

SYLLABUS

COURSE DESCRIPTION

Fundamental strategies for health science education including conceptualizing instruction, specifying instructional objectives, and planning units and lessons using various instructional methods, selecting and using instructional materials, and evaluating the effectiveness of health instruction in school and community settings.

CONTACT INFORMATION

Instructor: Ashlee Ossiboff, M.A., M.S., Ph.D., CHES

Phone Number: (352) 294-1023

Email: AHoffmanOssiboff@ufl.edu [Course communication through Canvas Inbox tool]

Office Hours: Tuesday 10:30-11:30am & Wednesday 12-1pm though Zoom

Credit Hours: 3

For questions about course content, your grade or other personal issues, use the Canvas mail tool. Expect a response within 24 hours.

COURSE INFORMATION

LEARNING OBJECTIVES

By the end of this course, students will:

1. Apply the principles of developing and delivering effective multimedia presentations and educational interventions.
2. Become familiar with and practice a variety of in-person, as well as digital, health education methods.
3. Develop print health educational materials for teaching, learning and communicating health information.
4. Identify, select, acquire, and evaluate health education resources available from a variety of sources including the Internet and mobile apps.
5. Identify the seven responsibilities of a Certified Health Education Specialist.
6. Outline the key actors and organizations in global health and the manner in which they cooperate to address critical global health issues.
7. Review key challenges that are likely to arise in the coming decades in addressing the health of the poor in low- and middle-income countries.

INSTRUCTIONAL METHODS

My aim as an educator is to facilitate an educational environment conducive to learning and personal growth while providing an atmosphere that engages students and provokes further interest in the designated subject area. I would like to strengthen students' confidence and belief in their ability and future. Further, I strive to increase students' capacity of lifelong learning by exposing them to various methods of learning, understanding, and participation in a diverse and captivating setting.

Individuals learn in unique ways; therefore, a variety of learning modalities (lecture, participation activities, application assignments, and class discussions) are offered and encouraged.

This class is divided into 12 modules. Each module is interactive and includes the following components:

- **Quizzes** - Random questions, drawn from quiz bank, from text and supplemental materials presented in module page.
- **Professional Development Assignments (PDAs)** - Designed to apply information learned in the module and refine skills as a health educator. Tasks will be posted on a corresponding discussion board and reviewed by peers. Each student will review 2 of their peers' PDAs each week to learn from others in the course, as well as develop skills in assessment
- **Health Education Presentation** (group project) - Students will build a one-hour health education intervention for a prescribed topic and population. Project will be built with a randomly assigned group of peers from the course and includes various assignments that will be submitted individually and with peers. To keep the group and project on task, components of the presented will be due throughout the semester to offer feedback, allow for enhanced development, and strengthen the final product.

COURSE REQUIREMENTS

REQUIRED TEXTBOOK

Bensley, R. J., & Brookins-Fischer, J. (2019). *Community and public health education methods* (4th ed.). Jones & Bartlett Learning.

Text is available through UFallAccess. UF All Access is the University of Florida's digital course materials program. Selected courses are available through UF All Access to provide students with the lowest prices on their eBooks. Students can choose to opt into these materials and be provided instant access to their access codes for their homework systems and/or access to a digital version of their books. The charges will be billed to their student accounts automatically and if they have Financial Aid available, it will automatically pay for these charges.

Click here to access course codes: <https://www.bsd.ufl.edu/AllAccess/OptIn>

Click here for All Access support: <https://www.bsd.ufl.edu/AllAccess/Home/Support>

If you cannot find the answer at the link above, please email: allaccess@bsd.ufl.edu

**Majority of quiz questions come directly out of the 4th edition of the textbook. If students choose to purchase a different version of the book, book chapters and information may not align completely. Please note new editions must include at least 10% changes to previous edition. Book chapters vary from edition to edition.

PREQUISITES

Health education and behavior majors, senior standing, and HSC 3032 with minimum grade of C; must be taken the fall or spring semester prior to HEB internship.

MINIMUM TECHNOLOGY REQUIREMENTS

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to his or her degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the Internet and related equipment (Cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before the start of their program.

MINIMUM TECHNICAL SKILLS

To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

MATERIALS/SUPPLY FEE

There is no supply fee for this course.

ZOOM

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at the [UFIT's Zoom page](#).

COURSE POLICIES

COMMUNICATION

1. CANVAS INBOX: communication associated with course must be through the Canvas inbox tool in the left panel. This is to prioritize student needs and execute the question. Messages are checked weekdays @ 6am & 4pm.
2. GROUPME: For brief questions that may also help your classmates, use the GroupMe set up for the course. Expect responses from me through this modality during normal, weekday business hours (9am-5pm).

COURSE ANNOUNCEMENTS

Students are sent weekly (and supplemental) announcements throughout the course. These are created to assist and respond to any potential concerns. Reading these communications is a requirement of the course.

QUIZZES

- Quizzes are random and drawn from a quiz bank
- Lowest TWO quiz score will be dropped
- Course includes syllabus quiz, one for each module (12 modules), and an overall quiz
- Quizzes are locked at the time they are due and **CANNOT be made up for any reason** (two are dropped for unexpected issues [i.e. something comes up, loss of internet access, illness, etc.]),
- Incorrect answer feedback is provided immediately following submission
- Questions about quiz questions will be answered following the completion of the quiz by all students
- Students have ONE WEEK from submission to view address any concerns with quiz questions (must include question [not number, since all questions are random and each student will have different questions], a specific reference from the textbook or supplemental materials presented in the module (i.e. source, page number, paragraph number, time in film, etc.-be as detailed as possible).

ASSIGNMENTS

- Assignments are due according to the due dates described in the directions (in the Eastern Standard time zone) and listed in course schedule/calendar
- All assignments include corresponding rubrics, under assignment directions in Canvas
- All assignments must be uploaded or submitted through the assignment listing on Canvas
- Emailed assignments will not be accepted

MICROSOFT WORD

Microsoft Word is accessible for FREE to all UF students. It can be accessed through [GatorCloud](#) > Office365. Once accessed and used, document must be saved to computer via *File* (top toolbar) > *Save As* (left menu) > *Download a Copy* > a prompt will appear that says, *Do you want to download a copy of this file and work offline?* > select *Download a Copy* > a pop up box may appear asking about opening the file, select *Save As* > for most, it will save their document in the *Download* file. Some may have their computer settings to save to desktop (it will appear on your desktop).

Office365 can also be accessed directly through Canvas on the left button bar.

INCOMPLETE & CORRUPT FILE SUBMISSIONS

Incomplete assignment submissions will be graded as incomplete. Corrupt file submissions will be graded as a 0. If missing components are submitted after the due date, they will be graded at 50% of the earned value of the assignment.

It is students' responsibility to ensure assignment submission is correct, viewable, and accurate. This can be done by selecting the assignment > (under *Submission* on right) select *Submission Details* > (to right of document link) select *View Feedback*. Students should be able to see their document.

ASSIGNMENT FEEDBACK

Depending on detail needed for each assignment submission, feedback will be provided through rubrics, on assignment comments, and directly on submitted document (select assignment > *Submission Details* > *View Feedback* [feedback is similar to *Track Changes* in *Microsoft Word*). Students are expected to review all feedback and incorporate it prior to next module submission. Any questions about grading and/or feedback must be addressed within one week (7 calendar days) of when the assignment is returned.

PARAPHRASING & QUOTATIONS

All assignments are designed to assess students' ability to synthesize and apply information learned in the course. **Therefore, ALL assignment submissions MUST be in students' OWN words.** Direct quotes should not be used unless absolutely necessary (which is rare) and no more than one quotation (10 words or less) per assignment. Due to assignments being designed to assess students' understanding and comprehension of course information, anything quoted will NOT count toward the minimum word count for the assignment.

TURNITIN

All assignments in this course will be evaluated through TurnItIn once submitted through Canvas. TurnItIn generates a report on the originality of writing by comparing it with a database of periodicals, books, online content, a repository of previously submitted student papers, and other published work. This report helps determine appropriate use of sources, proper citation, and paraphrasing effectively —skills essential to academic performance.

Early assignment submission is encouraged to review associated TurnItIn report prior to the due date. This allows the opportunity to revise, reach out with concerns, or contact the Writing Studio (<https://writing.ufl.edu/writing-studio/>) for assistance.

Original work is expected in this course. **All responses must illustrate individual interpretation and presented in your own words.** Assignments are used to assess student ability to understand, synthesize, and explain course content. Therefore, plagiarism of any kind is unacceptable. **Similarity scores 20% and above will not be accepted** and will be further reviewed for potential Honor Code Violation (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>).

FORMAT & REFERENCES

Format and references are aligned with the American Psychological Association (APA) Style Guide (7th edition). Included in assignment directions are templates to use. This course also includes a **APA Format** page, which includes descriptions and examples.

MAKE-UP WORK

Experience and discussion assignments will be accepted late for 50% reduction in score. Submit work early to avoid technical problems.

Quizzes CANNOT be made up.

Any requests for make-ups due to technical issues **MUST** be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You **MUST** email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found at [Attendance Policies](#).

GRADING POLICY

All assignments are graded according to associated rubrics. Specific feedback on assignments and APA formatting will be provided through document feedback, submission comments, and described directly on rubric. Students are expected to review feedback and ask any questions for clarity prior to submitting future assignments. Effort to have each assignment graded and posted within one week of the due date will be made. *All questions related to grades must be asked through the Canvas Inbox within 7 days of when the grade is presented.*

ASSIGNMENTS & ASSOCIATED POINTS

Assignment	Points
Intro Assignment Course introduction	20 points
Quizzes Syllabus, 12 modules, & overall – 2 drops = 12 total	20 points each (240 total points)
Professional Development Assignments 12 modules – 1 drop = 11 total	30 points each (330 total points)
Group Health Education Presentation Multiple assignments	215 points
Total	800 points

GRADING SCALE

LETTER GRADE	PERCENTAGE	GRADE POINTS
A	93 <	4.0
A-	90-92.9	3.67
B+	87-89.9	3.33
B	83-86.9	3.0
B-	80-82.9	2.67
C+	77-79.9	2.33
C	73-76.9	2.0
C-	70-72.9	1.67
D+	67-69.9	1.33
D	63-66.9	1.0
E	< 63	0

See the [current UF grading policies](#) for more information.

UF POLICIES

ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

All letters from the DRC should be sent to AHoffmanOssiboff@ufl.edu. Adjustments will be made within 48 hours of receipt of the letter. Students will receive a confirmation email when adjustments are made.

ACADEMIC CONDUCT

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The [Student Honor Code and Student Conduct Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

NETIQUETTE & COMMUNICATION COURTESY

All class members are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats.

GETTING HELP

TECHNICAL DIFFICULTIES

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu>
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues should be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

HEALTH & WELLNESS

- **U Matter, We Care:** If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter We Care](#) to refer or report a concern and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit [UF Counseling & Wellness Center](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit [UF Student Health Care Center](#).
- **University Police Department:** Visit [UF Police Department](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [UF Health Shands Emergency Room/Trauma Center](#).

ACADEMIC & STUDENT SUPPORT

- **Career Connections Center:** 352-392-1601. Career assistance and counseling services [UF Career Connections Center](#).
- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources. [UF George A. Smathers Libraries Ask-A-Librarian](#)
- **Teaching Center:** 352-392-2010 General study skills and tutoring: [UF Teaching Center](#)
- **Writing Studio:** 352-846-1138. Help brainstorming, formatting, and writing papers: [University Writing Program Writing Studio](#)

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at [Providing Constructive Feedback](#). Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [GatorEvals](#). Summaries of course evaluation results are available to students at [GatorEvals Public Results](#). More information about UF's course evaluation system can be found at [GatorEvals - Faculty Evaluations](#).

TIPS FOR SUCCESS

Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times." It is important to do coursework on time each week.
- Read ALL material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print out the Course Schedule located in the Course Syllabus and check things off as you go.
- Take advantage of the GroupMe chat listed above. Ask for any clarification needed in the course.
- Do not wait to ask questions
- Complete course work well before the due dates – Sometimes things happen (WiFi goes down, car trouble, etc.)
- Back up your work to an external hard drive, thumb drive, or through a cloud service.
- ALL information for each module are described in each module page. Review ALL information PRIOR to completing any assignments or quizzes.

PRIVACY AND ACCESSIBILITY POLICIES

For information about the privacy policies of the tools used in this course, see the links below:

- Instructure (Canvas)
 - [Instructure Privacy Policy](#)
 - [Instructure Accessibility](#)
- Sonic Foundry (Mediasite)
 - [Sonic Foundry Privacy Policy](#)
 - [Sonic Foundry Accessibility](#)
- Vimeo
 - [Vimeo Privacy Policy](#)
 - [Vimeo Accessibility](#)
- Zoom
 - [Zoom Privacy Policy](#)
 - [Zoom Accessibility](#)
- YouTube (Google)
 - [YouTube \(Google\) Privacy Policy](#)
 - [YouTube \(Google\) Accessibility](#)
- Microsoft
 - [Microsoft Privacy Policy](#)
 - [Microsoft Accessibility](#)
- Adobe
 - [Adobe Privacy Policy](#)
 - [Adobe Accessibility](#)

Disclaimer: *This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.*