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UNIVERSITY OF FLORIDA
COLLEGE OF HEALTH AND HUMAN PERFORMANCE
DEPARTMENT OF HEALTH EDUCATION AND BEHAVIOR

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HSC-4713   Erik W. Black, PhD, MPH
Fall 2025   E-mail: ewblack@ufl.edu
Office: FLG 71
Office Hours: By appointment
Phone: 352-294-1807
Class Meeting: Online

COURSE DESCRIPTION:

HSC 4713 is a required course for Health Education and Behavior majors. The purpose of this three-credit course is to provide you with the necessary comprehensive background and application information needed to plan, implement, and evaluate health promotion programs in a variety of settings and populations. During HSC 4713 you will demonstrate a high-level understanding of the frameworks, principles, and strategies for planning, implementing, and evaluating health programs through assessments and activities designed to promote critical thinking needed for the development of an effective and feasible health education/health promotion program.

COURSE CORRESPONDENCE:

- Using CANVAS email is the *BEST* way to contact me.
- Email inquiries received Mondays through Thursdays will usually receive a reply within 24 business hours of receipt; however, if you have not received a reply within 48 hours, please resend your inquiry. Emails sent after 12:00pm on Fridays and/or during the weekends will be replied to the following Monday. See "Course Email Etiquette" on page 6 for more information.
- Please check Canvas emails and announcements regularly (daily). You are responsible for all information sent using these lines of communication.

REQUIRED BOOKS:

McKenzie, J.F., Neiger, B.L., Thackery, R. (2023). Planning, Implementing and Evaluating Health Promotion Programs, 8th Edition. Jones and Bartlett Learning. Burlington, MA.

COURSE OBJECTIVES:

Upon completion of this course, it is expected that the student will:

- Explain the relationship between health education and health promotion.
- Identify the determinants of health outcomes and the ecological factors that influence behavior.
- Identify components of several comprehensive planning models.
- Assess components of a program rationale and identify areas for improvement.
- Identify sources of data in conducting a needs assessment.
- Demonstrate the steps in conducting a needs assessment.
- Demonstrate how to incorporate health behavior theory into the planning process.
- Construct realistic and measurable program goals and objectives.
- Identify advantages and disadvantages of using multiple strategies for reaching and facilitating participation among priority populations.
- Identify community and health education planning resources.
- Explain the elements of marketing a health education/promotion plan.

- Differentiate between the types of evaluation outcomes and evaluation methods and strategies and the ways to the evaluation.
- Explain the importance and significance of using a comprehensive, systematic approach to planning, implementing, and evaluating health education and behavior programs.

METHODS OF INSTRUCTION:

1. Video lecture
2. Discussion
3. Films/Videos/Audiotapes
4. Individual Assignments
5. Course Project

COURSE REQUIREMENTS:

A. Each student is to:

1. Read all chapters and assigned reading before attending class.
2. Constructively participate in class discussions/activities.
3. Participate in course evaluations.
4. Complete all assignments/exams during assigned dates throughout the semester.

B. Evaluation methods:

Requirement	Point Value
Course Project	**130**
Topic Selection	10
Phase 1	20
Phase 2	20
Phase 3	20
Phase 4	20
Phase 5 and 6	20
Poster Presentation	20
Content Quizzes (10 quizzes, 5 points each)	50
Discussion Forums (4 posts/responses, 5 points each)	25
Individual Assignments (5 assignments, with varying points from 5-20)	50
Personal Health Activities (7 activities, 5 points each)	35
Exam 1	50
Exam 2	50
Total Possible Points	**390**

Examinations (mid-term and final examination) (50 points each):

Exam one will cover the course materials

Discussion Forums (25 points):

There are four discussion board activities that will require your participation during the semester. Each discussion forum has detailed instructions for completion. After the initial post due day, you

will have another week to respond to your peers

Content Quizzes (50 points):

There are 10 content quizzes, each worth 5 points. Quizzes are brief, open-book, open-note assessments based upon the reading assignment for that week. Quizzes are administered in Canvas. You will have two attempts to take each quiz; there is a 10- minute time limit for each attempt. Canvas will automatically accept the highest score from your attempts. Quizzes may include multiple-choice, true/false, and/or short answer type questions.

You MUST take the quiz BEFORE the deadline listed. No makeups are allowed, except for medical or family emergencies

**If you have any technical trouble with your quiz, you must contact the UF Computing Help Desk immediately at 352-392-4357. Once you have done so, email Dr. Black immediately with the details of your problem along with your Help Desk ticket number.

Honorlock Practice Quiz (5 points):

This brief practice quiz will assure that you are familiar and able to access Honorlock via your computer. We will use Honorlock as a proctor for the two exams in this course.

Assignments (60 points):

There are five assignments that will be completed during the semester. Assignments vary in value from 5 to 15-points varying on the depth of the assignment.

Course Project (130 points):

Your course project requires you to use an evaluative framework to create a plan for designing, implementing and evaluating a health program. Using a $10,000 budget you will have the opportunity to address a health need that is salient to the UF undergraduate student population. You will identify and explore a health issue that impacts the undergraduate population at the University of Florida. You will use the PRECEDE-PROCEED model to guide the development of a community health intervention that will positively impact UF students.

There are seven components to this project.

Topic selection and justification (10 points)
Phase 1: Social assessment and Population Description (20 points)
Phase 2: Epidemiological Assessment (20 points)
Phase 3: Educational and Ecological Assessment (20 points)
Phase 4: Administrative and Policy Diagnosis (20 points)

Phase 5 and 6: Implementation and Evaluation Plan (20 points)
Poster Presentation and Peer Response: A visual summarizing your work (20 points)

Additional information will be provided about project requirements as we progress through the semester.

C. The grading scale is as follows:

93%-100% = A
90-92%.99% = A-
87%-89.99% = B+
83%-86.99% = B
80%-82.99% = B-
77%-79.99% = C+
73%-76.99% = C
70%-72.99% = C-
67%-69.99% = D+
63%-66.99% = D
60%-62.99% = D-
0%-59.99% = F

UF's grading policy can be found at
http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html.

COURSE OUTLINE:

HSC5956
Course Calendar – Fall 2025

Semester Week *Topic*	Weekly Tasks	Due Dates | 11:59pm ET (Unless otherwise specified)
Week 1/Module 1 8/21-8/31 Orientation, Health Promotion and Planning	1. Obtain textbook, read Chapter 1 – Watch lecture 2. Discussion Forum 1 - Introductions* 3. Assignment 1 – Health Education v. Health Promotion* 4. Personal Health Activity 1 *	1. 8/31/25 2. 8/31/25 (peer response 9/7/25) 3. 8/31/25 4. 8/31/25
Week 2/Module 2 9/1–9/7 The Planning Process	1. Read Chapter 2 – Watch lecture 2. Quiz Week 1 and 2 (Chapters 1 and 2) * 3. Assignment 2 – Social Math* 4. Honorlock Practice Quiz	1. 9/7/25 2. 9/7/25 3. 9/7/25 4. 9/7/25
Week 3/Module 3 9/8-9/14 Planning Models	1. Read Chapter 3 – Watch lecture 2. Quiz Week 3 (Chapter 3) * 3. Discussion Forum 2 – Social Math* 4. Personal Health Activity 2* 5. Introduce Course Project	1. 9/14/25 2. 9/14/25 3. 9/14/25 (peer response 9/21/25) 4. 9/14/25 5. N/A
Week 4/Module 4 9/15-9/21 Assessing Needs	1. Read Chapters 4 & 5 – Watch lecture 2. Assignment 3: Virtual Windshield Survey* 3. Topic Selection* 4. Discussion Forum 3 – Career Ambitions* 5. Quiz Week 4 (Chapters 4 and 5)	1. 9/21/25 2. 9/28/25 3. 9/21/25 4. 9/21/25 (peer response 9/28/25) 5. 9/21/25
Week 5/Module 5 9/22-9/28 Measurement and Sampling	1. Personal Health Activity 3* 2. **Exam 1 (Chapters 1-5)**	1. 9/28/25 2. <u>**Exam opens 9/22/25 @ 12:00a, closes at 9/28/25 @ 11:59p**</u>

Semester Week _Topic_	Weekly Tasks	Due Dates | 11:59pm ET (Unless otherwise specified)
Week 6/Module 6 9/29-10/5 Mission Statement, Goals and Objectives	1. Read Chapter 6 – Watch lecture 2. Quiz Week 6 (Chapter 6) * 3. Assignment 4: SMART* 4. Phase 1: Social Assessment*	1. 10/5/25 2. 10/5/25 3. 10/5/25 4. 10/12/25
Week 7/Module 7 10/6-10/12 Theories and Models	1. Read Chapter 7 – Watch lecture 2. Quiz Week 7 (Chapter 7) * 3. Personal Health Activity 4* 4. Assignment 5: Theory Selection*	1. 10/12/25 2. 10/12/25 3. 10/12/25 4. 10/12/25
Week 8/Module 8 10/13-10/19 Interventions	1. Read Chapter 8 – Watch lecture 2. Quiz Week 8 (Chapter 8) * 3. Phase 2: Epidemiological Assessment/Diagnosis*	1. 10/19/25 2. 10/19/25 3. 10/19/25
Week 9/Module 9 10/20-10/26 Marketing	1. Read Chapter 9 – Watch lecture 2. Quiz Week 9 (Chapter 9) * 3. Personal Health Activity 5* 4. Discussion Forum 4 – Intervention and Marketing* 5. Phase 3: Educational and Ecological Assessment*	1. 10/26/25 2. 10/26/25 3. 10/26/25 4. 10/26/25 (peer response 11/2/25) 5. 11/2/25
Week 10/Module 10 10/27-11/2 Community Organizing and Community Building	1. Read Chapter 10 – Watch lecture 2. Quiz Week 10 (Chapter 10) * 3. Phase 4: Administrative and Policy Diagnosis*	1. 11/2/25 2. 11/2/25 3. 11/9/25
Week 11/Module 11 11/3-11/9 Preparing for Implementation	1. Read Chapter 11 – Watch lecture 2. Quiz Week 11 (Chapter 11) 3. Personal Health Activity 6*	1. 11/9/25 2. 11/9/25 3. 11/9/25
Week 12-14/Module 12 11/10-12/3 Evaluation and Putting it all Together	1. Read Chapter 12 and 13 – Watch lecture 2. Quiz Weeks 12-14 (Chapter 12 and 13) * 3. Personal Health Activity 7* 4. Phase 5 and 6: Implementation and Evaluation Plan* 5. Discussion Forum 7 - Poster Presentation*	1. 12/3/25 2. 12/3/25 3. 12/3/25 4. 12/3/25 5. 12/3/25 (peer response 12/10/25)

Semester Week *Topic*	Weekly Tasks	Due Dates | 11:59pm ET (Unless otherwise specified)
Final Exam Week	1. Feedback to Peers – Discussion Forum 8 - Poster Presentations 2. **Exam 2 (Chapters 6-13)**	1. 12/10/2025 2. **Exam opens 12/4/2025 @ 12:00a, closes at 11:59p 12/10/2025**

Disclaimer: This schedule represents my current plans and objectives as of 8/21/25 As we go through the semester, these plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

COURSE POLICIES

1. Special Accommodations: 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 at 352-392-1261, or www.dso.ufl.edu/drc. You are encouraged to provide your accommodation letter and make your needs known to the instructor within the first two weeks of the semester.
   - 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 do what I can to help you.

2. Academic Honesty: 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 honor 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 Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies several 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 don't hesitate to ask.

3. Grade Appeals: It is your responsibility to review your graded assignments/quizzes/exams when they are returned. After a grade is returned/released, students have one week to appeal the grade with me. After one week, a grade will not be changed. THERE WILL BE NO EXCEPTIONS TO THIS POLICY.

4. Assignments: It is assumed that students will put forth their best effort on all course assignments to get the best results from the course. Module assignments are due by 11:59 PM EST on the date specified in the syllabus/schedule. Late assignments will incur at 10% penalty for each day that the assignment is late. You are advised to make back-up copies of all work and submit your work early to prevent technical issues from precluding successful submissions.

   NOTE: Requirements for class assignments, discussions and other work in this course are consistent with university policies found at catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

5. Excused Absence Policy: Per University of Florida policy, excused absences include medical appointments and illness (with doctor's note), deaths in the family (with documentation) and school events (with documentation on school letterhead). Additional absences require documentation of medical excuses or extenuating circumstances and must be submitted to me within three days of the absence.

6. Course Evaluation Process: Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways:
   The email they receive from GatorEvals,
   Their Canvas course menu under GatorEvals,
   The central portal at https://my-ufl.bluera.com
   Guidance on how to provide constructive feedback is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

7. Course Email Etiquette: Professionalism is expected of all students. Thus, you should use proper etiquette when sending emails. This includes an appropriate "Subject" heading stating your course number and topic of message, a proper greeting/salutation, grammatically correct message body, a proper closing, followed by your first and last name.

   For example:

   Subject Heading: HSCXXXX - Chapter 2 quiz question

   Greeting/Salutation: Hello, Dr. Black,

   Message Body:

   I think Question 2 on my quiz may have been graded incorrectly. On page ##, paragraph ##, it reads "[insert textbook information here]."   I believe this supports why my answer selection of "True" is correct. Can you kindly review this question on my quiz and let me know your thoughts?

   Closing:

   Thank you!

   Name:
   Your first and last name / HSCXXXX

8. Preferred Pronoun and Name Change in Canvas: It is important to the learning environment that you feel welcome and safe in this class; and that you are comfortable participating in class discussions and communicating with me on any issues related to the class. If your preferred name is not the name listed on the official UF roll, please let me know as soon as possible by e-mail or otherwise. I would like to acknowledge your preferred name, and pronouns that reflect your identity. Please let me know how you would like to be addressed if your name and pronouns are not reflected by your UF-rostered name. I welcome you to the class and look forward to a rewarding learning adventure together.

You may also change your "Display Name" in Canvas. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison."   To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas.   This does not change your legal name for official UF records.

9. Title IX: University of Florida has zero tolerance for sexual discrimination, harassment, assault/battery, dating violence, domestic violence, or stalking. Students are encouraged to report any experienced or witnessed occurrences to law enforcement and/or one of UF's Title IX Coordinators. Students can report incidents or learn more about their rights and options by contacting Student Conduct and Conflict Resolution at 202 Peabody Hall, 352-392-1261; or visit:
   - www.dso.ufl.edu/sccr/process/incident-report/
   - www.dso.ufl.edu/sccr/process/victim-rights/

10. Respect Policy: "All individuals, regardless of their gender, gender identity, gender expression, sexual identity, sexual orientation, race, ethnicity, religious affiliation, physical or mental ability, political affiliation, or any other perceived generalized differentiator, is welcome in this course. It is expected that we treat each other with respect and as equals. Treat one another as you want to be treated so that we can have valuable discussion in this course. Intolerant, inflammatory, or insulting behavior or speech is not acceptable and may lead to dismissal from the course." (Copied from Dr. Suzanne Murphy's, University of Florida, HSC4232, Fall2021 Course Syllabus).

11. Class Recordings: Per the House Bill 233 Intellectual and Viewpoint Diversity Act, you 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.
   - (3) As evidence in, or in preparation for, a criminal or civil proceeding.

All other purposes are prohibited. You may not publish recorded lectures without my written consent.

As defined in the bill, 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 UF course.

This 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 my permission 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.

12. Policy on Recommendation Letters: I will consider preparing recommendations for graduate programs, professional schools, internships, scholarships and for jobs if and only if ALL the following requirements have been met by you:
   a. You have completed a course with me and have a confirmed grade.
   b. You are/were in good standing in my course(s).
   c. You are/were actively engaged in class activities and/or discussions in my course(s).
   d. You have met with me during office hours at least twice during each course/semester you were my student.
   e. You are willing to waive your right to review the letter of recommendation.
   f. You verbally AND electronically request the letter of recommendation.
   g. You provide a copy of your resume or CV
   h. You provide your recommendation request to me via email at least 4 weeks prior to the date the recommendation is due.

UNIVERSITY RESOURCES

The University of Florida recognizes that pursuit of an online degree requires just as much student support as pursuit of a traditional on-campus degree and therefore, each online program is responsible for providing the same student support services to both students who are in residence on the main campus and those who are seeking an online degree through distance learning.

- Online Computing Help Desk: http://helpdesk.ufl.edu/
  The UF Computing Help Desk is available to assist students when they are having technical issues.

- Online Library Help Desk: http://guides.uflib.ufl.edu/content.php?pid=86973&sid=686381.
  The help desk is available to assist students with access to all UF Libraries resources.

- Disabilities Resource Center: http://www.dso.ufl.edu/drc/
  If you have a physical, learning, sensory or psychological disability, please visit the DRC.

- Counseling and Wellness Center: http://www.counseling.ufl.edu/cwc/

Visit the counseling and wellness center to speak to a counselor about any personal problems.

- Dean of Students Office: http://www.dso.ufl.edu/

  Visit the Dean of Students site for help resolving a conflict or for student code of conduct inquiries.

- U Matter, We Care: umatter@ufl.edu

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

- GatorWell Health Promotion Services: http://gatorwell.ufsa.ufl.edu

Health Education for the Gator Nation. GatorWell Health Promotion Services supports student success by providing excellent, accessible, and relevant health information, programs and services to UF students about health and wellness topics relevant to the college experience.