HSC 4713: Planning, Implementing and Evaluating Health Promotion Programs
Department of Health Education and Behavior
University of Florida
Fall Semester 2023

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This course was designed to teach planning, implementing and evaluating of health promotion programs according to the [Areas of Responsibility and Competencies](#) for Health Education Specialists determined by the National Commission for Health Education Credentialing (NCHEC). Students will learn how to assess needs and develop a program to address a health issue of their choice.

The syllabus and class materials will be posted on canvas (https://elearninglufl.edu). If you have any technical issues please contact the [UF Helpdesk](#) (352-392-4357; helpdesk@ufl.edu). Report any problems with the canvas directly to e-Learning Support Services (352-392-4357; learning-support@ufl.edu).

Please send emails to rpritschmann@ufl.edu and include the **course and section number** in the subject line.

> **Please read the class syllabus. The syllabus is like the contract between the student (you) and the instructor (myself). It is important that you familiarize yourself with it – you may miss important details regarding your grade.**

Course Objectives

1. Explain the significance of a comprehensive, systematic approach to planning health education/promotion programs.
2. Describe the (5) steps of The Generalized Model for health education/promotion program planning.
3. Demonstrate how to incorporate health behavior theory into the planning process.
4. Apply The Generalized Model and the PRECEDE-PROCEED logic model to develop all parts of an effective and feasible health education/promotion program.

Textbook

McKenzie, J.F., Neiger, B. L., & Thackeray, R. (2022). *Planning, Implementing and Evaluating Health Promotion Programs (Eighth Edition).* Jones & Bartlett Learning. ISBN: 9781284228649

** This textbook is one of the recommended readings for the CHES® exam listed by the National Commission for Health Education Credentialing (NCHEC). This most recent version was updated according to the revised [Areas of Responsibility for Health Education Specialists](#) of 2020.
**This course is aligned to this specific edition of the textbook. If you choose to purchase/rent/study a previous edition of the text, you do so at your own risk for your CHES® exam and any assignments for this course.

Assignments

Weight	Category		Assignment	Points
20%	Weekly Quizzes (10 out of 13)			**100**
12%	Yellowdig (14 weeks)			**60**
16%	Exams			**80**
			Midterm	40
			Final	40
28%	Program Proposal Components			**140**
			Program Proposal Brief	10
		Part I	Needs Assessment, Theoretical Framework	45
		Part II	Goals & Objectives, Logic Model	45
		Part III	Timeline and Budget	20
		Part IV	Evaluation	20
12%	Collaboration & Teamwork			**60**
			Introduce yourself	5
			Self- and Group Evaluations	49
			Discussion Post	6
12%	Program Presentation			**60**
			Proposal Presentation	40
			Peer Review of Presentation	20
			Total	**500**

- **Weekly Quizzes (100 points)**
  - Students will complete one quiz per week (13 quizzes) on canvas. The lowest 3 grades will be dropped, and 10 quiz grades will count towards the final grade.
- **Yellowdig (60 points)**
  - Yellowdig is a learning and discussion platform where students will engage in discussions and conversations about course content. Students can earn points by authoring posts, commenting on or liking other student's posts, or receiving comments or likes. Please see canvas for more details.
- **Exams (80 points)**
  - There will be two (2) exams in this course, one midterm and one final exam. The midterm exam will cover all material covered up to and including the exam week. The final exam will cover the entire course content and may include multiple choice and short answer questions.
- **Health Education/Promotion Program Proposal Parts (145 points)**

- o Students will work in groups of 3-4 students to develop all parts needed to plan a Health Education/ Promotion Program.
  - o If there are any questions please contact me (rpritschmann@ufl.edu), I am happy to meet with you.
- **Communication & Teamwork (60 points)**
  - o Students are asked to practice professional communication with the instructor and their group members in this course. This includes introduction posts, self-evaluations and group-evaluations, and coordinating and meeting with group members.
  - o Why groupwork? Groupwork will teach you the following skills that you will not only need as a Health Education Specialist, but in your professional life:
    - ▪ Break complex tasks into parts and steps
    - ▪ Plan and manage time
    - ▪ Refine understanding through discussion and explanation
    - ▪ Give and receive feedback on your performance
    - ▪ Challenge assumptions
    - ▪ Develop stronger communication skills
- **Final Program Presentation & Peer Review (55 points)**
  - o Students will record a presentation of health education program to stakeholders.
  - o Students will use the knowledge they gained in the course to review a peer's program proposal and presentation from the perspective of a stakeholder.

Tentative Course Schedule

Week	Topic	To-Do List & Assignments
1 (Aug 23 – Aug 27)	Introduction	• Lectures • Readings • Quiz • Yellowdig • **Introduce yourself**
2 (Aug 28 – Sep 3)	Pre-planning & Rationale	• Lectures • Readings • Quiz • Yellowdig
3 (Sep 5 – Sep 10) **Labor Day 9/4**	Program Planning Models & Theories in Health Education	• Lectures • Readings • Quiz • Yellowdig • **Program Proposal Brief** • Self- and Self- and Group Evaluation
4 (Sep 11 – Sep 17)	Needs Assessment, Measurement and Sampling	• Lectures • Readings

		- Quiz - Yellowdig ***Work on needs assessment!***
5 (Sep 18 – Sep 24)	Theories in Health Education & Behavior	- Lectures - Readings - Quiz - Yellowdig **Part I: Needs Assessment & Theoretical Framework** - Self- and Group Evaluation
6 (Sep 25 – Oct 1)	Mission Statement, Goals and Objectives	- Lectures - Readings - Quiz - Yellowdig ***Work on goals & objectives!***
7 (Oct 2 – Oct 8)	Intervention Alignment and Marketing	- Lectures - Readings - Quiz - Yellowdig **Part II: Goals & Objectives, & Logic Model** - Self- and Group Evaluation
8 (Oct 9 – Oct 15)	Community Building	- Lectures - Readings - Yellowdig **Midterm Exam**
9 (Oct 16 – Oct 22)	Implementation	- Lectures - Readings - Quiz - Yellowdig **Part III: Timeline & Budget** - Self- and Group Evaluation
10 (Oct 23 – Oct 29)	Implementation and Management	- Lectures - Readings - Quiz - Yellowdig **Program Presentation** - Self- and Group Evaluation
11 (Oct 29 – Nov 5)	Program Evaluation	- Lectures - Readings - Quiz - Yellowdig

		• **Peer Review of Program Presentation** • Self- and Group Evaluation
12 (Nov 6 – Nov 12) **Homecoming 11/10**	Evaluation Approaches and Designs	• Lectures • Readings • Quiz • Yellowdig
13 (Nov 13 – Nov 19)	Data Analysis and Reporting	• Lectures • Readings • Quiz • Yellowdig • **Part IV: Evaluation** • Self- and Group Evaluation
14 (Nov 20 – Nov 26) **Thanksgiving Break**		Happy Thanksgiving!
15 (Nov 27 – Dec 3)	Course Wrap-Up	• Lectures • Readings • Quiz • Yellowdig • **Discussion Post** • **Course Evaluations**
16 (Dec 4 – Dec 10) *Reading Days 12/7-12/8*	Final Exam	• **Final Exam**

Expectations

- **Netiquette**. Take a couple of minutes to read through this UF Netiquette guide for online courses.
- **Group Work**. You are expected to do your best during group work, be kind and courteous, and make sure to *communicate*. Always assume that your partner is trying to do their best as well. Help each other out and be a team member that you would like to work with.
- **Time Management**. This class is entirely online, but NOT self-paced. You will have assignments and materials due every week. The best way is to schedule your course time. According to UF, students should plan about 9-10 hours per week for a 3-credit course. *Late work is subject to a 25% point deduction and will not be accepted if it is more than 24 hrs late.*

- **Assignments.** Students are expected to do their best work and to turn in work on time. Be sure to review assignment descriptions in the course syllabus and in Canvas, and take note of any additional guidance in announcements, Yellowdig posts, or lectures.
- **Assignment Formatting.** You are expected to use APA 7 formatting including in-text citations, reference lists, and formatting of your entire submission. Please review this guide.
- **Communicate with me and your team members.** If there is anything that you need help with, have questions on or if you have an emergency, please contact me: rpritschmann@ufl.edu
- **Maximizing Your Grade.**
  - **Avoid formatting mistakes, typos, and submitting the wrong document**. ALWAYS proof-read your work, double check the document that you submitted, and use spell-check in word to avoid unnecessary typos and grammatical errors.
  - **Implement suggested revisions**. Please reach out to me if you have any questions, concerns, or disagree with my feedback.

Grading Scale

Assignment of final course grades will be made based on the scale that follows. No extra credit assignments or points will be given in this course. That means that if, at the end of the term, your final course points total 89.9999999% of 500, your grade equals a "B+" for the semester. Students who have a very low grade but do not drop/withdraw from this course nor explain their situation to the instructor on or before Friday, 12/01/23 will be given an "E" (Failing grade), NOT an "I" (Incomplete grade).

A	93-100	4.00 UF Grade Points
A-	90-92.99	3.67 UF Grade Points
B+	87-89.99	3.33 UF Grade Points
B	83 – 86.99	3.00 UF Grade Points
B-	80 – 82.99	2.67 UF Grade Points
C+	77 - 79.99	2.33 UF Grade Points
C	73 – 76.99	2.00 UF Grade Points
C-	70 – 72.99	1.67 UF Grade Points
D+	67 – 69.99	1.33 UF Grade Points
D	65 – 66.99	1.00 UF Grade Points
D-	60 – 64.99	0.67 UF Grade Points
E	59 and below	0.00 UF Grade Points

GRADING CONCERNS: If you believe an error has been made in grading, you should first review the assignment instructions and rubric carefully. Then, you should check relevant policies on the syllabus. If, after doing these two things, you still believe an error has been made, you should (1) state the problem **in detail in writing** and (2) follow up with me via email. **Note: You are expected to review my feedback given on each assignment within 24 hours of the return of the assignment. No grades will be reviewed after that 24-hour period (this excludes weekends).**

If you have questions following the posting of final course grades at the end of the term, you should present your concerns in person by phone or via Zoom during finals week or at the beginning of the next semester, as appropriate. **No emails will be responded to regarding final grades.**

Honorlock Quiz and Exam Proctoring Information

Honorlock will proctor your quizzes and examinations. Honorlock is an online proctoring service that allows you to take your exam from the comfort of your home. You DO NOT need to create an account, download software or schedule an appointment in advance. Honorlock is available 24/7 and all that is needed is a computer, a working webcam, and a stable internet connection. **To get started, you will need Google Chrome and to download the Honorlock Chrome Extension. You can download the extension at: wwww.honorlock.com/extension/install.** When you are ready to test, log into Canvas/E-Learning, go to your course, and click on your exam. Clicking launch Proctoring will begin the Honorlock authentication process, where you will take a picture of yourself, show your ID, and complete a scan of your room. Honorlock will be recording your exam session by webcam as well as recording your screen. Honorlock also has an integrity algorithm that can detect search-engine use, so please do not attempt to search for answers, even if it's on a secondary device. Honorlock support is available 24/7/365. If you encounter any issues, you may contact Honorlock by live chat, phone (844-243-2500), and/or email (support@honorlock.com).

Resources (see canvas page)

- **E-learning technical support:** Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- **University of Florida Writing Program (UWP):** The offers face-to-face and online tutoring as well as video resources. The Writing Studio (through the UWP) offers feedback sessions on essays; students can schedule two 30 min appointments weekly, with face-to-face time including business and evening hours, and an online option as well. Students are highly encouraged to make appointments since our times fill up quickly. The tutors here are mostly graduate teaching assistants trained in both humanities and scientific prose.
- Disability Resource Center
- Counseling and Wellness Center
    - The CWS offers an abundance of services surrounding mental health and wellbeing as a student! They have daily workshops and events on various topics.

- [Dean of Students Office](#)
  - The Dean of Students Office is a generalist office in the Division of Student Life, and staff members frequently serve as an extension of the Office of the Vice President for Student Life.
- [Student Complaints](#)
- [GatorWell Health Promotion Services](#)
  - Recommended service: Wellness Coaching
- [UMatter, We Care](#)
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance
- and counseling services.
- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Course Policies

DEADLINES:

You are expected to turn all your work in before the deadline. ***Late work is subject to a 25% point deduction and will not be accepted if it is more than 24 hours late.*** It is your responsibility to contact me as soon as you can if you have an emergency or other UF approved reason for absence that causes you to miss an assignment deadline, exam, quiz, or meeting and provide formal documentation via email within 72 hours so you in these rare instances, you may (no guarantee) be given an opportunity to submit after the deadline only after you provide an acceptable, University-approved reason with proper documentation for missing the deadline. University and instructor accepted reasons for absences include participation in an activity appearing on the University-authorized list, illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, and religious holidays. This policy counts for **make-up exams** as well as all other course activities.

INTERNET ACCESS:

If you do not have reliable internet access at a time during the semester you need to request accommodations on or before September 8th, 2022. I will not accommodate last minute requests except for UF approved reasons for absence.

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 https://gatorevals.aa.ufl.edu/students/. 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 https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

UNIVERSITY OF FLORIDA HONOR CODE:

By formally registering for coursework at the University of Florida, you agreed to abide by the following statements from the University:

> As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: ***"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."*** On all work submitted for credit 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."*** It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see:
> http://www.dso.ufl.edu/SCCR/honorcodes/honorcode.php

ACCOMODATIONS:
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protections for persons with disabilities. Among other things, this legislation requires that all students with documented disabilities be guaranteed a learning environment that provides for reasonable   accommodation of their disabilities. If you have a disability that affects your ability to learn, you are encouraged to register through the Disabilities Resource Center (DRC) in the Dean of Students Office (352-392-1261, http://www.disability.ufl.edu). Please provide your accommodation letter and make your needs known to the instructor O N or BEFORE Friday, August 24, 2022.

If you did not register formally, but you know you have behavioral or learning disabilities, or other issues, that might affect your performance in the course, tell me and I will help you.