Planning Health Education Programs

HSC 6318| Spring 2022

Course Overview:

This course examines the principles of planning effective health education/promotion programs, including the implementation of sound prevention and health promotion strategies.

Course Objectives

Upon completion of this course, students will be able to:

1. Explain the significance of a comprehensive, systematic approach to planning health education/promotion and behavior programs.
2. Describe the basic steps of any health education/promotion program planning model.
3. Illustrate an understanding of the PRECEDE-PROCEED framework, as a comprehensive planning model.
4. Demonstrate how to incorporate health behavior theory into the planning process.
5. Apply a systematic, planning framework to plan an effective and feasible health education/promotion program.

Instructor

Amy R. Mobley, PhD, RD, FAND
Associate Professor and Graduate Program Coordinator
Florida Gym 012| 352/294-1813 | amy.mobley@ufl.edu

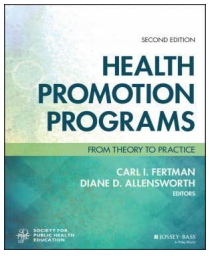
Course Requirements

40% - Module Quizzes
40% - Project
20% - Course Engagement

Grading Standards

A	= 100-93	C(S)	= 76.99-73
A-	= 92.99-90	C-(U)	= 72.99-70
B+	= 89.99-87	D+	= 69.99-67
B	= 86.99-83	D	= 66.99-63
B-	= 82.99-80	D-	= 62.99-60
C+	= 79.99-77	E	= 59.99-0

See current UF Grading Policies for further details:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx



Textbook & Reading Material

1. **Required:** Fertman, C.I., & Allensworth, D.D. (2017). *Health promotion programs: From theory to practice (2nd ed.).* San Francisco, CA: Jossey-Bass.
2. Recommended: McKenzie, J.F., Neiger, B.L., & Thackeray, R. (2017). *Planning, implementing, and evaluating health promotion programs: A primer (7th ed.).* Glenview, IL. Pearson.
3. Optional: American Psychological Association. (2019). *The publication manual of the American Psychological Association (7th ed.). Author.*

Additional Readings posted to Canvas.

Course Schedule

Week #	Topic	Assignment	Due Date
Week #1	**Course Overview & Introductions**	**Watch introductory video(s)** **QUIZ: SYLLABUS** **Yellowdig: Introduction post**	**Jan 11**
Module 1: Foundations of Health Promotion Programs			
Week #2	**Introduction to Program Planning; Cultural Competence & Health Disparities**	**Watch lectures** **Yellowdig: Post & Engage** **Identify project team members**	**Jan 18**
Week #3	**Program Planning Theories & Models**	**Watch video lectures** **Yellowdig: Post & Engage**	**Jan 25**
Week #4	**Program Planning Theories & Models (cont.)**	**PROJECT, Part 1** **Watch video lectures** **Yellowdig: Post & Engage** **QUIZ #1**	**Jan 28** **Feb 1** **Feb 1** **Feb 4**
Module 2: Planning			
Week #5	**Overview Needs Assessment; Types of Data & Measures**	**Watch video lectures** **Yellowdig: Post & Engage**	**Feb 8**
Week #6	**Program Decision Making; Goals & Objectives**	**Watch video lectures** **Yellowdig: Post & Engage**	**Feb 15**
Week #7	**Intervention Types & Strategies**	**Watch video lectures** **Yellowdig: Post & Engage**	**Feb 22**
Week #8	**Adapting Programs**	**Watch video lectures** **Yellowdig: Post & Engage** **QUIZ #2** **PROJECT, Part 2**	**Mar 1** **Mar 1** **Mar 4** **Mar 4**
Module 3: Implementation			
Week #9	**Implementation Tools & Resources**	**Watch video lectures** **Yellowdig: Post & Engage** **Project, Peer Evaluation #1**	**Mar 15** **Mar 15** **Mar 18**
Week #10	**Implementation Strategies**	**Watch video lectures** **Yellowdig: Post & Engage**	**Mar 22**
Week #11	**Advocacy**	**Watch video lectures** **Yellowdig: Post & Engage** **QUIZ #3** **PROJECT, Part 3**	**Mar 29** **Mar 29** **Apr 1** **Apr 1**
Module 4: Evaluation & Sustainability			
Week #12	**Evaluation Overview; Evaluation Approaches & Designs**	**Watch video lectures** **Yellowdig: Post & Engage**	**Apr 5**
Week #13	**Evaluation Approaches & Designs (cont.)**	**Watch video lectures** **Yellowdig: Post & Engage** **PROJECT, Part 4**	**Apr 12** **Apr 12** **Apr 15**
Week #14	**Program Sustainability**	**Watch video lectures** **Yellowdig: Post & Engage** **QUIZ #4**	**Apr 19** **Apr 19** **Apr 25**
Finals Week			
Week #15	**Final Project Components/ Course Wrap-Up & Evaluations**	**PROJECT, Part 5** **PROJECT, Peer Evaluation #2** **PROJECT, Self Evaluation**	**Apr 27** **Apr 29** **Apr 29**

The schedule and procedures in this course are subject to change in the event of extenuating circumstances.

Course Requirements

Quizzes, Assignments, and Course Engagement will be used to assess the student's academic standing in this course. **Late assignments will not be accepted for credit unless arrangements have been made with the instructor prior to the due date for that particular assignment.** Failure to make prior arrangements may result in rejection of work submitted late or deduction of 10% of possible points per day late. Rescheduling/accepting assignments is at the discretion of the instructor. Requirements are consistent with university policies: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Course Engagement - Yellowdig

Course Engagement Discussion or Activities = 100 points

Overview: Students are required to participate in WEEKLY course discussion and engagement through the Yellowdig tool on Canvas. Please refer to specific assignment details on Canvas on the expectations and for earning points.

Start: 01/05/22 12:00 am ET
End: 04/19/22 11:59 pm ET

Course Quizzes

5 Quizzes = 200 points total this semester

Overview: Students will be assessed throughout the semester after each module and also based on the syllabus. Students are required to complete quizzes independently without notes and complete them by the due date. Honorlock will be used. Point values per quiz will vary based on amount of content covered. Please review each quiz's instructions & guidelines. Students will be assessed over all course materials: readings, videos, lectures, etc.

Course Project – Multiple Components

Overview: As part of a team, to demonstrate application of major concepts taught in this course students will be completing a project consisting of several components including aspects of assessment, program planning, implementation and evaluation. Please refer to specific assignment details on Canvas. **200 points in total**

- ❑ **Part 1:** Team Proposal Brief (10 points) – Due January 28, 2022
- ❑ **Part 2:** Needs Assessment (60 points) – Due March 4, 2022
- ❑ **Part 3:** Goals, Objectives & Strategies (30 points) – Due April 1, 2022
- ❑ **Part 4:** Program Evaluation & Implementation Plan (35 points) – Due April 15, 2022
- ❑ **Part 5:** Program Proposal Presentation (50 points) – Due April 27, 2022
- ❑ **Peer and Self Evaluations** (15 points) – Due March 18, 2022 (1st peer) and April 29, 2022 (self and 2nd peer)

Grading Scale

Grades will be assigned as below. Graduate students' GPA must be at least 3.0 to graduate.

Points earned	465-500	450-464	435-449	415-434	400-414	385-399	365-384	350-364	335-349	315-334	300-314	<300
Percent	93-100	90-92	87-89	83-86	80-82	77-79	73-76	70-72	67-69	63-66	60-62	Below 60
Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Grade Points	4.0	3.67	3.33	3.0	2.67	2.33	2.0	1.67	1.33	1.0	.67	0

Copyright Statement:

The materials used in this course are copyrighted. The content presented is the property of UF and may not be duplicated in any format without permission from the College of Health and Human Performance and UF, and may not be used for any commercial purposes.

Content includes but is not limited to syllabi, videos, slides, quizzes, exams, lab problems, in-class materials, review sheets, and additional problem sets. Because these materials are copyrighted, you do not have the right to copy or distribute the course materials, unless permission is expressly granted. Students violating this policy may be subject to disciplinary action under the UF Conduct Code.

Disclaimer: This syllabus represents the objectives and tentative plans for the course. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, will be communicated clearly, are not unusual, and should be expected.

Course Policies & Information

Students should be aware that online learning is different than a traditional classroom experience and can present unique challenges, particularly to individuals who do not possess good time management skills. The online classroom is available to you 24 hours a day. Unlike traditional instructional settings in which each student gets the same class at a set time and day, the online setting gives students the opportunity to tailor class to their particular learning style. You should note, however, that this course is not completely self- paced. As listed on the class calendar, there are select times during which units and course materials will be available and are due. You can view each unit's lectures at any time during the dates in which that specific unit is open. Please note that all quizzes, exams, assignments, discussion posts, etc. must be completed and submitted by the due date listed on the syllabus. Quizzes and exams will only be available to you on the date(s) and time(s) listed on the syllabus. Since we will not have in-class meeting times for me to remind you of critical dates, it is essential to familiarize yourself with the course schedule, deadlines, and due dates.

Make Up Policy:
Assignments/Quizzes/Discussion posts/etc. will not be accepted late, and on some days more than one of these tasks may be due. If personal circumstances arise that may interfere with your ability to meet a deadline, **please let me know as soon as possible before the due date**. Please keep in mind only university authorized excuses will be accepted, and documentation must be provided. Requirements for make-up quizzess, assignments, and other work are consistent with university policies: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Communication and Questions:
Students are responsible for getting a University of Florida email account (e.g., john.doe@ufl.edu) and should use this email for all university related correspondence – The instructor may not read emails from or send emails to any non-UF email addresses (e.g., john.doe@hotmail.com). Email subject should start with "HSC 6318– First name, Last name - …" Email use does not relieve students from the responsibility of confirming the communication with the instructor. Always sign your email – don't make the instructor guess from whom the email was sent. The instructor will answer your email within two business days, when possible.

Please email me at amy.mobley@ufl.edu if you have questions or need anything related to the course.

For general course questions, I encourage you to check the **Yellowdig discussions** since other students may have the same question. All students are expected to follow rules of common courtesy in email messages, discussions, chats, etc. Please review the Netiquette Guide (also on course website) for further important information.

University Policy on Accommodating Students with Disabilities:
Students with disabilities requesting accommodations should first register with the Disability Resource (DSR) 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. You must submit this documentation to your instructor prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the DSR office as soon as possible in the term for which they are seeking accommodations

Honor Code Policy:
"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

The following pledge will be either required or implied on all work:
"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

It is the duty of the student to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances, which may facilitate academic dishonesty. University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at:
https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

Honorlock Quiz and Exam Proctoring Information:
Honorlock will proctor your quizzes this semester. Honorlock is an online proctoring service that allows you to take your exam from the comfort of your home. You DO NOT need to create an account, download software or schedule an appointment in advance. Honorlock is available 24/7 and all that is needed is a computer, a working webam, and a stable internet connection.

To get started, you will need Google Chrome and to download the Honorlock Chrome Extension. You can download the extension at **wwww.honorlock.com/extension/install**

When you are ready to test, log into Canvas/E-Learning, go to your course, and click on your quiz. Clicking launch Proctoring will begin the Honorlock authentication process, where you will take a picture of yourself, show your ID, and complete a scan of your room. Honorlock will be recording your exam session by webcam as well as recording your screen. Honorlock also has an integrity algorithm that can detect search-engine use, so please do not attempt to search for answers, even if it's on a secondary device.

Honorlock support is available 24/7/365. If you encounter any issues, you may contact Honorlock by live chat, phone (844-243-2500), and/or email (**support@honorlock.com**)

Academic Integrity:
All students must adhere to university regulations regarding academic integrity. Any form of academic dishonesty (including but not limited to any form of cheating, plagiarism, misrepresentation, etc.) will not be tolerated. Any student guilty of academic dishonesty will receive a failing grade (E) for the course, and the matter will be forwarded to the UF Office Student Affairs and the Dean of Students.

Grade Appeal Policy:
Should you want to contest a grade, you will have up to three (3) days after a grade has been posted to contact me and discuss your issue; after which the grade is final. Grades are based on a point scale and will not be rounded. No requests to earn extra credit to improve your grade will be accepted.

Getting Help:
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. The following links provide support services for students:

Online Computing Help Desk- e-Learning Support Services
The UF Computing Help Desk is available to assist students with technical issues. If you have any issues accessing the online course material you must contact the UF Computing Help Desk immediately for assistance and obtain a case number. I will not accept late assignments, or change any course dates, due to technology difficulties if you do not have a case number prior to the due date for the assignment.
For issues with technical difficulties in E-learning, please contact the UF Help Desk:

helpdesk@ufl.edu
(352) 392-4357
https://elearning.ufl.edu/student-help-faqs/

Other resources are available at: https://distance.ufl.edu/getting-help/

Online Library Help Desk
The help desk is available to assist students with access to all of the UF Libraries resources.

Disabilities Resource Center
Students requesting 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. If you have a physical, learning, sensory or psychological disability, please visit our Disabilities Resource Center.

Campus Resources

U Matter, We Care - 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.

Student Privacy
There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the Notification to Students of FERPA Rights.

Health and Wellness
Counseling and Wellness Center: counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu.

Academic Resources
E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

Library Support, Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints Campus

On-Line Students Complaints