



**HHPH 585.01W PROGRAM DESIGN IN HEALTH PROMOTION
COURSE SYLLABUS: FALL 2017**

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***Office Hours:** MW 10:30-1pm. **Appointments to be scheduled via email*

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings:



Textbook(s) Required: McKenzie, J. F., Neiger, B. L., & Thackeray, R. (2016). *Planning, implementing, and evaluating health promotion programs : a primer*. 7th ed. Boston: Pearson.

ISBN: ISBN-13: 978-0134219929

Course Description: This course is designed to provide health educators with the necessary skills for the development, delivery, and evaluation of health programs to targeted populations. Courses of study, workshop planning, and special programs will be developed for appropriate target groups.

Student Learning Outcomes:

By the end of the course, the successful student should:

1. Be knowledgeable about various health promotion programs while learning how to plan, implement, and evaluate them.
2. Develop, implement, and evaluate several programs during the semester.
3. Be familiar with various methods of teaching and implementing different health promotion programs.
4. Identify premiere health promotion programs in the students' communities and nationwide.
5. Identify specific sources of information specifically related to developing health promotion programs.
6. Identify resources available related to health promotion.

COURSE DESIGN

The course is organized by modules. There are five total modules, each formatted very similarly with a 2 to 3 week duration (except for Module 5). Each module will include module learning objectives, printable power point slides, additional reading materials and module assignments (discussion board and written assignments). A tentative course schedule with due dates is listed at the bottom of the syllabus. You will be responsible for managing your time to complete readings, post your discussion boards, and written assignments. Discussion Board posting should be submitted in the respective discussion board link, and written assignments in the corresponding assignment link.

Time to Complete Weekly Activities

The advantage of online education is the flexibility for your study time. However, you should plan to spend approximately 10 hours study time per week to accomplish your readings and assignments inclusive of discussion board, written assignments, final project and exam. **As the semester progresses, more time may be required to complete the components of the Final Report Assignment.** I encourage you to be proactive and budget your time wisely. Spend the first few days of each module reviewing what the workload entails and budget your time wisely. Some students may require more time. You know your study habits and abilities, so encourage you to be wise so all work is completed by the due date as **NO LATE WORK WILL BE ACCEPTED**

COURSE REQUIREMENTS

Instructional / Methods / Activities Assessments

We will study the creation, implementation, and evaluation of health promotion programs. The activities in the course support each student in developing skills in these endeavors as well as fostering analytical skills in determining reliable sources of information and support for health promotion. The final project will be a health promotion project of the student's design, using information learned throughout the course. All assignments (discussion boards and written assignments) will prepare the student for this final project.

ALL course assignments need to be written and formatted per APA Publication Manual (6th Ed)

Assignment 1: Module Assignments (4 x 75 pts/each = 250 points)

Each module will have a written assignment related to the material presented in the assigned readings (i.e. book, websites, articles). These assignments relate strongly to the final project as they include key components required for the final project.

Assignment 2: Module Discussions (5x45 pts/each = 225 points)

Each module will have a discussion board assignment. You are required to participate in EACH discussion. For each DB assignment, one initial post answering the question (due on Friday by 11:59pm) and one peer response posts (due Sunday by 11:59pm) to your

fellow classmates that further the discussion. Be sure to cite your references in APA format. Unless otherwise instructed in the DB instructions, your initial post should be a minimum of 300 words, with peer responses at least 150 words minimum.

Assignment 3: Program Design Final Report (300 points)

This course focuses on the design of effective health promotion programs in community settings or worksite settings. Therefore, your project will be to plan/design a health promotion program to address a health issue (s). You will select a planning setting from among various community agencies, for-profit organizations, or non-profit organizations or worksites.

Students will be required to develop, implement, and evaluate an original health promotion program.

Some ideas for the health promotion event include the following:

1. fitness testing day at your local fitness center.
2. mini health fair at your local mall.
3. skin cancer screen day at your local pool.
4. spring break fair at your local university (could be TAMU-C) or high school.
5. Health education/awareness session at your local community
6. (Insert your idea here.)

Use your imagination. What does your community, school, etc. need in terms of health promotion program? Make sure it is something you have the time and resources to design, implement and evaluate a component of the intervention at a local/community setting you have access to. This is a MAJOR portion of your grade! Be sure to put in the time and attention it deserves! Your discussion board and written assignments will help you compose a portion of the entire program design report.

**See Program Design Report Guidelines for detailed information regarding the project.*

Assignment 4: Program Strategy Implementation & Evaluation (150 points)

A key component of the Health Promotion Project is to design a multi-strategy intervention for your program (Ch. 8). You will have finalized and submitted your Health Promotion Paper which will guide you in completing this assignment. **You will need to implement your strategy BY Week 14 (11/27-12/3)**

**The instructor must approve implementation site & strategy by Oct. 29th
Each student should choose a different facility in which to implement your intervention.**

Part 1:

This Assignment entails selecting ONE of your program's strategies to implement AND evaluate in your community at a location/facility of your choice.

Part 2:

Once an intervention has been selected, the second portion of this is creating a business plan (executive summary) for your program that others can use to justify the need for your program as well as design and implement a similar program (and intervention strategy) in the future.

The business plan should also include a discussion session of how your selected intervention met your program’s mission/goal. This will include having an evaluation component (FORMATIVE evaluation) showing how your intervention helps meet one of your program’s goal AND how it will improve/strengthen the implementation of the entire program.

Some ideas for the health intervention strategy include the following:

1. Health communication strategy (using social media to raise awareness of breast cancer)
2. Health education strategy (teaching a class about smoking etc)
3. Health policy strategy (writing a policy statement for your local organization)
4. Environmental change strategy (posting physical activity cues at the local park)
5. Instert your idea here

Make sure your selected intervention strategy is something you have the time and resources to implement AND evaluate.

**See Business Plan & Evaluation Guidelines for detailed information regarding the project.*

Grading:

Class Course Introductions	25 points (2%)
Assignment 1: Module Assignments (4 x 75 pts/each)	250 points (25%)
Assignment 2: Module Discussions (5 x 45 pts/each)	225 points (23%)
Assignment 3: Program Design Report	300 points (30%)
Assignment 4: Program Implementation & Manual	200 points (20%)
TOTAL	1000 POINTS (1000%)

Grade Scale:

A = 900– 1000 points B= 800-899 C= 700-799 D= 600-699 F= 0-599

TECHNOLOGY REQUIREMENTS

The following information on technological requirements has been provided to assist you in preparing to use technology successfully in this course. You should have access to a computer with:

- Internet access/connection – high speed recommended (not dial-up)
- Microsoft Office (more specifically, MS Word and PowerPoint)

You also have access to a personal MyLeo account and a **MyLeo email address**. This is the email address that I will use to send you information regarding this course. Please check it regularly, and be sure to send me emails from this address, also.

ACCESS AND NAVIGATION

This course will be facilitated using eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: <https://leo.tamu-commerce.edu/login.aspx>. You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamu-commerce.edu.

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement:

E-mail strategy: You are welcome to email your questions or concerns to me. There are, however, some caveats associated with email that you must remember:

1. Do not expect an immediate response to your questions. A reasonable response time to emailed questions is 24 - 48 hours.
2. Questions emailed on weekends may not receive a response until the work week begins.
3. As the instructor, I reserve the right to answer emailed questions regarding assignments, tests, discussion boards, etc., in a direct email to everyone for the benefit of all students.
4. Please be courteous and professional in all of your interactions with me and fellow students.

eCollege Student Technical Support

- Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.
- Chat Support: Click on '*Live Support*' on the tool bar within your course to chat with an eCollege Representative.
- Phone: 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- Email: helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.
- Help: Click on the '*Help*' button on the toolbar for information regarding working with eCollege (i.e. How to submit to Dropbox, How to post to Discussions etc...)

The following information has been provided to assist you in preparing to use technology in your online courses. The following technology is recommended to be successful in this course.

- Internet connection – high speed recommended (not dial-up)

- Speaker or headset – for audio lectures
- Word Processor

Additionally, the following hardware and software are necessary to use eCollege.

- Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (6.0, 7.0, or 8.0).

It is strongly recommended that you perform a “Browser Test” prior to the start of your course.

To launch a browser test, login in to eCollege, click on the ‘myCourses’ tab, and then select the “Browser Test” link under Support

COURSE AND UNIVERSITY PROCEDURES/POLICIES
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Course Specific Procedures:

Attendance:

Time spent on coursework is at your leisure (except for due dates). You can work at your own pace (except that due dates are absolute). Due dates are when coursework MUST be completed. You can work ahead, but you cannot get behind.

NO LATE ASSIGNMENTS WILL BE ACCEPTED.

Syllabus Deviation Policy:

The course syllabus provides a general plan for the course; deviations may be necessary.

Academic Honesty Policy

Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. Be aware that the intent to deceive the reader does not have to be present for plagiarism to occur. For more information, please go to <http://www.plagiarism.org/>. **If you are in any doubt as to whether your work constitutes plagiarism or academic dishonesty, please discuss this with me confidentially.**

University Specific Procedures:

ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities.

If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132**

Phone (903) 886-5150 or (903) 886-5835 Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook*).

Campus Concealed Carry:

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1

**HHPH 585: Program Design in Health Promotion
COURSE OUTLINE: Fall 2017**

Please note that this schedule is tentative and is subject to change.

Dates	Week	Textbook Readings	Assignments and Due Dates *All assignments are due SUNDAY by 11:59 PM CST <i>*Initial Discussion Board postings due ON Friday by 11:59pm CST</i>
8/28 – 9/3	Week 1	Course Introductions Syllabus and Online Orientation Review Semester Assignments	Class Introductions DB Initial Post due Friday 2 Peer responses due Sunday
Module 1: Planning a Health Promotion Program Part 1			
9/4 – 9/10	Week 2	Complete Module Readings <ul style="list-style-type: none"> • Ch. 1 – 3 • Community Toolbox TK 1 • Locate HP 2020 National goals & Related Objectives & LHI • Read Section 1 of Final Report 	<i>Take some time to think about your health topic and an agency/organization you can partner with to design & implement a health promotion program for.</i>
9/11-9/17	Week 3		Friday: DB 1 - Initial Post due Sunday : Peer responses due
9/18-9/24	Week 4		9/24 Sunday: M1 Assignment Due
Module 2: Planning a Health Promotion Program Part 2			
9/25-10/1	Week 5	Complete Module Readings <ul style="list-style-type: none"> • Ch. 4 – 6 • CTB TK: 2-5 	Friday: DB 2 - Initial Post due Sunday : Peer responses due
10/1-10/8	Week 6		10/8 Sunday: M2 Assignment Due

Module 3: Planning a Health Promotion Program Part 3			
10/8-10/15	Week 7	Complete Module Readings <ul style="list-style-type: none"> • Chapters 7 -9 • CTB TK: 1, 7, 8 & 16 	<i>As you plan your intervention plan, be sure you include an intervention strategy you CAN (and will) implement in your community</i>
10/16-10/22	Week 8		Friday: DB 3 - Initial Post due Sunday : 2 Peer responses due
10/23-10/29	Week 9		10/29 Sunday: M3 Assignment Due *Program Strategy Implementation approval needed
Module 4: Implementing a Health Promotion Program			
10/30-11/5	Week 10	Complete Module Readings <ul style="list-style-type: none"> • Chapters 10-12 • CTB TK: 4, 9-11 & 13 • Kellogg Logic Model Development Guide 	
11/6-11/12	Week 11	<ul style="list-style-type: none"> • *Chapter 13 • *CTB TK 12 • CDC Eval Framework 	Friday: DB 4 - Initial Post due Sunday : <ul style="list-style-type: none"> • Peer responses due • M4 Assignment Due
Module 5: Evaluating a Health Promotion Program			
11/13-11/19	Week 12	Complete Module Readings <ul style="list-style-type: none"> • Chapters 13-15 • *CTB TK 12 • CDC Eval Framework • Kellogg Foundation Eval 	<i>Work on Section 4 & 5 of your Paper</i>
11/20-11/26	Week 13	<i>Finalize Health Promotion Project</i>	<i>Thanksgiving Weekend (11/22-11/24)</i> <i>*Be sure to relax some*</i> Monday- 11/27 Program Design Final Report Due
11/27-12/3	Week 14	**Implement your intervention <u>by</u> this week**	Monday – 12/4 Program Strategy Implementation & Business Plan Due
12/4-12/10	Week 15		Friday: DB 5 - Initial Post due Sunday : Peer responses due
12/11-12/15	Week 16	FINALS WEEK	