017: Regis University and Tufts University. Other institutions with certificates in sustainability are listed below:

## Environmental Scan Market Analysis for the Proposed Health and Sustainability Master's Certificate

University of Iowa  
Syracuse University  
University of Massachusetts-Boston  
Presidio Graduate School  
Michigan Technological University  
University of California-Davis  
Wake Forest University  
University of Arkansas  
University of Massachusetts-Amherst

Indiana University-South Bend  
Western Kentucky University  
George Washington University  
The New School  
University of Southern California  
University of Oregon  
Edgewood College  
University of Utah  
Bryant University

Internet searches identify additional programs offered via distance education that either have differing CIP codes or did not have any graduates.

### *Harvard University – Sustainability Certificate (and four other related certificates)*

Description: With more than 7 billion people on the planet, climate change dominating the headlines, and growing scarcity of natural resources, there is a strong need for individuals and organizations to design and implement effective sustainability and environmental management solutions. Through this professional graduate certificate, gain an advantage in the workplace, deepen your knowledge, and demonstrate your expertise in sustainability.

<https://www.extension.harvard.edu/academics/professional-graduate-certificates/sustainability-certificate>

### *Oregon State University- Certificate in Sustainable Natural Resources*

Description: Students have a choice among 12 courses designed to build personal and organizational capacity to examine the many aspects of natural resource problems—environmental, economic, and social—in the search for innovative solutions. All courses in the certificate program are integrated through an independent capstone project that addresses a specific sustainability problem in the student's own organization or region.

<https://gradschool.oregonstate.edu/programs/cg01/sustainable-natural-resources-cert>

### *Unity College- Certificate in Sustainability*

Description: Students within this certificate should expect to explore, debate, and research possible sustainability solutions from a variety of viewpoints.

<https://online.unity.edu/certificate-in-sustainability/>

### *University of South Florida- offers 15 certificates in sustainability related topics*

Many of these certificates are offered through the Patel College of Global Sustainability. Examples of the sustainability-related certificates include, Building Sustainable Enterprise, Global Sustainability, and Planning for Healthy Communities. The closest fit—other than the program listed above—is the graduate certificate in Water, Health and Sustainability. This program is intended for public health professionals, humanitarian aid providers, engineers and other planners, or anyone with an interest in addressing critical shortages and health problems associated with inadequate and unsanitary water throughout the world

<https://www.usf.edu/innovative-education/graduate-certificates/programs/water-health-and-sustainability.aspx>

## Environmental Scan Market Analysis for the Proposed Health and Sustainability Master's Certificate

A complete list of the USF master's certificates related to sustainability and their online status is provided here:

- [Building Sustainable Enterprise](#) (partially online and on campus)
- [Climate Change and Sustainability](#) (partially online and on campus)
- [Community Development](#)
- [Energy Sustainability](#) (fully online)
- [Environmental Health](#) (partially online)
- [Environmental Policy and Management](#)
- [Food Sustainability and Security](#) (partially online and on campus)
- [Global Sustainability](#) (fully online)
- [Global Strategy and Decision-Making](#) (partially online and on campus)
- [Hydrogeology](#)
- [Planning for Health Communities](#)
- [Sustainable Tourism](#)
- [Sustainable Transportation](#) (partially online and on campus)
- [Water, Health and Sustainability](#)
- [Water Sustainability](#) (fully online)

<https://www.usf.edu/innovative-education/graduate-certificates/programs/index.aspx>

### Wellness Certificate Programs

According to Emsi Analyst, the following institutions had online master's certificate programs in health and wellness general (CIP 51.0001) with online completions (graduates) in 2017:

- American College of Healthcare Sciences
- University of North Texas Health Science Center
- Creighton University
- University of Phoenix-Arizona
- University of Saint Joseph

Nova Southeastern University and Tulane University of Louisiana also had wellness certificate programs, but they did not have any online graduates.

An internet search identified this additional program offered via distance education:

#### *Maryland University - Post-Baccalaureate Certificate in Workplace Wellness*

Description: This program prepares students with the skills to develop, implement, and assess research-based workplace wellness practices in workplace settings. The curriculum is designed to establish an understanding of workplace wellness, the principles and practices of health behavior and self-care, and the principles of population health and health education. Students also learn the components of program needs assessment and planning, fundamentals of practice, and effective program evaluation, including return on investment. The program teaches students how to create sustainable behavior changes in order to have a powerful impact on individuals and organizations. Students will gain the knowledge and understanding to articulate the mechanisms among psychological, social, and environmental factors and formulate practical applications for innovative integrative health promotion programs in the workplace setting. The program also explores the role of emerging wearables, the Internet of Things (IoT), and data analytics in well-being at the individual and organizational levels.

<https://www.muoh.edu/academics/academic-certificates/graduate-certificate-workplace-wellness>

### Public and Environmental Health Certificates Examples

#### *University of Vermont- Certificate of Graduate Study in Global and Environmental Health*

Description: Helps you explore a range of health hazards, health-promotion strategies, and environmental public health practices. Some objectives the certificate prepares students for according to the website include to evaluate, promote, and improve health across populations, to explain barriers to public health and discuss health-promotion strategies, to collaborate with a network of professionals in healthcare, government, and non-profit organizations

<https://learn.uvm.edu/program/online-certificate-of-graduate-study-in-environmental-health/>

#### *Johns Hopkins Bloomberg School of Public Health- Environmental and Occupational health*

Description: The certificate program educates and trains students to identify major environmental health issues facing public health professionals today. Courses explore the sources of environmental agents, their distribution in community and work environments, transfer routes to humans and possible health effects; the basic biological mechanisms underlying the association between prior exposure and subsequent development of adverse health effects; and control strategies and interventions. The courses feature topics of sustainability and health management.

<https://www.jhsph.edu/academics/certificate-programs/certificates-for-hopkins-and-non-degree-students/environmental-and-occupational-health.html>