

**UNIVERSITY OF FLORIDA**  
**Department of Health Education & Behavior**  
**HSC 4302 Section 1167**  
**Methods & Materials in Health Education**  
**Spring 2011, Tentative Syllabus**

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**Class Time:** Tuesday, 9:35-10:25; Thursday, 9:35-11:30  
**Location:** FLG 285

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**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*. (3<sup>rd</sup> Ed). Sudbury, MA: Jones and Bartlett. ISBN: 978-0-7637-5929-2

**Recommended Readings/Resources**

1. **Highly recommended if staying in Public Health - Bensley R.J. & Brookins-Fisher J. (2009). *Community health education methods: A practical guide*. (3<sup>rd</sup> Ed). Sudbury, MA: Jones and Bartlett. ISBN 978-0-7637-5533-1.**
2. US Department of Health and Human Services. (2005). *Theory at a Glance: A Guide for Health Promotion Practice*. (2<sup>nd</sup> Ed). Bethesda, MD: National Cancer Institute. NIH publication No: 05-3896. Available online at <http://www.nci.nih.gov/theory/pdf>
3. US Department of Health and Human Services. (1994). *Clear and Simple: Developing Effective Print Materials for Low-Literate Readers*. Bethesda, MD: National Cancer Institute. NIH publication No. 95-3594. Available online at <http://www.cancer.gov/cancerinformation/clearandsimple>
4. US Department of Health and Human Services. (2002). *Making Health Communication Programs Work*. (2<sup>nd</sup> Ed). Bethesda, MD: National Cancer Institute. NIH publication No. 02-5145. Available online at [http://www.cancer.gov/PDF/41f04dd8-495a-4444-a258-1334b1d864f7/Pink\\_Book.pdf](http://www.cancer.gov/PDF/41f04dd8-495a-4444-a258-1334b1d864f7/Pink_Book.pdf)

Please check the E-Learning on Sakai System for additional readings/handouts.

**Online Resources** (E-books at UF library online)

1. Bender, S. J., & et al. (1997). *Teaching Health Science: Elementary and Middle School*. (4<sup>th</sup> ed.). Boston, MA: Jones and Bartlett. ISBN: 0763702560.
2. Kreuter, M. W., Lezin, N. A., Kreuter, M. W., & Green, L. W. (1998). *Community Health Promotion Ideas that Work: A Field-Book for Practitioners*. Sudbury, MA: Jones and Bartlett Publishers. ISBN: 0585161879.

## I. Course Description:

The purpose of HSC 4302 is to acquaint students with 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. Rationale:

Health education professionals, as well as society at large, have intuitively known the value of primary prevention through school and community health education. Most deaths that occur in the United States are attributable to external factors that are potentially preventable by altering personal health behaviors, community health, and the environment. Research indicates it is more sensible and cost-effective to prevent the occurrence of diseases than to treat a disease after irreversible damage to body tissues, organ systems, and physiologic processes have occurred. This course provides students with an opportunity to improve knowledge about health education resources and methods and to develop skills in health instruction methodology.

## III. Course Objectives:

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

1. Identify the seven responsibilities of a Certified Health Education Specialist.
2. Apply the principles of delivering effective multimedia presentations.
3. Develop instructional 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, for health instruction.

## IV. 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.

## V. Course Evaluation and Grade Assignment

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|---------------------------|-------------------------------------|
| 1. Quizzes                | 170pts (Q1 = 5 pts; Q2-Q6 = 33 pts) |
| 2. 3-Minute Presentations | 50 pts ( 2 at 25 pts each)          |
| 3. Written Objectives     | 30 pts                              |
| 4. Print Material         | 50 pts                              |
| 5. Final Presentation     |                                     |
| w/ Powerpoint design      | 125 pts                             |
| 6. Lesson Plan            | 125 pts                             |

A	= 550 – 493
B+	= 492 – 476
B	= 475 – 438
C+	= 437 – 421
C	= 420 – 383
D+	= 382 – 355
D	= 354 – 328
E	≤327

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

### 1. Quizzes:

Please note, several people complain of Sakai being incompatible with Macs. For this reason, I **strongly suggest you do all quizzes on a PC.**

Students will be given open-book/open-note quizzes six times throughout the semester. The quizzes will contain true/false, multiple-choice, and short answer questions and must be completed on the Sakai System prior to the deadline indicated in this syllabus. **It is strongly recommended that you study and read ALL articles before taking the quizzes, as they will be timed.** 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 the Quiz #1 (again, I recommend using a PC and not a Mac). Please note, failure to complete a quiz prior to the deadline will result in a zero, as well as an absence.

## **2. Two 3-Minute Presentations on chosen Health Topics:**

***Students must identify their chosen health topic and target population by the end of the second week meeting (January 14). If a health topic is not chosen, you will be randomly assigned one by the instructor. The health topic will be used as the basis of developing all presentations (two 3-minute and final presentation), objectives, print material, and lesson plan.***

These brief lecture presentations (No PowerPoint) are designed to give students brief presenting experience in which the instructor can provide constructive feedback. You will be graded primarily on preparedness. Students are expected to use this experience to perfect for the final presentation. All students will sign up for two outside class times to present and watch 3-minute presentations by fellow students. Sign-up will occur during regular class hours the week prior to the 3-minute presentations. If you are absent at a sign-up date (see course outline for sign-up dates), it is your responsibility to contact the instructor before the end of the week to sign up for a predetermined outside class time; otherwise, a zero will be awarded for the assignment. Presentation 1: Introduce your topic. Presentation 2: Theory integration. Details to follow.

## **3. Written objectives**

This assignment will be explained and assigned early in the semester. The ABCDE formula from the book should be used. This assignment should be uploaded to Sakai prior to the deadline.

## **4. Print Material**

You should develop a print material on your health topic that would be appropriate to give to your target population. Follow the guidelines from the Developing Methods lecture. The print material can be a pamphlet, brochure, fotonovela, or 2-page newsletter. Please, no flyers or posters. If you have another idea, you may discuss it me. A hard copy of this assignment should be turned in to the instructor prior to the deadline. I expect the material to be printed as you would distribute it to your population. Printing early is strongly recommended, as problems with printing or formatting may arise.

## **5. Final Presentation w/ PowerPoint Design**

Final presentations should be 7-8 minutes in length and should utilize PowerPoint for at least a portion. Presentations may include other methods appropriate for the target population. Students are required to prepare a well designed PowerPoint using the information from the online lesson, "Tips for Presentation Design," as a guide. Review the grading standards/rubric for this assignment on Sakai. **You MUST email me your PowerPoint file by 11pm the night before your final presentation.**

## **6. Lesson Plan**

See pages 200-213 of your book and follow the simple lesson plan format. Be sure to include all components, including supplemental material. It is expected that you will use your revised objectives from the written objectives assignment in the objectives portion of the lesson plan. More information about this assignment in class will be provided.

## 7. Free Download of Adobe Acrobat Reader, Microsoft Word and PowerPoint Viewer

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

Adobe Acrobat: <http://www.adobe.com/products/acrviewer/acrvidnld.html>

Microsoft PowerPoint Viewer: <http://www.microsoft.com/office/orkarchive/XPddl.htm>

Microsoft Word Viewer: <http://www.microsoft.com/downloads/en/details.aspx?FamilyID=3657ce88-7cfa-457a-9aec-f4f827f20cac&displaylang=en>

## VI. Course Expectations and Requirements

### 1. Attendance

Attendance is expected of all students and will be monitored at every class. For in-class lectures, attendance sheets will be used. For online lectures, viewing and quiz records will be used. Failure to complete a quiz prior to the deadline will result in an absence and a zero for that week.

You are given up to two (2) freebie absences. These freebie absences can be used for any purpose including 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. It is the student's responsibility to get lecture notes and assignment information from a fellow student for a class missed.

Ten points will be deducted from the final grade for each absence after two. 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 ten (10) extra points on their final grade. Students with one (1) absence will receive three (3) extra points on their final grade.

A make-up quiz will only be allowed if the instructor receives official documentation. Any absence due to illness must have a document from a physician or the official designated personnel of the clinic/hospital. Students are expected to discuss absence problems with the instructor before it is too late. Students who have a very low grade but do not drop/withdraw this course and do not explain the situation to the instructor before the beginning of presentations will be given an "E," NOT "I."

### 2. Assignment Policies:

Grading standards/rubrics for each assignment will be available on Sakai. Students are expected to follow the grading standards exactly. Failure to do so could result in a low grade or zero. Assignments with rubrics will be graded more rigorously than other assignments. You are strongly encouraged to seek feedback on graded assignments, as it is not always possible to return assignments in class. To receive this feedback, you are encouraged to send an email or come to office hours. I also welcome office visits if you would like me to preview your assignment prior to submission.

Late assignments will be accepted, with penalty. All late assignments will receive a 10% grade reduction for each day it is late (with the exception of quizzes, which will not be accepted 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, etc.

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.

**Writing style and 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 answering/asking questions, presenting, and evaluating peer presentations.

### **4. Instructor Availability**

The instructor will be available in office during office hours and by appointment. Students are welcome to drop by at other times as well; however, availability at those times cannot be guaranteed. Quick questions are welcome via instant messaging (yahoo or AOL). For more in depth questions, students are asked to either send an email or schedule an office visit. You can expect a reply within 24-hours (weekday replies will be faster than weekend replies).

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

### **6. Respect your peers opinions and contributions.**

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

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

### **8. Course Website**

You can view/download class announcements class notes, assignments, and other documents from the Sakai website at <https://elearning2.courses.ufl.edu/portal> - click "Login" at the top right corner and use your Gatorlink name and password. You will also be able to view your grades and submit assignments. If you do NOT have Gatorlink ID or cannot remember your Gatorlink login information, visit the Gatorlink website (<http://gatorlink.ufl.edu>), walk to the CIRCA Help Desk, or call 392-HELP for assistance. 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 the 3<sup>rd</sup> day after each recording date. The last day to discuss your quiz/examination grade is the 3<sup>rd</sup> day after the quiz has closed. The last day to discuss any other question and/or disagreement is Thursday, April 28<sup>th</sup> at 4pm.

### **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. Though an Internet document/image is a different medium than printed text, ownership and intellectual property rights still apply. 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). Please note that plagiarism includes copying and pasting from articles into quiz answers.

**11. Academic Honesty**

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 may 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 PowerPoint presentations given in this class are property of the instructor and may NOT be reproduced in any form including notes that are sold for profit. Any reproduction of these presentations for personal or commercial use is 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/>.

**CLASSMATES**

NAME: \_\_\_\_\_ EMAIL/PHONE: \_\_\_\_\_

NAME: \_\_\_\_\_ EMAIL/PHONE: \_\_\_\_\_

## Tentative Class Schedule

Date	Topic/Activity	In Class / Online	Reading	Assignment Due	Note
Thurs, Jan 6	Orientation & Introduction	IC	Chapter 1		
Week 2 Tu, Jan 11	Out of class readings	O	P41-42, P401-409 Articles	Due Fri, 11:59pm – Quiz 1 & HEALTH TOPIC!	Sign-up for 3 min presentations
Th, Jan 13	Professionalism & Ethics	IC			
Week 3 Jan 18 & 20	Health Education Theory	IC	Chapter 3	Quiz 2 due Monday (1/24), 9AM	
Week 4 Jan 25 & 27	Planning for Instruction (Developing Objectives)	IC	Chapter 2	Objectives due Friday, 8PM	Sign-up for 3 min presentations
Week 5 Feb 1 & 3	Personal Computers & the Internet	O	Chapter 6 Articles	Quiz 3 due Monday (2/7), 9AM	Internship Fair, Feb 1, 10A-2P
Week 6 Feb 8 & 10	Methods of Instruction & Programming	IC	Chapter 4		
Week 7 Feb 15 & 17	Developing & Delivering Effective Presentations	IC	Chapter 5	Quiz 4 due Monday (2/21), 9AM	
Week 8 Tu, Feb 22	Tips for Presentation Design	O			
Th, Feb 24	Special Populations	IC	Chapter 9		
Week 9 Mar 1 & 3	Cultural Competence	IC	Chapter 8 Articles	Quiz 5 due Monday (3/5) 9AM	
Week 10: MARCH 5 – MARCH 12 --- SPRING BREAK ---					
Week 11 Mar 15&17	Health Communication and Use of Media	IC	Chapter 7 Articles		
Week 12 Mar 22&24	Controversial Topics	IC	Chapter 10	Print Material due Tuesday in class	
Week 13 Mar 29&31	Methods/Strategies at the Community & Policy Level	O		Quiz 6 due Monday (4/4), 9AM	
Week 14 Tu, Apr 5	Assignment Discussion	IC			
Th, Apr 7	PRESENTATIONS				
Week 15&16	April 12, 14, & 19 PRESENTATIONS			Lesson Plan due Wednesday (4/20), 7PM	
Apr 26	PRESENTATIONS			Final Exam Date	