

METHODS AND MATERIALS IN HEALTH EDUCATION

Course Number: HSC 4302

Section Number: 4315

Credit Hours: 3

Academic Term: Fall 2021

Class meeting time and location: Wed, 4:05 – 7:05 PM, FLG 260

INSTRUCTOR INFORMATION

INSTRUCTOR NAME: Kim Holton, MS, PhD

EMAIL: Please use the Inbox Tool in Canvas

PHONE NUMBER: 352-294-2896 (office: the least likely way to reach me this semester)

OFFICE HOURS VIA ZOOM: Mon 12-2pm, Thu 1:30-2:30pm, or by appointment

Mon, 12-2pm: [Join the waiting room](#). Meeting ID: 959 2384 0031 Passcode: connect

Thu, 1:30-2:30pm: [Join the waiting room](#). Meeting ID: 947 2308 6015 Passcode: connect

Note the link for Monday is different than for Wednesday. Please use the links provided accordingly.

TEACHING ASSISTANT: Haley Swanson, HEB graduate student

EMAIL: Please use the Inbox Tool in Canvas

COURSE INFORMATION

COURSE WEBSITE: <http://elearning.ufl.edu>

COURSE COMMUNICATIONS: Please send individual questions to me via the Inbox tool in Canvas. Do not use my personal ufl.edu email address for course correspondence. Given the number of students I have each semester, the Inbox Tool in Canvas is very helpful for me to keep track of your questions and respond in a timely manner. During weekdays, emails are usually responded to within 24 hours of receipt. However,

weekday emails that have not received a reply within 48 hours should be re-sent. Emails sent over the weekend will be answered the following week.

In addition to announcements made in class, I do use course announcements in Canvas somewhat frequently. Please check course announcements regularly.

If you have general questions about the course that could be answered by myself or fellow classmates, please feel free to use the course questions forum in Canvas found within the Orientation Module.

REQUIRED TEXTBOOK: Your required text for this course is *Methods in Health Education and Health Promotion*. This custom text combines chapters from two published textbooks. You have two options to purchase the one required textbook:

eBook: You can purchase an access code through the UF Health Sciences Bookstore. The text is available through UF AllAccess (\$80, bsb.ufl.edu/allaccess).

Paperback: You can purchase a hard copy of the text through the UF Health Sciences Bookstore. The ISBN is 978-1-284-01318-4. If purchasing online, be sure to account for processing and shipping time so that you have your textbook before our first quiz due Tuesday of next week. The UF Health Science Bookstore staff are very helpful should you have questions. You can reach them at 352-627-9230.

Please note: You can purchase a hard copy of the text through the UF Reitz Union Bookstore. However, if you choose to do so, it will likely be out of stock (more wait time for you), and it will cost more.

MATERIALS AND SUPPLIES FEES: None.

ADDITIONAL RESOURCES: Additional, required readings and videos are provided within the course modules.

COURSE DESCRIPTION: The purpose of HSC 4302 is to acquaint students with many aspects of fundamental strategies for health education including conceptualizing instruction; developing instructional objectives; planning units/lessons and presentations; becoming familiar with various traditional and digital instructional methods and materials; and evaluating the effectiveness of health instruction in school and community settings.

PREREQUISITE KNOWLEDGE AND SKILLS: HEB Major, Senior Standing, and HSC 3032 with minimum grade of C

COURSE GOALS AND/OR OBJECTIVES: By the end of this course, the student 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.

INSTRUCTIONAL METHODS: HSC 4302 will be delivered to students using a combination of: (a) online video material/lectures; (b) online student engagement, discussion, and reflection activities; (c) assigned readings; and (d) a multi-part course project completed with a team. UF's Canvas will be the official course management system for this course.

COURSE POLICIES

ATTENDANCE POLICY: Requirements for class attendance and work in this course are consistent with university policies that can be found on the [Attendance Policies page](#).

Please see the following website for deadlines for withdrawing from the course: <https://catalog.ufl.edu/ugrad/current/Pages/adspring1718.aspx>. For UF policies and procedures regarding dropping and/or withdrawing from all undergraduate courses on campus, please refer to the guidelines posted on the following UF website: <https://catalog.ufl.edu/ugrad/current/regulations/info/drops.aspx#withdraw>

QUIZ POLICIES: All student inquiries regarding quiz questions will be fielded following the initial grading of each assessment. Please send an email to the course instructor with any specific quiz-related concerns. All emails should be sent within 24 hours of completing the quiz or exam. The course instructor will evaluate the validity of each student concern and take appropriate action as needed (e.g. send a written response to the student, modify the course grade if the student inquiry is found to have sufficient merit).

MAKE-UP POLICY FOR QUIZZES: Quizzes are open for 72 hours. Please plan accordingly. If a student fails to submit a quiz on-time, they will be provided an opportunity to submit after the deadline only if they have an acceptable reason for missing the deadline. Decisions to allow student to make-up work will be made by the course instructor after consulting the university-wide attendance policies specified in the UF Undergraduate Catalog (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>).

DISCUSSION & ASSIGNMENT POLICY: Students are expected to do their best work on all course assignments and discussions. It is assumed that students will put forth their best effort on all course assignments to get the best results from the course. All module assignments are due by the date/time specified within the “Syllabus” link on the Canvas course website. These discussions and assignments are open at least a week and a half in advance. Students are advised to make back-up copies of all work and submit their work early to prevent technical issues from precluding successful submissions. If technical issues do arise with Canvas, you should ask for formal documentation from the UFIT Help Desk at the time of the issue. This documentation should be provided with your request for late submission.

MAKE-UP POLICY FOR DISCUSSIONS & ASSIGNMENTS: Unless otherwise noted, assignments are due at 11:59pm or before on the date indicated if submission is required via Canvas. Make back-up copies of all your work. Do not wait until the last minute to attempt your submission in case of technical issues. If technical issues do arise with Canvas, you should ask for formal documentation from the UFIT Help Desk at the time of the issue. This documentation should be provided with your request for late submission.

Assignments submitted in class should be complete before entering or before leaving the classroom depending upon the requirements of the specific assignment. Specific requirements will be discussed in class.

Please read the following carefully:

- Assignments valued at 10 points or less will not be accepted late unless due to emergency. See last bullet in this list for emergency guidelines.
- Due to the interactive nature of discussion, late discussion posts will not be accepted.
- All other late work is subject to a 10% deduction in grade for every day it is late.
- If an emergency arises which causes you to miss a deadline, it is your responsibility to contact the instructor within 24 hours and provide formal documentation via email within 72 hours so that you will have an opportunity to make up what was missed. Acceptable reasons for absences/missed deadlines as defined by university policies can be found on the [Attendance Policies page](#).

COURSE TECHNOLOGY: This course is facilitated in person. All assignments will be submitted via Canvas. You may access Canvas from UF's e-Learning webpage: <http://elearning.ufl.edu/>. Please contact the UF Help Desk, <http://helpdesk.ufl.edu>, if you have any technical difficulties with Canvas. If a technical difficulty prevents you from submitting a quiz on time, you should work with the UF Help desk to secure formal documentation of the issue and exact time of issue.

INTERNET ACCESS: UF students can access eduroam for free with their GatorLink log-in credentials. The eduroam network is fast and secure and has more than 10,000 wi-fi hotspots in 106 countries and territories worldwide.

How to connect to eduroam:

1. If you can get a Wi-Fi signal at any of the eduroam locations (see below) and your mobile device (laptop, smartphone, or tablet) has already been configured for eduroam, then you will automatically connect.
2. Otherwise, follow the instructions for connecting here: <https://helpdesk.ufl.edu/connecting-to-eduroam-off-campus/>.

There are more than 100 Wi-Fi hotspots in Florida, including several state university campuses and community colleges. Also, in Florida all of the UF/IFAS Research and Education Centers (REC) are equipped with eduroam, so if you live in a rural area of your county you can visit an REC to securely watch course videos and take care of your academic needs. Here's a link to all the eduroam sites in the U.S.: <https://incommon.org/eduroam/eduroam-u-s-locator-map/>. If you have any problems connecting, you can call (352-392-HELP/4357) or [email](#) the UF Computing Help Desk.

ONLINE COURSE EVALUATION: 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/>."

UF POLICIES

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES: Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. *Students with disabilities should follow this procedure as early as possible in the semester and submit their letter of accommodation to the instructor no later than Week 3 of the semester.*

UNIVERSITY POLICY ON 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](#) 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.

CLASS DEMEANOR OR NETIQUETTE: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. Review the [Netiquette Guide for Online Courses](#) for expected student behavior.

Properly wearing a mask is part of expected class etiquette with the current surge due to the delta variant combined with low vaccination rates. See the [UF Provost Update](#) for details regarding this expectation. Also see additional information linked on the Syllabus page in our Canvas course.

IN-CLASS RECORDING: Per the House Bill 233 Intellectual and Viewpoint Diversity Act, students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. **Specifically, students may not publish recorded lectures without the written consent of the instructor.**

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the

University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. **A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.**

SOFTWARE USE: All faculty, staff, and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

GETTING HELP AND RESOURCES

For issues with technical difficulties for Canvas, please contact the UF Help Desk at <http://helpdesk.ufl.edu> or (352) 392-HELP (4357).

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 e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Support resources are available:

- [Counseling and Wellness resources](#)

- [Disability resources](#)
- [GatorWell health promotion services](#)
- [Dean of Students Office](#)
- [Library Help Desk support for connecting remotely](#)
- *Student Complaints On-Campus:* [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

GRADING POLICIES

METHODS BY WHICH STUDENTS WILL BE EVALUATED AND GRADE DETERMINED:

Information on current UF grading policies for assigning grade points can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>. If you have questions about course expectations or the grading procedures, or if you have difficulty accessing or understanding the course content, readings, lectures, class activities, assignments, etc., please contact the course instructor or TA immediately.

Student Introductions and Syllabus Quiz: Each student will be asked to formally introduce themselves to their peers and the course instructor using the Introductory Discussion Forum with the Orientation Module. Students must also complete the syllabus quiz within this Orientation Module. Both assignments must be completed in order to gain access to the rest of the course material.

Module Quizzes: Each student must complete an open-note, online quiz for modules 1-10. These quizzes are due on Tuesdays at 11:59pm (with the exception of holidays). These objective quizzes will ask “true/false” and/or “multiple choice” questions to assess understanding of material included within each module. Each quiz will be worth 10 or 20 points, and students will have up to 15 minutes for 10-question quizzes or 30 minutes to complete each 20-question quiz. Correct answers to all of the questions can be found in your text and will not be provided within the quiz after completion.

Please note you are responsible for reading all of the chapters included in the course textbook in order to achieve student learning objectives set for the course. Therefore, please read each included chapter carefully and critically. Pay close attention to bolded keywords, key themes, tables, and figures as you read. It is strongly recommended to take personal notes while reading each chapter and listening to video lectures, to be prepared for each module quiz.

Assignments & Discussions: Students will complete a variety of individual assignments to apply knowledge and skills learned in the course. These assignments will usually be due on Wednesdays at noon in Canvas or in class on Wednesdays at 4:05pm (exceptions may occur) and will vary in content and instruction. Please be sure to attend class for details, read instructions carefully, and check your work with the grading rubric before submission.

BAM! Training: BAM-Best Advocacy Movement training is about helping you grow and expand your multicultural understanding. You'll learn about diversity and how to be an active advocate and leader for social change. During this training you will complete activities and watch video clips about interesting topics, answer questions to expand your multicultural understanding, and have opportunities for self-reflection. Assignments required for submission in this course are found in the BAM! Training Module. You can complete this training at your own pace at any point in the semester. The training and required assignments must be submitted no later than Dec. 1.

Course Project: Lesson plan and related presentation slides with speaker script
In lieu of exams for this upper division course, students will work in teams to create a lesson plan with presentation materials and speaker script. Teams will be assigned by the instructor. Any team that does not choose a health topic and audience by the specified date will be assigned one by the instructor. The health topic and priority population will be used as the basis for developing the lesson plan and presentation materials. Assignments due dates related to project will vary with "big" deadlines on Sundays at 11:59pm.

COURSE GRADING POLICY: Grades will be determined based on your performance on the following activities:

Assignment	Points
Quizzes	20%
Weekly Module Assignments & Discussions	45%
BAM! Training	5%
Course Project (includes individual and group assignments)	30%

GRADING SCALE: For more information, review [Frequently Asked Questions for Minus Grades](#).

Percent	Grade	Grade Points
93.0 – 100.0	A	4.00
90.0 – 92.9	A-	3.67
87.0 – 89.9	B+	3.33
83.0 – 86.9	B	3.00
80.0 – 82.9	B-	2.67
77.0 – 79.9	C+	2.33
73.0 – 76.9	C	2.00
70.0 – 72.9	C-	1.67
67.0 – 69.9	D+	1.33
63.0 – 66.9	D	1.00
60.0 – 62.9	D-	0.67
0 – 59.9	E	0.00

Grades will not be rounded up for calculation of final course grade. For example, 89.99% is a B+.

COURSE SCHEDULE

A WEEKLY SCHEDULE OF TOPICS, QUIZZES AND MAJOR COURSE ASSIGNMENTS: ADDITIONAL WEEKLY ASSIGNMENTS WILL BE ANNOUNCED AND EXPLAINED IN CLASS.

Module	Week of:	Topic	Reading	Assignments
Orientation	Aug 22	Introductions and Overview in Class Orientation in Canvas (must complete to open course modules)	Syllabus	Syllabus Quiz Discussion
1	Aug 29	Health Education Profession and Process HSC Library Liason will join us	Ch. 1&2	Quiz See Canvas Team Contract
2	Sep 5	Theoretical Foundations and Context	Ch. 3&4	Quiz See Canvas Course Project Laying the Foundation
3	Sep 12	Planning for Instruction	Ch. 5	Quiz Course Project Part 1 Prep

Module	Week of:	Topic	Reading	Assignments
4	Sep 19	Instructional Methods	Ch. 6	Quiz See Canvas Course Project Part 1 Mid-point Peer and Self Evaluation
5	Sep 26 & Oct 3	Design and Delivery of Effective Health Education Presentations	Ch. 7	Quiz See Canvas
6	Oct 10	Development and Dissemination of Resource Materials	Ch. 8	Quiz See Canvas
Course Project	Oct 17 & 24	Course Project		See Canvas Course Project Individual Assignment Course Project Part 2 Course Project Final Peer and Self Evaluation

Module	Week of:	Topic	Reading	Assignments
7	Oct 31	Health Communication	Ch. 9	Quiz See Canvas
8	Nov 7	Working with Social Media & Media Outlets in Health Education	Ch. 10&11	Quiz See Canvas
9	Nov 14	Facilitating Groups & Building Community Coalitions	Ch. 12&13	Quiz See Canvas
	Nov 22	Happy Thanksgiving!		Appreciation and Rest
10	Nov 28	Advocacy in Health Education	Ch. 14&15	Quiz See Canvas BAM! Training Deadline
11	Dec 5	Course Wrap-Up	N/A	See Canvas

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.