

UNIVERSITY OF FLORIDA
Department of Health Education & Behavior
HSC 4302 Section 7220
Methods & Materials in Health Education
Fall 2011 -- REVISED: August 25, 2011

INSTRUCTOR: Jane Emmerée, PhD, CHES

EMAIL: emmeree@ufl.edu **TELEPHONE:** 273-4450 (GatorWell office) –The BEST way contact me is email.

OFFICE HOURS: Thursdays, 7:00-8:00 pm (after class), Fridays from 1:00-3:00 pm, and by appointment.

OFFICE: Room 20 FLG

Graduate Teaching Assistant: Janelle Garcia, MS, CSCS

EMAIL: garciajt@hhp.ufl.edu **TELEPHONE:** (352)392-0583 ext. 1283

OFFICE HOURS: By appointment

OFFICE: Room 71 FLG

Class Time/Location: Thursday 4:15pm-7:05pm, Room 210 FLG

Prerequisite: HH-HEB majors, senior standing. HSC 3032 with a grade of C or better. Completion of 15 credits of HSC prefix coursework from the Department of Health Education and Behavior (see Undergraduate catalogue).

Required Textbook

Gilbert G.G., Sawyer R.G., McNeil E.B. (2011). *Health Education: Creating strategies for school and community health*. (3rd Ed). Sudbury, MA: Jones and Bartlett. ISBN: 978-0-7637-5929-2

NOTE: Additional **required readings** may be posted on Sakai by Friday at 3:00 p.m. the week before the class!

Required: Adobe Acrobat Reader, Microsoft PowerPoint Viewer

All students will need to view documents in Adobe Acrobat and PowerPoint. If you do NOT have Adobe Acrobat Reader and/or Microsoft PowerPoint Viewer you can download free versions. Please note, you will need access to the student version (minimally) of Microsoft PowerPoint to design your PowerPoint.

Adobe Acrobat: <http://get.adobe.com/reader/>.

Microsoft PowerPoint Viewer: <http://www.microsoft.com/download/en/details.aspx?id=6>.

Recommended Readings/Resources

1. Bensley R.J. & Brookins-Fisher J. (2009). *Community health education methods: A practical guide*. (3rd Ed). Sudbury, MA: Jones and Bartlett. ISBN 978-0-7637-5533-1.
2. US Department of Health and Human Services. (2002). *Making Health Communication Programs Work*. (2nd Ed). Bethesda, MD: National Cancer Institute. NIH publication No. 02-5145. Available online at <http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook/page2>
3. US Department of Health and Human Services. (2005). *Theory at a Glance: A Guide for Health Promotion Practice*. (2nd Ed). Bethesda, MD: National Cancer Institute. NIH publication No: 05-3896. Available online at <http://www.cancer.gov/cancertopics/cancerlibrary/theory.pdf>

I. 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 and lessons; selecting, developing and using various instructional materials; and evaluating the effectiveness of health instruction in school and community settings.

II. Course Objectives

By the end of this course, the student will be able to:

1. Apply the principles of delivering effective multimedia presentations.
2. Develop instructional materials for teaching, learning and communicating health information.
3. Identify, select, acquire, and evaluate health education resources available from a variety of sources, including the Internet, for health instruction.
4. Identify the seven responsibilities of a Certified Health Education Specialist.

III. Course Format

Part of this course will be in the traditional classroom setting and part will be outside self-learning and activities. Out of classroom activities include viewing lectures online, completing quizzes online, and completing assignments.

IV. Course Grading and Assignments

1. Syllabus Quiz - 50 pts (in class on 8/25)
2. Quizzes - 125 pts (Quiz 1 = 5 pts; Quiz 2 – 5 = 30 pts each)
3. Written Objectives – 25 pts
4. “Preparation” Presentation (2 minutes) - 25 pts
5. Website Critique – 50 pts
6. Presentation Plan - 100 pts
7. Online Educational Strategies Show and Tell – 25 pts
8. PowerPoint Slide Design - 50 pts
9. Educational Material - 100 pts
10. Final Presentation - 100 pts

A = 650 – 581
B+ = 580 – 569
B = 568 – 520
C+ = 519 – 504
C = 503 – 455
D+ = 454 – 439
D = 438 – 387
E = ≤ 386

THESE POINT VALUES ARE FIRM. I WILL NOT NEGOTIATE GRADES.

1. Quizzes:

Students will be given open-book/open-note quizzes six times throughout the semester. The quizzes will contain true/false, multiple-choice questions, and short answer and must be completed on the Sakai System prior to the deadline indicated in this syllabus. Students should study before taking the quizzes because they will be time-limited. Students who choose to just “hunt” for the answers will not have enough time to do well on the quiz. Quizzes must be completed independently without communication with other people. Quiz #1 is provided to ensure the student’s computer can technically handle the instructional materials and the quizzes properly. All technical problems will be the student’s responsibility after Quiz #1.

2. One 2-Minute “Preparation” Presentation on chosen Health Topic and Written Objectives

Students will identify a chosen health topic and priority audience by the second class meeting on September 1. If a health topic and audience is not chosen by then, the instructor will randomly assign one. The health topic and audience will be used as the basis for developing all presentations (one 2-minute preparation presentation and the final presentation), written objectives, instructional material and the PowerPoint slide design.

The purpose of the preparation presentation is for you to practice presenting and to receive constructive feedback and suggestions for improvement. You will be graded primarily on preparedness and the appropriateness of your written objectives. Students are expected to use this experience to perfect their final presentation.

You must sign up to come for one hour during class time on October 13 to present and also to evaluate classmates’ presentations. Sign-up and presentation instructions will occur during class on Sept. 29.

If you are absent at a sign-up date, it is your responsibility to contact the instructor to sign up for a predetermined time; otherwise, a zero will be awarded for the assignment. **If you have a conflict and cannot attend class on the day of the presentation**, you must discuss this in advance with Dr. Emmerée by Friday, September 30 at 3:00 p.m. If you do not, you will get a zero for the presentation.

3. Website Critique

Students will identify at least 10 websites that are tailored to their topic and audience and will complete a comprehensive evaluation on two of the sites: One that you consider “excellent” and one you consider “poor”.

4. Presentation Plan

Students will develop a detailed lesson or presentation plan tailored to their health topic, audience type, audience size and duration of the presentation.

5. Online Educational Strategies Show and Tell

You will work in groups of 4 to find examples of 4 exceptional on-line educational strategies. Groups will do a 4-5 minute “show and tell” in class on October 27.

6. PowerPoint Slide Design

Students will be required to prepare a well-designed PowerPoint template that is appropriate for their topic and audience. Use the information from the PowerPoint section of the “Developing Effective Presentations” lecture as a guide. Grading criteria for this assignment will be posted on Sakai.

7. Develop Tailored Educational Material

Students will develop a piece of educational material that is tailored to and appropriate for their priority audience and presentation topic. More details and grading criteria will be given in class.

8. Final Presentation

Final presentations should be 5 minutes in length and should use at least a 3 PowerPoint slides. Presentations may also include other methods appropriate for your topic and audience. Grading criteria will be posted on Sakai.

V. Course Expectations and Requirements

1. Attendance

Students are expected to come to class on time and stay the entire time. Attendance will be monitored at every class. For in-class lectures, attendance sheets or peer evaluations will be used. For online lectures, viewing and quiz records will be used.

You will be given up to two (2) freebie absences. These freebie absences can be used for any purpose including illness, religious reasons, personal reasons, job/internship interview, and/or employment reasons. You do NOT have to inform the instructor about either of these two absences; however, you may lose any extra points from the activities in class. The freebie absences do NOT apply to any of the final presentation dates. **If a student misses a presentation date, 10 points will automatically be deducted from the overall grade.**

It is the student's responsibility to get lecture notes and assignment information from a fellow student for a missed class or to take action as soon as possible if something else is required that day (e.g. signing up for presentation times).

Ten (10) points will be deducted from the final grade for each absence after 2. For example, if a student has 4 absences in a semester, 20 points will be deducted from her/his total points. Students with zero (0) absences (no freebies used) will receive 10 extra points on their final grade.

2. Assignment Policies:

Grading standards and criteria for most assignments will be made available on Sakai or will be verbalized in class. Students are expected to follow the grading standards exactly. Failure to do so could result in a lower grade or zero.

Late assignments will be accepted, with penalty. All late assignments will receive a 10% grade reduction for each day it is late. **An assignment is considered one day late if it is submitted one minute after the deadline.** An assignment is two days late if it is submitted 24 hours and 1 minute after the deadline. All assignments are due at 4:30 p.m. unless otherwise specified. Assignments turned in at 4:31 p.m. are considered late. Only Dr. Emmerée can grant an extension for an assignment.

All assignments, unless otherwise noted, should be submitted onto the Sakai site. Assignments can be uploaded early, but won't be graded until after the deadline. Multiple uploads are recommended. Students may make as many modifications as needed before the deadline since only the latest submission is graded. E-mail attachments will NOT be accepted. Hard copy assignments will only be accepted if permission has been given from the instructor prior to the deadline or it is specifically requested by the instructor. Be sure to save your work in multiple places (computer, CD, flash drive, etc) to prevent loss.

All referencing, if any, must be in APA style. A comprehensive site on APA style is <http://owl.english.purdue.edu/owl/resource/560/01/>

3. Participation

All students are expected to participate by being prepared for class, asking and answering questions, sharing insights and opinions, presenting, and evaluating peer presentations.

4. Instructor Availability & Communication

Students are expected to discuss class assignments, conflicts for attending class, concerns or problems with Dr. Emmerée as soon as possible! Students who have a very low grade but do not drop/withdraw this course and do not explain the situation to the instructor before noon on Wed. December 14 (the final exam date) will be given an “E”, NOT “I”.

In-Person: Dr. Emmerée will typically be available during office hours and by appointment. On occasion, however, office hours may change for that particular week. Changes will be posted on the home page on Sakai. Check there before you come to office hours! Her office is in Room 20 of the Florida Gym.

Email: Email either Dr. Emmerée or Janelle with questions at their email addresses listed on the first page. We prefer the following email etiquette:

- The subject line should reflect content of the message (e.g. class schedule conflict, question on presentation, request to meet this week, etc.)
- The message begins by addressing your instructor by name: “Dear Dr. Emmerée, or Dr. Emmerée; Dear Janelle, or Janelle,”
- The message ends with your name (be sure to include your first AND last name if you have a common first name)

Replies to messages will typically be sent within 24 hours; however, messages received after 2:45 p.m. on Fridays will be returned on Monday morning. If you do not receive a reply within the time frame expected, make sure your mailbox is not full and then contact the instructor again. The instructors are not responsible for undelivered messages or email malfunctions.

5. Read all class materials and review all online lectures.

6. Please show respect and courtesy toward your instructors and other students’ opinions and contributions.

7. Turn off all electronics during class – phones, pagers, laptops, etc.

If you talk/text/IM/use your laptop, iPhone, cell phone, etc. you will be asked to leave and will receive an absence for that class.

8. Course Website

You can view/download/upload class announcements class notes, assignments, and other documents from the Sakai website at <https://ils.at.ufl.edu> – Log in using your Gatorlink username and password. If you have any difficulties accessing Sakai, walk to the CIRCA Help Desk, or call 392-HELP for assistance. Check this link to learn more about Sakai if needed. https://iss.at.ufl.edu/help/Student_Faq. Please note that Sakai does not work with all internet browsers!

You will also be able to view your grades and submit assignments. You MUST upload assignments by the due date and time. Multiple attempts before the due date are recommended.

The course website on Sakai will be closed at the end of the semester. Please keep your own copy of materials prior to then.

9. Disagreement and Discussion

The last day to discuss your attendance record is by Friday at 3:00 p.m. after each recording date. The last day to discuss your quiz or assignment grades is the 3rd day after each grade is posted. The last day to discuss any other question and/or disagreement is Wednesday, December 14 at Noon.

10. Copyright & Plagiarism

When working on assignments, please be aware that many of the resources you find are copyright protected. The U.S. Copyright Act, 17 U.S.C. §§101-801, gives the owner of the copyright the exclusive right to reproduce, distribute, sell, perform or publicly display the copyrighted work. You may use all or part of copyrighted work only if you have the copyright owner's permission or your use falls under a legal exemption, in which case you must cite your resources. Even though an Internet document/image is a different medium than printed text, ownership and intellectual property rights are protected. Remember that it is your responsibility to respect these rights including all copyrights. All cases of plagiarism WILL be reported to the student's advisor/department and/or to student honor court (see academic honesty below).

11. Academic Honesty

Please note any violation of the UF Academic Honesty Guidelines will NOT be tolerated. Anyone caught cheating in any form (copying reports, assignments, tests, signing others names for attendance, plagiarism) will be referred to the Dean immediately. Cheating may result in failure of the course. The University's General Council also addresses that "Lectures given in this class are the property of the University/faculty member and many NOT be used for any commercial purpose. Students found to be in violation may be subject to discipline under the University's Student Conduct Code." Lectures and Power Point presentations given in this class are property of the instructor and may NOT be reproduced in any form including that of Class Notes or any other form of notes that are sold for profit. Any reproduction of these presentations for personal or commercial use are a violation of the University Honor Code and a violation of copyright laws. Any such violation will be reported to the University Honor Court.

12. Classroom Accommodation

Students requesting special classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation at the beginning of semester. Detailed procedures can be found at <http://www.dso.ufl.edu/drc/>.

Class Schedule – page 1

(Topics and due dates are subject to change. No due date will be moved earlier than listed)

Date	Topic/Activity	In Class Time	Readings	Assignment(s) Due (4:30 p.m.)	Note
Aug 25	Welcome; Introduction Q & A; Discussion about presentation topic and audience	4:05- 6:30 pm	Chapter 1 Check Sakai	Syllabus Quiz	Bring an approximately 4"x 6" hard copy photo of yourself to class by Sept. 1 for 5 pts extra credit
Sept. 1	Health Education Theory & Principles Professionalism	4:30 – 7:00 pm	Chapter 3 Check Sakai	Health topic and audience	Bring a 4"x 6" hard copy photo of yourself to class for 5 pts extra credit
Sept. 8	Planning for Instruction and Developing Objectives	4:30 – 7:00 pm	Chapter 2 Check Sakai	Quiz 1: covers 8/25 class materials and readings	
Sept. 15	Methods of Instruction	4:30 – 7:00 pm	Chapter 4 Check Sakai	Quiz 2: covers 9/ 1 and 9/8 class materials and readings	
Sept. 22	Developing Effective Presentations	4:30 – 7:00 pm	Chapter 5 Check Sakai	Written Objectives due	
Sept. 29	Developing Print and Electronic Educational Material, PowerPoint Slide Designs, and Evaluating Online Resources	4:30 – 7:00 pm	Chapter 6 Check Sakai	Quiz 3: Quiz covers 9/15 and 9/22 class materials and readings	Sign up to come to class for 1 hour to do your first presentation.
Oct. 6	Cultural Competence & Special Populations	Online	Chapters 8, 9 Check Sakai	Quiz 4: Quiz covers 9/29 and 10/6 class materials and readings Website Critique due	
Oct. 13	Preparation Presentations	Come to class for 1 hour during your sign up time		Preparation Presentations (2 minutes) PowerPoint slide design and objectives due	
Oct. 20	Health Communication, Social Marketing On-line show and tell groups	4:30 – 5:30 pm 5:45-6:45 pm	Chapter 7 Check Sakai		Bring laptops to class
Oct. 27	Excellent Online Educational Resources	4:30 – 7:00 pm	Check Sakai	Online Educational Strategies "Show and Tell" due	

Class Schedule – page 2

(Topics and due dates are subject to change. No due date will be moved earlier than listed)

Date	Topic/Activity	In Class Time	Readings	Assignment(s) Due (4:30 p.m.)	Note
Nov. 3	Methods/Strategies at the Community and Policy Level; Ethics	Online (Homecoming week)	Appendix – pp. 401-409 in text Check Sakai	Quiz 5: covers 10/20 through 11/3 class materials and readings	Dr. Emmerée will have office hours by appointment only this week between Monday and Wednesday.
Nov. 10	Presentations	4:30 – 7:00 pm		Presentation Plan and Educational Material due the day you present!	Sign up for a specific time
Nov. 17	Presentations	4:30 – 7:00 pm		Presentation Plan and Educational Material due the day you present!	Sign up for a specific time
Nov. 24	THANKSGIVING –NO CLASS				
Dec. 1	Presentations	4:30 – 7:00 pm		Presentation Plan and Educational Material due the day you present!	Sign up for a specific time
Wed., Dec. 14	Final Exam	10:00 a.m. - Noon		Check Sakai for final exam update and details!	Last day to discuss final grade is today, Dec. 14 at Noon.