



**Certificate of Advanced Study in  
Prevention Science, with an Emphasis on Media-Based Prevention  
Health Psychology and Prevention Science Institute at Claremont Graduate University**

Claremont Graduate University is offering one of the leading certificate programs for the advanced study of Media-Based Prevention Science. In intimate-scale cohorts with a favorable faculty-to-trainee ratio, participants build their knowledge and skills in the use of media in psychotropic substance use prevention. Advanced training in theory-based prevention using the media to enhance effects, and the intersection of prevention science theory and research, along with on-the-ground practice, are covered in depth. The program culminates with a practicum experience tailored to the current prevention issues of each trainee.

**The program has been designed to cover six key areas of Prevention Science and Evaluation, culminating in an applied Practicum:**

- **Introduction to media and their use in substance use prevention**
- **The nature of media and theories of media effects**
- **Practical application of theories of persuasion in psychotropic substance use prevention**
- **Improving the impact of media-based substance use prevention campaigns**
- **Introduction to monitoring and evaluation applied to media campaigns**
- **Practicum: Developing a customized prevention campaign for immediate use**

**Program Components:** Participants will be required to complete the following:

**On Campus-Core Courses:** The program begins with In-depth, rigorous learning with the series of three graduate-level core courses taught at Claremont's campus in southern California:

- Theories of Health Behavior (Drs. Eusebio Alvaro and Jason Siegel, Instructors)
- Survey of Prevention Science (Dr. Zili Sloboda, Instructor)
- Attitude Change, Communication, and Persuasion (Dr. William Crano, Instructor)

Our Professors are experts in the field of Prevention Science and Health Psychology. Teaching Fellows will assist in class and during the time participants are in their home locations working on assignments.

**Distance Learning Component:** This program component takes place at the participant's home base. It is facilitated by Claremont teaching faculty. The UPC Media Based Prevention Track involves 90 hours of self-directed computer-based learning, developed by experts in the field and pilot tested worldwide. This component will culminate in each participant developing a media-based prevention campaign that is culturally appropriate and ready for immediate implementation in his or her home country. This portion of the program takes place over a 15-week period, with weekly technology-assisted class meetings in which trainees discuss issues, questions, and concerns related to the week's coursework and homework with their Teaching Fellow. They share information on their projects throughout the distance learning component. The entire 15-week distance-based curriculum is supervised by Dr. Crano and Claremont Senior Teaching Fellows.

**Practicum:** Upon completion of the three graduate courses at the Claremont campus and the distance based Media-Based Prevention Track in the participant's home base, participants will return to Claremont for a week-long Practicum Capstone guided by faculty and teaching fellows of the Claremont Graduate University's Health Psychology and Prevention Science Institute. All competency areas in Media-Based Prevention Science will be addressed during the *Advanced Prevention Science Practicum Capstone* course. During the week on the Claremont campus, trainees will undertake a final review of content and complete their final certification examination. The goal of the practicum is to ensure that participants return to home with a fully realized evidence-based prevention program geared to the specific prevention issues of concern in their countries. This is an essential feature of the program. It is designed to ensure that all participants make an immediate and successful impact on the prevention needs in their respective countries.

**For more information, please e-mail ([william.crano@cgu.edu](mailto:william.crano@cgu.edu)) or call 909-607-3311  
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