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HHPH 420.81B/420.01R
Program Implementation and Evaluation of Health Promotion
COURSE SYLLABUS: SPRING 2023

INSTRUCTOR INFORMATION

Instructor: Megan Johnson-Gibbs, MSKW, MSHS, CHES
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Preferred Form of Communication: Email
Communication Response Time: 24 - 48 business hours

COURSE INFORMATION

Required Text: McKenzie, J.F., Neiger, B.L., & Thackeray, R. (2018). Planning, implementing & evaluating health promotion programs: A primer. (8th edition). Pearson.

Supplementary Materials/Readings: More will be posted on D2L.

1. Health Communication Play Book (Please Download)
<https://www.cdc.gov/nceh/clearwriting/docs/health-comm-playbook-508.pdf>
2. Health Communication Resource Site
<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>

The syllabus/schedule are subject to change.

Course Description

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

Course Objectives:

1. Upon completion of this course, students should be able to:
2. Understand health and community perspectives.
3. Demonstrate the process of programming, implementation, and evaluation in health promotion settings.
4. Show the ability to implement and evaluation health promotion plans.
5. Communicating health education needs.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

Students should be able to use D2L online platform, Top Hat, Zoom, GroupMe, 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 using quizzes, short written assignments, and one or two exams spaced throughout the semester. Class engagement will be through 2 major platforms: Top Hat and Zoom. Students will be required to enroll in both platforms by the first week 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 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/579255> 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: **579255**

GroupMe: Class link will be provided during class.

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Student Responsibilities or Tips for Success in the Course

I want you to be successful both in this course and in life. The work we will be doing this semester will carry over into several areas of your personal and professional life. One major tip that I like to give my students is to be open and honest and communicate with me. We all have lives outside of this class, which sometimes affects us while in class. Help me help you by looping me in when you feel as if something may hinder your success. The same applies to your classmates/group members. Don't leave anyone hanging. 😊

GRADING

Please see a listing and description of all assignment grading criteria within the Course Grading Rubric folder.

		Weight
Attendance	100	10%
Chapter Quizzes	100	10%
Midterm Exam	100	10%
Homework (2 @ 50 points each)	100	10%
Collaborative Participation	100	10%
World AIDS Day	50	
Public Health Showcase	50	
Health Promotion e-Portfolio	150	15%
Health Promotion Project	330	33%
Project Participation	100	
Executive Summary Report & Presentation	200	
Group Evaluation	30	
Semester Reflection	20	2%
TOTAL	1000	100%

Final grades in this course will be based on the following scale:

A = 90%-100% B = 80%-89% C = 70%-79% D = 60%-69% F = 59% or Below

Total points corresponding to the final letter grades:

A = 900- 1000 Points

B = 800- 899 Points

C = 700- 799 Points

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D = 600- 699 Points

F = 599 & > 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”.**

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 11:59 pm CST on the specified due date. No late work is accepted.**

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.

- a. 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.
- b. Attendance requires active participation the entire class session (in person or on Top Hat).
 - i. Students not in class whether in-person/virtually will be considered absent.
 - ii. Students are responsible for all material covered in class meetings, regardless of their attendance.
 - iii. This class has an “experiential learning” component that will require attendance and travel outside of class. For these activities/session, attendance is required as grade is contingent of participation. Those dates are clearly outlined in the syllabus schedule.
 - iv. 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.
 - v. 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.
 - vi. 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 prior to the lecture. These readings help understand the program process from

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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 @ 9:59 am CST). **No late work accepted.**

C. Exam (10%)

One midterm exam will be administered 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.**

D. Homework (10%)

The student will be responsible for obtaining all materials presented online, assigned readings from the textbook, and outside assignments given by the instructor. You are responsible for making sure your assignments are in on time. Homework details will be given in class and on D2L. All assignments are due on Sunday by 11:59 pm CST.

E. Collaborative Participation (10%) – 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).

- a. **World AIDS Day (50 points):** More information will be provided on D2L.
 - i. Following the event, students are to submit their reflection and exercise assignment per guidelines provided on D2L.
- b. **Public Health Showcase Attendance (50 points).** **Date: April 28, 9:45am-2:00pm 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)*

F. Health Promotion Portfolio (15%)

- a. 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

G. Health Promotion Project (33%)

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

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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

H. 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.

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>

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.

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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

Email 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 to everyone for the benefit of all students.
4. Please be courteous and professional in all your interactions with me and fellow students.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

1. A portion of this course might require that you need to travel to a community site. If you do not have transportation, please talk to me and we will work something out. You may carpool with a classmate if both of you are going to the same site.
2. Students are expected to be in class on time and ready to participate, whether in-person or virtually (via Top Hat & Microsoft Teams)
 - a. For attendance purposes, if late, no grade will be given for that session
3. While you are in class, I expect you to participate. That means you should a) actively prepare by reading the assigned materials, b) TALK (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 choose to disrupt class by not participating will be asked to leave. Cell phones should only be used in class when participating via Top Hat. If you use a cell phone, iPod, etc. in class outside of class participation (or if your phone rings), you will lose 5 points per incident (off your final grade).
4. 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

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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.

- Participation in an activity appearing on the University's authorized activity list.
 - Death or major illness in a student's immediate family.
 - Illness of a dependent family member
 - Participation in legal proceedings or administrative procedures that require a student's presence.
 - Religious Holy Day
 - Illness that is too severe or contagious for the student to attend class (to be determined by Health Center or off campus physician).
 - Required participation in military duty
5. Any student *missing a quiz or exam* without prior arrangement will receive a *score of zero*.
 6. Online participation
 - a. Please familiarize yourself with the online portion of the class on D2L.
 - b. Work to check your e-mail regularly in case I need to communicate with you.
 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.

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>

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](#) webpage and [Procedure 13.99.99.R0.01](#).

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

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

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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.

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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

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

TENTATIVE CALENDAR OF CLASSES AND ASSIGNMENTS

**COURSE OUTLINE
Spring 2023**

Week	Chapter/ Readings	Lecture Topics/Overview	Unless otherwise stated, all assignments are due Sunday by 11:59pm
1 Jan 17- Jan 22	Syllabus & Assignment Overviews	Course Introduction Assignment Overview HHPH 410 Project Reviews & Final Project Community NAP – Recap	
Phase 1: Planning			
2 Jan 23- Jan 29	1-3	Program Planning: The Big Picture	Quiz 1
3 Jan 30- Feb 5	4 Summary Program Planning & Eval PDF	<i>Group Selections (Role Delegations)</i> Assessing Needs	Quiz 2
4 Feb 6- Feb 12	7 6	The Importance and Use of Theories in Health Education and Health Promotion Identifying and Writing Mission Statements, Goals, and Objectives <i>Needs Assessment Focus Mock Focus Group</i>	Quiz 3 <i>Marketing – Design Flyer</i> - M- Showcase - W- Pick & Vote <i>Marketing – Registration Link</i> <i>*"needs assessment" – about the topic selected to help inform decisions on implementation</i>

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5 Feb 13- Feb 19	6, 8, 10	Identifying and Writing Mission Statements, Goals, and Objectives Identifying Strategies and Activities Priorities	<i>Quiz 4</i> <i>Promote Program Procurement & outreach plan</i> Compile Vendor list
6 Feb 20- Feb 26	11	Marketing: Developing Programs that Respond to the Wants & Needs of the Priority Population Group Work - Goals, Objectives & Strategies	Submit Group Work
7 Feb 27- Mar 5		Program Implementation *fine tune program timeline.	<i>Quiz 5</i> Homework 1 <i>Midterm Review</i>
8 Mar 6- Mar 12		<i>Showcase group program overview outlining each person's role, goals & objectives, etc)</i> Midterm (online – due by Sunday)	Event Promotion starts Midterm Due
Mar 13- 19	SPRING BREAK		
Phase 2: Implementation & Evaluation			

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9 Mar 20- Mar 26		Program Evaluation	Homework 2, 2a
10 Mar 27- Apr 2	13, 14	Program Evaluation	Quiz 6
11 Apr 3- Apr 9			Mock Health Fair Homework 3
12 Apr 10- Apr 16		<i>In-Class Writing</i>	April 12- Health Fair, 5pm-8pm RSC Foyer
13 Apr 17- Apr 23		Monday – Mock Review	Intervention Report & Ppt Due ePortfolio Due
14 Apr 24- April 30		4/28 – Public Health Showcase <i>Mandatory attendance by all HHPH 362, 416, 420 students</i>	Engagement Evals Reports Due Section Reports & Ppts Due
15 May 1- May 7		Intervention Program Presentations	5/5 @ 11:59pm - Intervention Ppt Due - Group Evaluation & class reflection due 5/7 Exec Summary Report & Ppt (Leaders)
16 May 8 – May 12		FINAL WEEK	

Please note that this schedule is tentative and is subject to change. Also, this is NOT all-inclusive (i.e., Homework/Participation). Other assignments may/will be given throughout the semester.

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