



HHPH 420.81B/420.01R: Program Implementation and Evaluation COURSE SYLLABUS: FALL 2022

INSTRUCTOR INFORMATION

Instructor: Dr. Elizabeth Wachira, Assistant Professor
Office Location: Dallas Northpark Site (Room 1935)
Office Hours: MW 8-9am; 1pm – 4pm - Scheduled appointments only
Office Phone: 903-886-5349
Office Fax: 903-886-5365
University Email Address: Elizabeth.Wachira@tamuc.edu
Preferred Form of Communication: Email
Communication Response Time: 48 business hours

COURSE INFORMATION



Course Value: Three (3) Credit Hours
Course Location: Dallas (19th Floor) & Commerce (BA 346)
Course Time M/W/F 12:00pm – 12:50pm

Required Text: 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

Additional Required Documents/Links

1. Health Communication Play Book (Please Download)
<https://www.cdc.gov/nceh/clearwriting/docs/health-comm-playbook-508.pdf>
2. Health Communication Resource Site
 - a. <https://www.cdc.gov/healthcommunication/index.html>
3. Evaluation Resources:
 - a. https://www.cdc.gov/eval/materials/Developing-An-Effective-EvaluationReport_TAG508.pdf
 - b. http://prevention.sph.sc.edu/Documents/CENTERED%20Eval_Framework.pdf
 - c. <https://www.cdc.gov/eval/guide/CDCEvalManual.pdf>

Course Description:

The course will include program implementation and evaluation in several health promotion settings.

Course Objectives:

At the end of this course the students will be able to:

1. Understand health and community perspectives.
2. Demonstrate the process of programming, implementation and evaluation in health promotion settings. *Focus on Health Communication for Fall 2020
3. Show the ability to implement and evaluation health promotion plans.
4. Communicating health education needs.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

Students should be able to use D2L online platform, Microsoft Word and PowerPoint, using presentation and graphics programs as necessary for assignment completion

Instructional Methods

Instructional method is primarily lecture and class discussion. Students will be assessed through the use of quizzes, short written assignments, and one or two exams spaced throughout the semester. Class engagement will be through 2 major platforms: Top Hat and Microsoft Team. Students will be required to enroll in both platforms by the first day of class.

Top Hat Platform: *We will be using **Top Hat Pro** (www.tophat.com) for class lecture and participation.*

You will be able to submit answers to in-class questions asked using Apple or Android smartphones and tablets, laptops, or through text message.

Directions to either create (1) Create a Top Hat account and (2) Enrolling in the course:

1. Refer to the invitation sent to your school email address or consult Top Hat's Getting Started Guide (<https://bit.ly/31TGMIw>).
2. **Have a Top Hat account?** go to <https://app.tophat.com/e/502739> to be taken directly to our course.
3. **New to Top Hat?** go to <https://app.tophat.com/register/student> and search for our course with the following join code: **502739**

Top Hat Pro will require a paid subscription. A full breakdown of all available subscription options can be found here: www.tophat.com/pricing.

Microsoft Teams: We will also use M.T for group engagement/work

Microsoft Teams is a collaboration app/platform that helps teams (groups) stay organized and have conversations – all in one place. We will use this platform for group related conversations/meetings/work. No participation logged on the platform will be taken as you are not actively participating in the group. This may mean you get to work alone or do not get credit for the work done.

Getting started with Teams

Resources = <https://support.microsoft.com/en-us/office/microsoft-teams-video-training-4f108e54-240b-4351-b8084-b1089f0d21d7?ui=en-us&rs=en-us&ad=us>

Joining via the Web: (we recommend using Chrome)

1. Navigate to: <https://teams.microsoft.com/#/school/?ctx=teamsGrid>
2. Sign in with your TAMUC credentials as described in the sign-in requirements for Office365

Joining HHPH 420 On Microsoft Teams: An invitation from the instructor will be sent to your TAMUC email (check spam/junk folder as well). Follow that link to join.

GroupMe HHPH 420 Class Link – provided during class

Assessments

The student will be responsible for obtaining all materials presented online and assigned readings from the textbook. All class assignments must be turned in online. No emailed work will be accepted. **Unless otherwise specified, all assignments are due ONLINE by 11:59pm on the specified due date.**

No late work accepted for quizzes, midterm exam and project group submissions.

Late Work Policy for select individual assignments

- 0-2 hours late: 70% credit possible
- 3- 8 hours late: 50% credit possible
- 9-23 hours late: 30% credit possible
- 24+ hours late: No credit possible

A. Attendance and Participation (10%)

In order to be prepared to participate in class discussions, students are required to complete the reading assignments **before** attending class.

- ✓ Class attendance is an important part of the learning process. Students are expected to attend all class sessions and do all required reading or any specified due assignments **prior** to coming to class whether in person or online.
- Attendance requires active participation the **entire** class session (in person or on Top Hat)
- ✓ Students not in class whether in-person/virtually will be considered absent
- ✓ Students are responsible for any and all material covered in class meetings, regardless of their attendance.
- ✓ Students are expected to come prepared to engage with and discuss the assigned/corresponding lecture reading material, to contribute their thoughts, ideas, and questions to our collective learning.
- ✓ Both students and instructor will create and uphold an intellectual environment in the classroom where we can listen to and consider others' arguments and opinions with an open mind and where we respect viewpoints other than our own.
- ✓ Grade will be given weekly from Week 2 to Week 15(10 points /week)

B. Chapter Reading Quizzes (10%)

Students are expected to read assigned text chapters and other additional reading materials each week. These readings help understand the program process from planning to evaluation. At the beginning of each lecture week students will complete reading quizzes on **all** the corresponding week's assigned reading (this may also include assignment directions outlined the week prior). Quizzes will be due before class (Mondays @11:59am). **No late work accepted**

C. Homework (20%)

The student will be responsible for obtaining all materials presented online, assigned readings from the textbook, and outside assignments given by the instructor. Participation in class discussion is considered essential. As a developing scholar, not only are you expected to attend class on a regular basis, but you should make significant contributions to the scholarship of this course through your professional oral input. Absences and/or the lack of professional participation will be reflected on the final grade. You are responsible for making sure your assignments are in on time.

Collaborative Participation (%) – grade will be individual based

To be successful, “Doing Public Health” requires multi-tasking and collaborative efforts with individuals and organizations from other disciplines (Social Work, Nursing, Athletics, Finance, Policy and more).

1. **Poverty Simulation Activity (50 points):** In collaboration with the Nursing department, the HHPH 420 class will participate in a poverty simulation exercise with the Rural Health Nursing students on **October 17th (8am-1pm) in Commerce, TX**
 - a. Mandatory attendance for HHPH 420.01R (Commerce campus students). For Dallas campus students (01E), if unable to participate in this activity, you are required to find and secure a similar experiential experience with that demographic group (ex: volunteering at a homeless/domestic violence shelter). This must be approved before October 1st and completed by October 23rd
 - b. Following either event, students are to submit their reflection and exercise assignment per guidelines provided on D2L.
2. **Public Health Showcase Attendance (50 points).** **November 4th 10am – 2:30pm at the Dallas Campus.** Mandatory attendance required for all students. Business Attire required. Event is hosted in collaboration with the Career Center to provide a day inclusive of a Public Health Topics session + networking event with potential employers and organizations across the metroplex. Following session, students will write a reflection paper per guidelines provided
**More information given in class. Transportation for Commerce Students will be provided (must RSVP by deadline)*

D. Exam (10%)

One midterm exam will be administered online during the semester, covering all information included in class work, home assignments, and the book. ***No make-up exams will be given, unless arrangements are made prior to the exam or a verifiable medical excuse is provided.**
No late work accepted

E. Health Promotion Portfolio (15%)

A 3-ring binder with sections (tabs) for students to accumulate resources from this course as well as prepare for entry into the career.

See D2L for detailed information regarding the assignment

F. Health Promotion Project (34%) **No late work accepted**

As a class, students will be responsible for implementing and evaluating a health communication promotion project focused on a selected issue. This course covers a great deal of the theory of health promotion and this project will provide an opportunity for

students to test those theories in a real-life application while providing a health benefit to the community. **This project will involve the development, implementation, and evaluation of a health communication project.** This project is designed to provide students with experience working for/with community groups. Students will be divided into working groups to handle the various aspects of program implementation and evaluation. *More details provided in class.*

- **Program Participation (individual) = 100 points**
- **Executive Summary Report = (125 points) & Presentation (75 points) = 200 points**
- **Group Evaluation = 30 points**

See Project Guidelines for more details about the Health Promotion Project

**All Group Engagement must occur via Microsoft Teams for accountability purposes.*

G. Semester Reflection (2%)

At the end of the semester students will complete a reflection assignment to provide insight on their understanding of the course, its' significance, and applicability to their career.

GRADING

A = 90%-100% B = 80%-89% C = 70%-79.9% D = 60.9%-69%

F = 60% or Below

Weights of the assessments in the calculation of the final letter grade.

Health Promotion ePortfolio	150 points
Homework (2 @ 50 points)	100 points
Chapter Reading Quizzes	100 points
Midterm Exam	100 points
Attendance & Participation (10 @ 10 points)	100 points
Poverty Simulation/Experience	50 points
Public Health Showcase Attendance	50 points
Executive Summary Report & Presentation	200 points
Project Participation	100 points
Group Evaluation	30 points
Semester Reflection	20 points
Total Possible Points	1000 points

It is your responsibility to regularly monitor your points in the D2LGrade Center. If you notice a discrepancy, contact me immediately. Do not wait until the end of the semester to question your grades.

As a major course, a grade of "C" or better is required.

*** If you drop the class, and you are not passing the course, the grade assigned will be "Dropped Failing".**

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

- You will also need to enroll in Top Hat, Microsoft Teams and GroupMe to facilitate learning and engagement throughout the semester.

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

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. A reasonable response time to emailed questions is 24 - 48 business 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/announcement post to everyone for the benefit of all

students.

4. Please be courteous and professional in all of your interactions with fellow classmates and instructor.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

University Pandemic Response

1. A&M-Commerce encourages the use of face-coverings in all instructional and research classrooms/laboratories.
2. Students are encouraged not to attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.

Course Specific Procedures/Policies

1. Attendance on scheduled day/time in the class is **required**. Students are expected to be in class on time and ready to participate, whether in-person or virtually on the days and times the course is in session and on the course platform per instructor announcement (ex: TopHat, Teams, Zoom and/or in person)
 - i. For attendance purposes, if late, no grade will be given for that session
 - ii. It is the student's responsibility to notify instructor of missed absence and to catch up with learned content and assignments
2. While you are in class, you are expected to be an engaged learner. That means you should a) actively prepare by reading the assigned materials, b) participate in discussion (ask and answer questions), c) bring your notes and textbook, d) bring your ideas, and e) refrain from anything that is not class related during class (newspaper, reading for another class, text messages, etc). Students who disrupt class and/or do not actively participating especially in group work, will be asked to leave.
 - i. Active use of your phone/other electronic devices aside from class learning is not permitted.
 - ii. Cell phones and all other electronic devices should be on silent and not used unless it relates to class work at that time. If need to have phone on and handy for unexpected events, please let the instructor know ahead of class. [Wearing headphones during class will be considered as "active use" of your phone]
3. An "excused absence" is defined as a documented university approved activity. The instructor reserves the right to change the content or format of all make-up work. The student is responsible for making up missed work. If the absence is one of the reasons listed below, you will be able to make up the work. To reserve this right, you **MUST** provide written documentation on the day of your return to class (a copy that I can keep). Please notify me ahead of time if you know you will be absent.
 - i. Participation in an activity appearing on the University's authorized activity list.
 - ii. Death or major illness in a student's immediate family.
 - iii. Illness of a dependent family member
 - v. Participation in legal proceedings or administrative procedures that require a student's presence.

- vi. Religious Holy Day (please let instructor know at the beginning of the semester so as to discuss alternative accommodations as appropriate)
 - vii. Illness that is too severe or contagious for the student to attend class (to be determined by Health Center or off campus physician).
 - viii. Required participation in military duty
4. Any student *missing a quiz or exam* without prior arrangement (and adheres to excused absences) will receive a *score of zero*.
 5. You **MUST** be familiar with D2L; familiarize yourself with the online portion of the class.
 6. You **MUST** check your e-mail regularly in case I need to communicate with you. I will not e-mail you junk, and I request that you do the same for me.
 7. **NO PROFANITY**. No inappropriate or offensive language or gestures. No inappropriate or offensive clothing. This will not be tolerated and you will be asked to leave and it will be considered an unexcused absence for the day.

Make-up Work

Make-up of coursework will only be given in very rare circumstances: serious illness with a note from your physician, a death in your family with appropriate documentation, or if you have an officially excused absence while representing the university. If any of these situations occur you **MUST** email me **48 business hours prior to said excused absence**.

1. Make-ups will only be given if I have been notified at least 48 hours business hours prior to the end of the course week a particular assignment is due in order to verify your reason for missing coursework (rare circumstances and/or excused absences). All missed coursework not meeting the criteria for a make-up will be given a grade of 0.
2. No extra credit is given in the class

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx) webpage and [Procedure 13.99.99.R0.01](http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

[Graduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

Students with Disabilities-- 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

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

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 the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

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.

A&M-Commerce Supports Students' Mental Health

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel