PLANNING AND EVALUATION OF HEALTH EDUCATION PROGRAMS

HSC 4713, SECTION 04F6 (WEB)
3 SEMESTER HOURS
SPRING/2017

INSTRUCTOR
Amber S. Emanuel, Ph.D.
Florida Gym, Room 73
amberemanuel@ufl.edu
Ph: (352) 294-1824

OFFICE HOURS: Monday and Wednesday 1:15-3:30 and by appointment

COURSE TEACHING ASSISTANTS:
• Chloe Herring, B.A.; chloeherring@ufl.edu
• Manash Ramanathan, B.S.; manash.ram@ufl.edu

COURSE WEBSITE: http://elearning.ufl.edu

COURSE COMMUNICATIONS: Email the instructor through the Canvas email tool or at amberemanuel@ufl.edu. Be sure to include course name in email.

Additionally, you should make a point to regularly check for course-related notices via the Announcement tool on the Canvas course website. Students who fail to keep up with posted Announcements risk missing important information related to the course, including possible changes in assignment due dates.


ADDITIONAL RESOURCES: Supplemental readings and materials may be assigned throughout the course of the semester. These readings and materials will be made available within the module for which they are assigned.

COURSE DESCRIPTION: This course examines frameworks, principles, and strategies for planning, implementing, and evaluating health promotion programs.
PREREQUISITE KNOWLEDGE AND SKILLS: HSC 3032, with a minimum grade of C.

PURPOSE OF THIS COURSE: The ability to critically plan, implement, and evaluate programs is essential for health education specialists at all levels. Thus, the purpose of HSC 4713 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.

COURSE GOALS AND/OR OBJECTIVES: The goal of HSC 4713 is for students to demonstrate a high-level understanding of the frameworks, principles, and strategies for planning, implementing, and evaluating health promotion programs through assessments and activities designed to promote critical thinking needed for the development of an effective and feasible health education/health promotion program.

By the end of this course, you should be able to:
1. Explain the relationship between health education and health promotion.
2. Identify the determinants of health outcomes and the ecological factors that influence behavior.
3. Identify components of several comprehensive planning models.
4. Identify sources of data in conducting a needs assessment.
5. Demonstrate how to incorporate health behavior theory into the planning process.
6. Create a survey instrument and carry out a pre-pilot test to identify necessary revisions to survey before conducting the research.
7. Identify sources of data in conducting a needs assessment, conduct a needs assessment, and construct realistic and measurable program goals and objectives based on results of a needs assessment.
8. Identify advantages and disadvantages of using multiple strategies for reaching and facilitating participation among priority populations.
9. Identify community and health education planning resources.
10. Explain the elements for marketing a health education/promotion plan.
11. Address ethical, safety, medical, and legal concerns associated with program planning and implementation.
12. Differentiate between the types of evaluation outcomes and evaluation methods and strategies and the ways to the evaluation.
13. Explain the importance and significance of using a comprehensive, systematic approach to planning, implementing, and evaluating health education and behavior programs.

INSTRUCTIONAL METHODS: This is an online course that utilizes a variety of learning modalities – lecture, activities, application assignments, class discussions and exams.

COURSE POLICIES:
**EXAMS:** This course will utilize ProctorFree for select exams to ensure exam integrity. ProctorFree ensures exam integrity and enables administration of remote online exams. All exam sessions will be reviewed as part of your final grade. Instances of cheating or appropriate behavior will be considered violations of the Student Honor Code and will result in disciplinary action.

*What is ProctorFree?* ProctorFree is an online proctoring software that allows students to take exams anywhere, anytime. ProctorFree is accessible 24/7, does not require a scheduled appointment and takes only minutes to set up. Select exams will require the use of ProctorFree.

*How to Access ProctorFree* Click the ProctorFree Student Portal link in your Canvas course when you are ready to take any proctored assignments.

*ProctorFree Technical Requirements* ProctorFree has specific technical requirements. Please ensure your computer meets the requirements listed at [support.proctorfree.com](http://support.proctorfree.com) before taking your first exam. I also recommend visiting java.com/verify to ensure you have the most recent version of Java installed on your computer. If you need assistance with installing Java, the ProctorFree support team can assist you.

*ProctorFree Support* If you have any questions when using ProctorFree, please contact ProctorFree’s support team at [support.proctorfree.com](http://support.proctorfree.com).

**STUDENT QUESTIONS ON EXAM/QUIZ QUESTIONS:** All student inquiries regarding exam and quiz questions will be fielded following the initial grading of each assessment. If you have questions about specific exam and quiz questions, you will be asked to (a) describe your concern(s) in writing and (b) formally submit your inquiry to me. You must send an email with any specific quiz/exam-related questions within 24 hours of completing the quiz or exam. I will evaluate the validity of each concern and take appropriate action as needed (e.g., send a written response of clarification, modify the grade if the inquiry is found to have merit).

**MAKE-UP POLICY:** If you must miss a submission deadline for any assignment or exam, you may (no guarantee) be given an opportunity to submit after the deadline **only after you provide an acceptable reason with proper documentation for missing the deadline.** Decisions to allow make-ups will be made by me after consulting the university-wide attendance policies specified in the UF Undergraduate Catalog: [https://catalog.ufl.edu/ugrad/current/regulations/infor/attendance.aspx](https://catalog.ufl.edu/ugrad/current/regulations/infor/attendance.aspx). I encourage you to communicate with me immediately if you miss a submission deadline. The longer you wait to communicate a difficulty, the less likely a make-up will be possible. **NOTE: Any student with an acceptable excuse and appropriate documentation who misses a regularly scheduled exam will be given a cumulative make-up exam during finals week.**
ATTENDANCE AND DEADLINES: You need to be aware that online learning can present significant challenges, particularly to individuals who are not self-starters or those who do not possess good time-management skills. The online classroom is available 24 hours a day. Please note that this course is not self-paced. You are expected to adhere to the course calendar and timeline. Retrospective requests for extensions without a compelling rationale for why these requests are being made will be met with less receptivity than proactive communication that gives me a head’s up on a potential conflict.

COURSE TECHNOLOGY: For this course, you will need Internet connection (DSL, LAN, or cable connection desirable) and access to the University of Florida’s E-Learning System, Canvas. The Canvas course management system employs several tools to facilitate both individual and group communication within the course, as well as manage the submission and grading of assignments. You are expected to be proficient in working in Canvas. Several video tutorials on how to use the various tools within Canvas are available for viewing through the Help Center in Canvas. You are encouraged to become familiar with the Canvas course tools to ensure the best experience possible from this online course. Students who need more personal assistance with the Canvas course tools should contact the UF Computing Help Desk at 352-392-4357.

- http://helpdesk.ufl.edu
- (352) 392-HELP - select option 2

ONLINE COURSE EVALUATION: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semesters, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/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.
UNIVERSITY POLICY ON ACADEMIC CONDUCT: 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 honesty 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 a number of 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 consult with the instructor or TAs in this class.

CLASS DEMEANOR OR NETIQUETTE: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats.

GETTING HELP:

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- http://helpdesk.ufl.edu
- (352) 392-HELP (4357)
- Walk-in: HUB 132

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.

Other resources are available at http://www.distance.ufl.edu/getting-help for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support
Should you have any complaints with your experience in this course please visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

GRADING POLICIES:

ASSIGNED WORK:

All students are expected to do their best work. The grade received at the end of the semester is the one that has been earned. All work should be submitted via the Canvas course website. **No late work or e-mail submissions will be accepted.** Do not email assignments to the TAS or the instructor. Only uploaded work in Canvas will be accepted. All work should be uploaded as PDFs or .doc(x). It is your responsibility that you upload the correct document by the due date/time.

Grades will be determined by the following activities:

1. **Quizzes** (11 quizzes; 10 points each; 110 points total) You must complete 11 open-note online quizzes. The quizzes will ask multiple-choice, true-false, matching, and/or short-answer type questions to assess your understanding of the material in the designated modules. Each quiz will be worth 10 points, and you will have up to 15 minutes to complete each quiz. No make-ups are allowed for missed quizzes without formal documentation of a medical or immediate family emergency. Missed quizzes will receive a zero (0) in the gradebook. The deadline for quizzes is 11:55 p.m. on the assigned due date listed in the course schedule.

2. **Discussions** (9 discussions; 20 points each; 180 points total) Course discussions are key to being an active participant in this course. Students are expected to engage in discussions by responding to specific prompts and giving feedback on posts made by classmates. While discussions are designed to promote classroom interaction among students, deadlines for posting and responding to discussion prompts must be followed to receive credit for the discussions. Thus, late discussion posts will receive a zero (0) in the gradebook. The deadline for Discussions is 11:55 p.m. on the assigned due date listed in the course schedule.

3. **Activities/Process Assignments** (6 assignments; 10 points each; 60 points total) A number of activities are required for this course. These activities will supplement information covered in video lectures, assigned readings, and module discussions. Each activity is designed to apply and/or reinforce skills and knowledge required of health education specialists working in the field of health education and promotion. Due dates for each activity are final; no late assignments will be accepted without appropriate documentation of a medical or family emergency. Students who fail to submit an activity assignment by the assigned deadline will receive a zero (0) in the gradebook. The deadline for Activities is 11:55 p.m. on the assigned due date listed
in the course schedule.

4. **Exams** (two exams, 75 points each; 150 points total) You will complete two (2) exams, each covering material presented in the course modules on the Canvas course website. Exam 1 will cover material presented in Modules 1-7, and Exam 2 will cover material from Modules 8-14. The exams may consist of essay, short-answer, matching, multiple-choice, and/or true-false questions. Exam questions may be adapted from module activities and discussions. The learning objectives provided in each module may serve as study guides for the exams. You will be given 75 minutes to complete each exam. **Note:** Refer to Exams under Course Policies for information on ProctorFree requirements for the exams. The deadline for each Exam is 11:59 p.m. on the assigned due date listed in the course schedule. **Any student with an acceptable excuse and appropriate documentation who misses a regularly scheduled exam will be given a cumulative make-up exam during finals week.**

5. **Final Course Project:** (project, 130 points; peer review, 35 points each== 200 points total) You are expected to further demonstrate your knowledge of the principles and frameworks used in planning, implementing, and evaluating health promotion programs in an applied end-of-term project. For this final project, you will develop facets of a health promotion program based on one component/chapter from the textbook. For example, if you are assigned the chapter on Program Goals/Interventions, you will detail a health promotion program goals’ and objectives in alignment with material from that chapter/module. The purpose of this project is to allow you an opportunity to show your mastery of one of the steps in the complex process of planning health education programs. Additionally, you will be required to provide a peer review of two of your classmate’s projects. Detailed instructions will be provided on Canvas.

**INFORMATION ON CURRENT UF GRADING POLICIES FOR ASSIGNING GRADE POINTS:**

- This may be achieved by including a link to the web page: [https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx](https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx)

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points or percentage</th>
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</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>10 points * 11 = 110</td>
</tr>
<tr>
<td>Process Assignments/Activities</td>
<td>10 points * 6 = 60</td>
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<tr>
<td>Introductory Discussion Post</td>
<td>10 points</td>
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<tr>
<td>Discussion Posts</td>
<td>20 points * 9 = 180</td>
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<tr>
<td>Exams</td>
<td>2 * 75 = 150 points</td>
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<tr>
<td>Final Course Project</td>
<td>200 points</td>
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<td></td>
<td>Total points = 510</td>
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**GRADING SCALE:**

- **A** (93% or better)
- **A-** (90% or better)
- **B+** (88% or better)
- **B** (82% or better)
- **B-** (80% or better)
- **C+** (78% or better)
- **C** (72% or better)
- **C-** (70% or better)
- **D+** (68% or better)
- **D** (60% or better)
- **F** (below 60%)

**GRADE ADJUSTMENTS:** It is unethical and in direct violation of the UF Student Honor Code to request an *unjustifiable* (e.g., “rounding up”) grade adjustment (UF Student Honor Code: “Conspiracy to Commit Academic Dishonesty”).

**COURSE SCHEDULE:**

**A WEEKLY SCHEDULE OF TOPICS AND ASSIGNMENTS:** The schedule is found in Canvas and the document entitled ‘Course Due Dates’.

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.