METHODS AND MATERIALS IN HEALTH EDUCATION

Course Number: HSC 4302

Section Number: 19402

Credit Hours: 3

Academic Term: Fall 2025

Class meeting time and location: M, W, F 11:45am – 12:35pm, Florida Gym 265

INSTRUCTOR INFORMATION

INSTRUCTOR NAME: Kim Holton, PhD, CHES

EMAIL: Please use Canvas email for course-related correspondence. Doing so ensures your email from getting lost in a sea of emails and guarantees you a faster response. Non-course-related correspondence can be sent to mkholton@ufl.edu.

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

OFFICE HOURS VIA ZOOM:

- Tuesday 2 – 3:30pm. Join the waiting room.
  Meeting ID: 952 7394 6286 passcode: connect
- By appointment; use Canvas email to set up an appointment.

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.

I frequently use **course announcements** in Canvas. Please check course announcements regularly. I also recommend adjusting your Canvas notifications so that you are notified when an announcement is made.

If you have general questions about the course that could be answered by myself or fellow classmates, please feel free to ask in class or 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*. You have two options to purchase the one required textbook.

Bensley, R. J. & Brookins-Fisher, J. (2025). *Community and Public Health Education Methods: A Practical Guide* (5th ed.). Jones & Bartlett Learning.

- **eBook:** You can purchase an access code through UF AllAccess, https://www.bsd.ufl.edu/AllAccess/. The ebook ISBN is 9781284262070.
- **Paperback:** You can purchase a copy of the text through the UF Health Sciences Bookstore by calling to place an order. The ISBN is 9781284262056. Be sure to account for processing and shipping time so that you have your textbook before our first quiz due Sunday (see course schedule). The UF Health Science Bookstore staff are very helpful should you have questions. You can reach them at 352-627-9230 to order a hardcopy of the text. If you prefer a hardcopy and the text will not be in by the time you need it for the first quiz, let me know. I can help you get access to the first chapters of the textbook.

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 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 eight 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 assignments, discussions, and reflection activities; (c) assigned readings; and (d) a multi-part course project completed with a group requiring individual and group submissions along with peer review. 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](#).

Consistent class attendance is critical to your success in this course. This class is highly experiential. We will use class time for informal lectures, experiential learning, reflections, discussions, and student-led activities.

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 with 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. Students are expected to complete individual work on quizzes, assignments, and discussions unless specified otherwise in the assignment. This means collaboration with classmates or generative AI chatbots on assignments and online discussions is considered academic dishonesty and a violation of the UF Academic Honor Code.

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 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 due to technical issue.

Please read the following carefully:

- Assignments valued at 10 points or less will not be accepted late unless it is due to emergency. See last bullet in this list for emergency guidelines.
- Quizzes are open for a three-day period. Submissions cannot be made outside of this window.
- Interactions with PlayPosit videos must be made by the due date to receive credit. Late interactions can be made but will not receive credit.

- An on-time submission of a corrupted file or incorrect document is not considered a valid reason for resubmission. You are responsible for making sure your uploaded work looks as expected before the submission deadline. Submission of incorrect or corrupted files will result in a zero. Please check your work.
- Due to the interactive nature of discussion, late discussion posts will not be accepted. Most discussion replies must be completed in class for credit.
- All other late work valued over 10 points 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 online and 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 or 352-392-4357, if you have any technical difficulties with Canvas**. The instructor will not be able to help you with technical difficulties. If a technical difficulty prevents you from submitting a quiz or assignment 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://it.ufl.edu/helpdesk/self-help/connectivity-issues/.

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: University of Florida students are bound by the Honor Pledge. On all work submitted for credit by a student, the following pledge is required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Student Honor Code and Conduct Code (Regulation 4.040) specifies a number of behaviors that are in violation of this code, as well as the process for reported allegations and sanctions that may be implemented. All potential violations of the code will be reported to Student Conduct and Conflict Resolution. If a student is found responsible for an Honor Code violation in this course, the instructor will enter a Grade Adjustment sanction which may be up to or including failure of the course.

CLASS DEMEANOR AND NETIQUETTE: All members of the class are expected to follow rules of common courtesy and respect in and outside of the classroom. We are in relationship with each other, and how we communicate matters. This applies to all forms of discussions, email messages, threaded discussions, and chats. Review the Netiquette Guide for Online Courses document provided in the Orientation Module for expected student behavior within the online environment.

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.

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](#)
- Microsoft
  - [Microsoft Privacy Policy](#)
  - [Microsoft Accessibility](#)
- PlayPosit
  - [PlayPosit Privacy Policy](#)
  - [PlayPosit Accessibility](#)
- Sonic Foundry (Mediasite Streaming Video Player)
  - [Sonic Foundry Privacy Policy](#)
  - [Sonic Foundry Accessibility](#)
- Vimeo
  - [Vimeo Privacy Policy](#)
  - [Vimeo Accessibility](#)
- YouTube (Google)
  - [YouTube (Google) Privacy Policy](#)
  - [YouTube (Google) Accessibility](#)
- Zoom
  - [Zoom Privacy Policy](#)

- o [Zoom Accessibility](#)

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.
- As a UF student, you have [free access to multiple collaboration services](#), such G Suite and Office 365. Please use these tools for your academic success.

Health and 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 website](#) to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit the [Counseling and Wellness Center website](#) 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 the [Student Health Care Center website](#).
- University Police Department: Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](#).
- GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

Academic Resources

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

- [Career Connections Center](): Reitz Union Suite 1300, 352-392-1601
- [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. The center provides general study skills and tutoring.
- [Writing Studio](): 2215 Turlington Hall, 352-846-1138. Find help brainstorming, formatting, and writing papers.
- [Find additional information and links to UF Academic Polices & Resources]().

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. These quizzes are due on Sundays 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, particularly your assigned text chapters for 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 the questions can be found in your text and will not be provided within the quiz after completion. Please contact the instructor if you need help finding a correct answer.

Please note you are responsible for reading all chapters assigned in the course textbook 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.

PlayPosit Videos: This course uses short, recorded lectures along with other video materials to maximize active learning during classroom time. Weekly video lists are housed within PlayPosit. Interactions with videos within PlayPosit must be completed by Monday, 11am. You can complete PlayPosit interactions after the due date, but credit will not be awarded for late submissions. The video resources are critical to use our class time effectively and to support your success on assignments and discussions.

Assignments & Discussions: Students will complete a variety of individual assignments and discussions to apply knowledge and practice skills learned in the course. All other assignments or initial discussion posts will usually be due on Tuesdays, 11:59pm and will vary in content and instruction. We will work with this content in class on Wednesday. Please be sure to read or listen to weekly announcements, read instructions carefully, and check your work with the grading rubric before submission.

Course Project: In lieu of exams for this upper division course, students will work in small groups to complete a course project, which will include a series of assignments designed for students to create a lesson plan resulting in an educational screencast and material for distribution in person and/or online. Collaboration among group members and peer review across groups are emphasized in this project. Groups will be assigned after drop/add. All major due dates for project assignments are provided on the course schedule below. *Paying attention to weekly course announcements and holding weekly meetings with your group members will be critical to your success. We will complete some group work in class to support easeful collaboration.*

Perspectives Training: As health educators, we must grow and expand our understanding of ourselves and others. Perspectives is an interactive online learning program that explores the inner workings of the mind and the psychological roots of our ideological differences. The program will provide you with insights to help you better understand yourself and others, and it will equip you with skills to navigate challenging conversations more effectively. Self-awareness and skills to navigate challenging conversations are critical to our work as health educators. Further instructions are provided in the Perspectives Training Module.

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

Assignment	Points
Videos Interactions within PlayPosit	10%
Quizzes	10%

Assignment	Points
Weekly Module Assignments & Discussions	45%
Course Project (includes individual and group submissions)	30%
Perspectives Training	5%

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

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.

Module	Week of:	Topic	Readings	Assignments
Orientation	Aug 17	Orientation (must complete to open course modules)	Syllabus	Syllabus Quiz Orientation Discussion
Orientation	Aug 24	Assessment and Review APA & Using Academic Databases	See Canvas	In-Class Assignments
1	Aug 31	People Skills for the Profession No class, Sep 1, holiday	Ch. 3 & 13	Quiz on Readings PlayPosit Videos Discussion Assignment **Course Project: Team Contract due Sun, Sep 7**
2	Sep 7	Foundations for Selecting and Applying Methods & Strategies	Ch. 1	Quiz on Readings PlayPosit Videos

Module	Week of:	Topic	Readings	Assignments
				Discussion Course Project: Schedule 15-minute group meeting with Dr. Holton
3	Sep 14	Applying a Health Literacy Framework	Ch. 4	Quiz on Readings PlayPosit Videos Assignment Discussion Course Project: • Identify target audience and focus area by reviewing current literature (See Using Academic Databases resources for support) • Meet with Dr. Holton as a group
4	Sep 21 & 28	Developing Effective Presentations & Training Skills	Ch. 6	Quiz on Readings PlayPosit Videos Assignment Course Project: • **Part 1a due Sun, Sep 28** • **Midpoint Self and Group Evaluation due Sun, Sep 28** • Review & address feedback on Part 1a • Meet with Dr. Holton during these weeks as needed

Module	Week of:	Topic	Readings	Assignments
5	Oct 5	Developing & Selecting Resource Materials	Ch. 5	Quiz on Readings PlayPosit Videos Discussion Assignment Course Project: • Work on Part 1b (Lesson Plan)
6	Oct 12	Applying Motivational Interviewing Techniques	Ch. 7	Quiz on Readings PlayPosit Videos **Course Project: Part 1b due Sun, Oct 19**
Course Project	Oct 19	Course Project: Execute plan to create health education materials	No new readings	Course Project: • **Parts 2 & 3 due Sun, Oct 26** • **Final Self & Group Evaluation due Sun, Oct 26**
7	Oct 26	Exploring Social Marketing & Health Communication	Ch. 8 & 9	Quiz on Readings PlayPosit Videos Discussion **Course Project: Peer Reviews of Part 2 will be completed in class for credit** **Course Project: Peer reviews for Part 3 due online Sun, Nov 2**

Module	Week of:	Topic	Readings	Assignments
8	Nov 2	Using Social Media	Ch. 10	Quiz on Readings PlayPosit Videos Discussion **Course Project: Reflection on Peer Feedback due Sun, Nov 9**
9	Nov 9	Exploring Digital Media Strategies	Ch. 11	Quiz on Readings Assignment Start Perspectives Training if you have not already
11	Nov 16	Coalitions & Advocacy	Ch. 14 & 15	Quiz on Readings PlayPosit Videos Discussion
	Nov 23	Thanksgiving Break		Appreciation & Rest
2	Nov 30	Course Wrap-Up	Ch. 2	Quiz PlayPosit Videos Assignment **Perspectives Training due Sun, Dec 7**