

The University of Waterloo 6.41 708 Dr Jennifer D Irwin (

jenirwin@uwo.ca) office hours by appointment

Teaching Assistant Tara Mantle (tscott22@uwo.ca) office hours TBA

Class Hours Friday 9:30am-12:30pm**attending class is required for this course**0ncaen-US

Course Project (worth 70% of your course grade) see course website for additional information on each component of the project, and the marking keys**

In teams of approximately 5 people (no exceptions, groups randomly selected by course staff to work as a team; each person on the team contributes to the grade received, and the team will receive the same grade. You must identify the roles that will be taken on by each of your WHDP, V, PHPEHUV, 7KLV, LV, D, ODUJH, SURMHFW, LW, PXVW, V you divvy up the tasks to some degree, you will be hard pressed to complete each stage well. You all must be involved in the final social marketing campaign presentation. Your group is UHTXLUHG, WR, FUHDWH, DQG, VLJQ, DQ, μH, [SH, FSW, D, AMP, R, Q, V, FR, Q, W contract is available on the website).

This is a 5 stage project. First, conduct a needs assessment to identify the main issues (related to your chosen broad health topic) that should be addressed within this group. Then, match this information up to an epidemiological assessment. Third, create a time social marketing

Epidemiological Assessment: (15%) Due exactly two weeks following the due date of your needs assessment write at 9:30am.

You are responsible for identifying a minimum of 5 pieces of pertinent (and current~2003+) literature pertaining to the population and health topic you have chosen to research (journal articles preferable, Statistics Canada info also may be useful).

Provide a brief literature review (approx 5 pages) of the major prevalence data from the literature regarding your topic area (e.g., prevalence of students who are inactive, numbers impacted by inactivity, HODWHG GLVRUGHUV FRVWV DVVRFLDW inactivity, etc). It is helpful if you can provide some epidemiologic data on your major

Executive Summary for Final Project: (10%)

Your final project will include an executive summary/abstract outlining aspect of

Course Content

In the first 6 weeks of the course we will review and delve deeper into the concept of population

