PLANNING AND EVALUATING HEALTH EDUCATION PROGRAMS

HSC 4713, SECTION 1941

3 SEMESTER HOURS

FALL/2015

INSTRUCTOR: Dr. Rodgers*
Joy L. Rodgers, Ph.D., CHES
Florida Gym (FLG) Room 71
352-294-1807
*The best way to reach Dr. Rodgers is via the Inbox tool on the Canvas course website. This is the tool that should be used to send course-related messages (e-mails) of a personal nature. Refer to “Course Communications” for additional information.

IN-PERSON OFFICE HOURS: Tuesdays, 9 a.m. to 11 a.m. and 2 p.m. to 4 p.m.; Wednesdays, 9 a.m. to 11 a.m.; Mondays and Thursdays, by scheduled appointment only

VIRTUAL OFFICE HOURS*: Wednesdays by appointment, from 9 a.m. to 11 a.m. (*Students should use the Conferences tool on the Canvas course website to schedule virtual office hours within the stated time frame.)

CANVAS COURSE WEBSITE: http://lss.at.ufl.edu

COURSE COMMUNICATIONS: Students should post non-personal course-related questions in which instructor responses would be beneficial to all class members to the General Discussion forum as provided on the course website.

For personal communication with the instructor, students should send messages using the Inbox tool on the Canvas course management system. Mail inquiries received Mondays through Fridays will usually receive a reply within 24 hours of receipt. Messages sent after 4 p.m. on Fridays and/or during the weekends will most likely receive a reply the following Monday. Refer to the “Message Etiquette” policy of this syllabus for more information on proper e-mail format and protocol.
Additionally, students should make a point to regularly check for course-related notices via the Announcement tool on the Canvas course website. To “regularly check” means as often as possible. 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.

**PREREQUISITES**: HSC 3032, with a minimum grade of C.

**PURPOSE OF 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 students 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 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, students will 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 the framework and components of logic models.
4. Identify components of several comprehensive planning models.
5. Identify sources of data in conducting a needs assessment.
6. Demonstrate the steps in conducting a needs assessment.
7. Demonstrate how to incorporate health behavior theory into the planning process.
8. Create a survey instrument and carry out a pre-pilot test to identify necessary revisions to survey before conducting the research.
9. 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.
10. Identify advantages and disadvantages of using multiple strategies for reaching and facilitating participation among priority populations.
11. Identify community and health education planning resources.
12. Explain the elements for marketing a health education/promotion plan.
13. Address ethical, safety, medical, and legal concerns associated with program planning and implementation.
14. Differentiate between the types of evaluation outcomes and evaluation methods and strategies and the ways to the evaluation.
15. 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 recognizes individuals learn in unique patterns. Thus, a variety of learning modalities – lecture, activities, application assignments, and class discussions – are offered and encouraged. Students’ Canvas accounts should be utilized for accessing course materials (http://lss.at.ufl.edu).

**COURSE POLICIES:**

**EXAMS:** This course uses ProctorU, a proctoring service for the administration of exams. While this proctoring service is user-friendly, students must follow established guidelines for registering for and taking the exams:

1. Review the technical requirements for ProctorU at the website, http://www.proctoru.com/tech.php. Additional points to keep in mind are that:
   - Exams will be administered between the hours of 9 a.m. and midnight (Eastern time), seven days a week.
   - No students will be allowed to take the exams without a webcam. Thus, a webcam and microphone must be in place during the test-taking period.
   - Exams may be taken in a student’s home. However, no other people are allowed to be in the same room during the time the student is taking the exam. Thus, students must arrange to take the exam in a setting where no one else is present.
Students will need administrative rights to the computers they are using for the exams to enable the proctoring service to function. This means students will unlikely be able to use a public computer to take the exams.

2. Register with ProctorU at http://www.proctoru.com/getstarted.php. Registration and log-in instructions are provided on the ProctorU website. While the exams will be administered through the Canvas course website, only a ProctorU representative will be able to open the exams. Therefore, registering for the exams in advance is necessary to ensure exam access in a timely manner.

3. Once students receive their Login IDs, they may go to http://go.proctoru.com to schedule their exams.

4. Students must schedule their exams 72 hours (three [3] days) before the assigned exam date opens to avoid paying a late fee.

5. Questions about scheduling an examination or how an examination is proctored should be directed to Owen Beatty, distance education and outreach coordinator, at beattyo@hhp.ufl.edu or 352-294-1615. The scheduling and proctoring of exams fall outside the instructor’s control. Thus, problems and concerns associated with the service cannot be addressed by the instructor. Issues related to the proctoring service should be directed to Owen Beatty at the e-mail and phone number provided.

RECOMMENDATIONS: The instructor will consider preparation of a recommendation only for those students who are actively engaged in class activities and discussions and who receive an A grade in the course. Recommendations may be provided for graduate programs, professional schools, internships, scholarships, and jobs only after the student asks for such in an appropriately worded e-mail. The student must provide the instructor with all required information to write an appropriate recommendation. This includes, but may not be limited to: recommendation forms provided by the agency involved; deadlines/due dates for the recommendation; contact information and address for submitting recommendation; resume; and possibly, a draft letter that outlines experience and qualifications for the position sought. Additionally, students should keep in mind that recommendations cannot be provided on short notice, so be sure to plan requests for recommendations to give sufficient time for preparation.

MESSAGE ETIQUETTE: Professionalism is expected from all students. Students should use proper etiquette when sending e-mails. This includes an appropriate “Subject” heading, a proper greeting/salutation, grammatically correct message body, and a proper closing. For example:
Subject Heading:
Marketing Video Activity

Greeting/Salutation:
Hello Dr. Rodgers,

Message Body:
I was unclear about the Marketing Video Activity for this week’s module. Are there any previous examples of this activity you could share with the class?

Closing:
Thank you!

Name:
Student’s name
HSC4713, Online, Fall 2015

Inappropriate e-mails or messages that lack proper etiquette will be returned with a suggestion to revise and re-send.

COURSE TECHNOLOGY: For this course, students 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. Students 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. Students 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.

COURSE GRADING AND ASSIGNMENT POLICIES:

STUDENT SUCCESS DEFINED: Students who understand and perform the following actions have the most potential for achieving success in HSC 4713:

1. Take ownership of your education and learning experience.
2. Be an active participant in class discussions and activities.
3. Complete readings and view lectures early or at the start of each module. In doing so, you will be familiar with the material and better able to contribute to discussions and complete activities.
4. Inform the instructor whenever a problem related to the course arises, whenever you feel the need to clarify questions, or whenever you desire to further explore the topics of particular interest.

5. Respect the viewpoints and contributions of your instructor and fellow classmates.

**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. No extra credit opportunities or additional assignments will be provided. All work should be submitted via the Canvas course website. No late work or e-mail submissions will be accepted. Late submissions will receive a zero (0) in the gradebook. Except for medical or immediate family emergencies, no makeups of assignments will be allowed. Proper, formal documentation of medical and family emergencies is required in a timely manner for assignment makeups. “Timely” will be defined by the nature of the circumstances and the ability to obtain appropriate documentation given the circumstances. **Note:** Canvas is an unforgiving course management system when it comes to assignment deadlines. The stated “Due Date” is the day and time that assignments must be in the system for Canvas to recognize them. This means that assignments with a deadline of 11:55 p.m. should be in the system by that time. If you wait until 11:55 p.m. to submit an assignment, Canvas will lock up and you will be prevented from submitting the assignment. To prevent a system lock-up on deadline, assignments have been given a six-minute “Available Until” window. This additional time does not constitute an extension of the deadline. Any assignments that are time-stamped later than the 11:55 p.m. deadline will be considered late and receive a zero (0) in the gradebook. The purpose of the “Available Until” window is solely to prevent Canvas from locking up for those students who push the 11:55 p.m. deadline.

Grades will be determined based on students’ performance on the following activities:

1. **Syllabus Quiz** (20 points total)
   The course syllabus is considered the mutual agreement between me (the course instructor) and you (the student). The Syllabus Quiz is designed to ensure that students fully understand the assignment expectations of this course, as well as course policies and procedures. **Note:** A score of 100% on the syllabus quiz must be reached before a student will be allowed to advance to the main course material. For example, if a student gets a score of 85% on the syllabus quiz, that student will be barred from moving to the next assignment in the module until the student re-takes the quiz and receives a score of 100%. This policy makes it incumbent upon all students to be thoroughly familiar with
course policies at the outset of the course. Students will be given a maximum of two attempts to earn a 100% on the syllabus quiz. Any student who fails to earn a 100% on the syllabus quiz after two attempts must immediately contact the instructor.

2. **Logic Model Quiz** (10 points)
   Outside of the Syllabus Quiz, this course contains just one other quiz. The quiz is designed to test understanding of the language and components of logic models. The deadline for the Logic Model Quiz is 11:55 p.m. on the assigned due date listed in the course schedule.

3. **Profile Photo Upload and Student Introductions** (profile photo, 5 points; introductions, 5 points; 10 points total)
   A challenge of online learning environments is engagement between and among students. One way to promote social interaction and communication that will help pave the way for increased participation is through formal introductions. Students are expected to introduce themselves to the class by answering a number of prompts (questions) aimed at getting our conversations going. Additionally, students are required to upload a digital photo of themselves to their bio pages on the Canvas course website. The photo must be of decent quality (in focus, not blurry), with no other person in the photo. A head shot will work best in the thumbnail space provided on the bio page. The deadline for student introductions and digital photo upload is 11:55 p.m. on the assigned due date listed in the course schedule.

4. **Module Discussions** (5 graded discussions; 5 points each; 25 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 graded 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.

5. **Module Activities** (6 at varying points; 65 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. The points for these activities will vary, depending on the amount of work required for the completion of each activity. 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.

6. Exams (three [3] exams, 75 points each; 225 points)

Students enrolled in this course will be expected to demonstrate in part their understanding of the course concepts in a series of exams. The exams may consist of essay, short-answer, 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 ProctorU requirements and registration for the exams. The deadline for each Exam is 11:59 p.m. on the assigned due date listed in the course schedule.

7. Final Course Project: Chapter Primer on Planning, Implementing & Evaluating Health Promotion Programs (125 points)

Students are expected to further demonstrate their 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 be assigned one chapter from the course textbook on which you will develop a 30-minute demonstration suitable for presentation to an audience of upper-division college students. 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. The deadline for the Chapter Primer Project is 11:55 p.m. on the assigned due date listed in the course schedule. Note: Students in earlier semesters of this course have used this Chapter Primer Project as part of their Honors Portfolios requirements. Thus, if you are eligible for graduating with honors, you may wish to consider this assignment as a demonstration of your proficiency and professionalism as a health educator.

GRADING SCALE: Assignment of final course grades will be made based on the scale that follows. No extra credit assignments or points will be given in this course. That means that if, at the end of the term, your points total 431.999999999999, your grade equals a “B+” for the semester.
<table>
<thead>
<tr>
<th>Letter</th>
<th>Percentage</th>
<th>Points</th>
<th>Letter</th>
<th>Percentage</th>
<th>Points</th>
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<tbody>
<tr>
<td>A ☺</td>
<td>100.0-90.0</td>
<td>480.00-432.00</td>
<td>C+</td>
<td>79.9-77.0</td>
<td>383.99-369.60</td>
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<tr>
<td>B+</td>
<td>89.9-87.0</td>
<td>431.99-417.60</td>
<td>C</td>
<td>76.9-70.0</td>
<td>369.59-336.00</td>
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<tr>
<td>B</td>
<td>86.9-80.0</td>
<td>417.59-384.00</td>
<td>D</td>
<td>69.9-60.0</td>
<td>335.99-288.00</td>
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Note: Students who have a very low grade but do not drop/withdraw from this course on or before Nov. 23 and who do not explain his/her situation to the instructor on or before Dec. 9 will be given the failing grade, not an “I” (Incomplete).

GRADE ADJUSTMENTS: It is unethical and in direct violation of the UF Student Honor Code to request an unjustifiable grade adjustment (UF Student Honor Code: “Conspiracy to Commit Academic Dishonesty”). Under no circumstances will I ever “round up” a student’s grade (an 89.99% is a B+), nor will I offer extra credit. Additionally, I only discuss grades face-to-face (never via email or phone) to protect student privacy. Note: If a grade input error occurs, you are strongly encouraged to notify me as soon as possible. I will examine the Canvas grade to determine whether a calculation error has occurred. If an error occurred, the grade will be adjusted.

GRADING DISPUTES: Students who believe an error has been made in grading should (1) review the assignment instructions and rubric carefully, and then (2) check relevant policies on the syllabus. After doing these two things, any student who still believes an error has been made should (1) state the problem in detail in writing and (2) follow up with the instructor during office hours.

Students with questions following the posting of final course grades at the end of the term should present their concerns in writing, delivered either in person or by postal mail, at the beginning of the next semester. No e-mails will be responded to regarding final grades.

COURSE SCHEDULE:

EXAMS: Exams will open at 9 a.m. on Thursday of the week in which the exam is scheduled and close at 11:59 p.m. on Friday of that same week. Students must register to take each exam by 9 a.m. on Monday of the week in which the exam is scheduled to avoid paying a late fee.

Students will have 75 minutes to complete each exam. When
scheduling an exam time with ProctorU, be sure to allow at least an additional 15 minutes to complete the verification check (meeting your proctor, approving your webcam, showing the proctor your ID, etc.) before the exam can begin. Therefore, the entire process could take around 1.5 hours (90 minutes). Students should keep this in mind when scheduling their exams. Each exam must be **COMPLETED by 11:59 p.m., which means you should not register to start an exam any time after 10:30 p.m.**

**COURSE SCHEDULE:** The course outline that follows represents the instructor’s current plans and objectives. As the semester progresses, those plans may need to change either because of unforeseen circumstances or to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected. **Note:** The deadline to submit all quizzes, discussions and activities is 11:55 p.m. on the date listed in the course schedule. Refer to the “Exams” section under Course Schedule for the Exam deadlines.

<table>
<thead>
<tr>
<th>Week / Module</th>
<th>Open / Close</th>
<th>Topic</th>
<th>Assignment</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>1 / 1</td>
<td>Aug. 23 / Aug. 29</td>
<td>Course Orientation Introduction to Health Promotion</td>
<td>Syllabus Quiz Profile Photo &amp; Introductions Activity 1: Relationship Between Health Education &amp; Health Promotion</td>
<td>Aug. 28</td>
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<tr>
<td>2 / 2</td>
<td>Aug. 30 / Sept. 5</td>
<td>Logic Models</td>
<td>Quiz: Logic Model Lingo</td>
<td>Sept. 4</td>
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<tr>
<td>Week</td>
<td>Date Range</td>
<td>Topic</td>
<td>Activity</td>
<td>Exam Date</td>
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<td>6 / 6</td>
<td>Sept. 27 / Oct. 3</td>
<td>Measurement and Instrumentation, and Sampling and Pilot Testing</td>
<td>Activity 3: Creation of Survey Discussion 2: Pre-Pilot Test Results</td>
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<tr>
<td>7 / 7</td>
<td>Oct. 4 / Oct. 10</td>
<td>Program Goals and Objectives</td>
<td>Activity 4: Mission Statement, Goals &amp; Objectives</td>
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<tr>
<td>9 / 9</td>
<td>Oct. 18 / Oct. 24</td>
<td>Community Organizing and Mobilization</td>
<td>Discussion 4: Community Networking</td>
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<tr>
<td>10 / 9</td>
<td>Oct. 25 / Oct. 31</td>
<td>EXAM 2</td>
<td>Exam 2 Chs 5-9</td>
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<tr>
<td>11 / 10</td>
<td>Nov. 1 / Nov. 7</td>
<td>Program Resources and Management</td>
<td>Discussion 5: Canned Health Promotion Programs</td>
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<tr>
<td>12 / 11-12</td>
<td>Nov. 8 / Nov. 14</td>
<td>Marketing a Program and Social Marketing Implementation</td>
<td>Activity 5: Marketing A Program</td>
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<tr>
<td>13 / 13-14</td>
<td>Nov. 15 / Nov. 21</td>
<td>Evaluation: Purposes and Logistics and Approaches and Designs</td>
<td>Activity 6: Evaluation Questions</td>
<td></td>
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</tbody>
</table>
14 Nov. 22 / Nov. 28 FREE WEEK – HAPPY THANKSGIVING!

15 / 15 Nov. 29 / Dec. 5 EXAM 3 Exam 3 Chs 10-14 Dec. 4

16 / 15 Dec. 6 / Dec. 9 Course Wrap-up PROJECT: Chapter Primer Project: Chapter Primer Dec. 9

UF POLICIES:

**ACCOMMODATING STUDENTS WITH DISABILITIES:** Students requesting accommodation for disabilities must first register with the Dean of Students Office (DSO) (http://www.dso.ufl.edu/drc/). The DSO will provide documentation to the student who must then give this documentation to the instructor when requesting accommodation. Students must submit their documentation to the instructor before turning in assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the DSO as soon as possible in the term for which they are seeking accommodations. The **deadline to submit accommodations paperwork to the instructor is 4 p.m. on Sept. 4, 2015.**

**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 http://www.dso.ufl.edu/students.php.

**GETTING HELP:**

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

- Learning-support@ufl.edu
- (352) 392-HELP – select Option 2
- https://lss.at.ufl.edu/help.shtml

Any requests for make-ups due to technical issues must be accompanied by the ticket number received from LSS when the problem was reported. The ticket number will
document the time and date of the problem. Students **must** contact the instructor within **24 hours** of the technical difficulty if they wish to request a make-up.

Other resources are available at [http://www.distance.ufl.edu/getting-help](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 issues with your experience in this course, please visit [http://www.distance.ufl.edu/student-complaints](http://www.distance.ufl.edu/student-complaints) to submit a complaint.