



HHPH 420.01B

Program Implementation and Evaluation of Health Promotion

COURSE SYLLABUS: FALL 2026

COURSE MEETING DATES: 10/20/2026 – 12/5/2026

INSTRUCTOR INFORMATION

Instructor: Mrs. Megan Johnson-Gibbs, Adjunct Professor

Office Location: Dallas Northpark Site

Office Hours: By appointment only

Office Phone: 903-886-5549

Office Fax: 903-886-5365

University Email Address: megan.johnson-gibbs@etamu.edu

Preferred Form of Communication: **Email; Scheduled appointments**

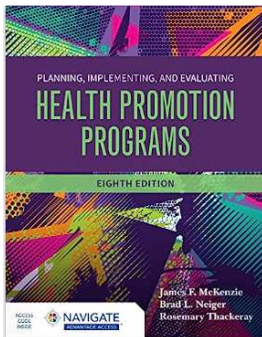
Communication Response Time: 48 business hours

COURSE INFORMATION

Course Value: Three (3) Credit Hours

Course Location: NHS 160A

Course Time M 12:00pm – 2:30pm



Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required: McKenzie, J. F., Neiger, B. L., & Thackeray, R. (2022). Planning, implementing, and evaluating health promotion programs : a primer. 8th ed. Boston: Pearson.
ISBN: ISBN-13: 978-1284228649

Inclusive Access to book is automatically provided on D2L, no need to purchase independently

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

The syllabus/schedule are subject to change.

<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:

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.

GroupMe: Class link will be provided during class.

Student Responsibilities or Tips for Success in the Course

Strong reading and writing skills:

- Most of the material in the online environment will come from your textbooks, discussions, lectures, and videos; therefore, strong reading, writing and critical thinking skills are very important for success in an online course.
- Success in this class will come from independent reading of textbook chapters as well as other assigned material.

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Time commitment:

- You need to set aside sufficient time for study. Plan to spend at least as much time working on the assignments and studying as you would with a traditional course. You should plan to spend approximately 2-4 hours study & work time per week to accomplish your readings and assignments inclusive of written assignments, final project and exam.
 - As the semester progresses, more time may be required to complete the components of the Final Project/Paper.
 - 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.

For assignments, it is highly recommended that students do not wait until the last minute to complete assignments, discussion boards or exams. Communication is important! If you have questions, concerns, are struggling with understanding material, will be missing class, etc. please notify the instructor.

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

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 C= 700-799 D= 600-699 F= 599 & > Points

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

Grading:

		Weight
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Introduction Work	30	3%
Attendance	70	4%
Pre-Lecture Quizzes	100	10%
Individual Written Assignments	200	20%
Collaborative Participation	100	10%
Health Promotion Project	350	35%
Mock Presentations	100	
Executive Summary Report	175	
Presentation	75	
Group Evaluation & Semester Reflection	50	5%
Final Exam	100	10%
TOTAL	1000	100%

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 (6%)

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.

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- 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 7**

B. *Pre-lecture Quizzes (10%)*

Students are expected to read assigned module readings each week prior to the lecture. 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 @ 9:59 am CST). **No late work accepted.**

C. *Individual Written Assignments (20%)*

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.

D. *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).

Public Health Showcase & Networking Event

More details in class.

Annual Student Health Fair

More details in class.

E. *Health Promotion Project (35%)- Student Health Fair*

As a class, students will be responsible for implementing and evaluating a health 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

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the various aspects of program implementation and evaluation. *More details provided in class.*

- Mock Presentations = 100 points
- Executive Summary Report = 175 points
- Presentation = 75 points

See Project Guidelines for more details about the Health Promotion Project

F. Group Evaluation & Semester Reflection (5%)

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.

G. Final Exam (10%)

A comprehensive final exam will be administered, covering the information in the book and lecture discussions. **No late/ make-up exam will be given, unless arrangements are made prior to the exam, or a verifiable medical excuse is provided within 3 days.*

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University 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@etamu.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 ETAMU 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. Attendance on scheduled day/time in the class is **required**. Students are expected to be in class on time and ready to participate the entire course time in-person and/or other group work portals as directed
 - a. For attendance purposes, if late, no grade will be given for that session
2. 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).
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

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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
4. Any student *missing a quiz or exam* without prior arrangement will receive a *score of zero*.
 5. Online portion
 - 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.
 6. 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.
 7. This class has an "experiential learning" component that will require attendance and travel outside of class room setting. For these activities/session, attendance is required as grade is contingent of participation. Those dates will be shared on the first day of class and clearly outlined in the syllabus schedule.
 8. NO PROFANITY. No inappropriate or offensive language or gestures inclusive of clothing as well. 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

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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.etamu.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>

ETAMU Attendance

For more information about the attendance policy please visit the [Attendance Procedure 13.99.99.R0.01](#).

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

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

Academic Integrity

Students at East Texas A&M University 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.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

[Graduate Student Academic Dishonesty Form](#)

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

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

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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

East Texas A&M University

Velma K. Waters Library Rm 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@etamu.edu

Website: [Office of Student Disability Resources and Services](http://www.etamu.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

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

Nondiscrimination Notice

East Texas A&M University 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 East Texas A&M University 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 East Texas A&M University 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.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

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East Texas A&M University Supports Students' Mental Health

The Counseling Center at East Texas A&M University, 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.etamu.edu/counsel

East Texas A&M University Supports Students' Mental Health and Well-Being

The Counseling Center at East Texas A&M University, 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.etamu.edu/counsel

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.

