The University of Western Ontario School of Health Studies Health Sciences 200G: Advanced Health Promotion January 2020

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TeachingAssistant:TBA, checkcourse website

ClassDay & Hours: TBA **class attendances required Course Location: TBA Course Website: checkOWL

Prerequisite Checking

Unlessyou have eithet he requisites for this course or written special permission fromyour Deanto enroll in it, you may be removed from this course and will be deleted from your record. This decision may not be appealed You will receive no adjustmento your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Course Information Course

Materials:

- 1. PublicationManual of the AmericanPsychologicaAssociation,Sixth Edition (required)
- 2. previousHS 2250a/3200a tex(McKenzie etal) recommended
- 3. readingson coursevebsite(recommended)

Description and Objectives of the Course

AdvancedHealthPromotionexpands upon theourse offerings f HealthScience 250a/3200aIn particular, this course ocuses on the application of healthpromotion programming principles. Upon completion of this course students should be bleto: usemicro- and macrobase chealth promotion strategies compose clear program bjective and goals; conduct an eed assessment conduct an epidemiological assessment; prepare and presents ocial marketing ampaign; conduct a program evaluation; and work with professionalism a group situation.

Methods of Evaluation

CourseProject(70%) – Population based approach (see explanation starting on

Participation and Class Attendance Expectations:

In the School of Health Studies, each course instructor sets specific expectations for attendance and participation that are specific to the course, teaching objectives, and learning outcomes. Regular attendance is expected and essential for all courses, but particularly those that include participation relatedgrades in their evaluation schemes. Participation means not only attendanpayingutattention during and activelying aign in the class, including a demonstrated effort to prepare for an assontribute to group project component Because of the large group project required in the callose with the application based nature of each class, 90% attendance is required to pass this course (usere expected to attend a minimum of 11 out of 12 classes). Being absent in this course translates into insufficient contributions to the group project as manifical discussions and consequent decisions take place through dialogue during class tirbeing abset one timewill result in you being contacted by the forget through dialogue during class tirbeing abset one timewill result in you being contacted by the graup result in debarment from writing the final examination, and may result in debarment from writing the final examination from which you were debarred a grade of zero on the evaluation from which you were debarred a consequent decision at the group project's final grade. In such a case, you would receive a grade of zero on the evaluation of the group project's final grade. In such a case, you would receive a grade of zero on the evaluation of the group project's final grade. In such a case, you would receive a grade of zero on the evaluation of the group project's final grade. In such a case, you would receive a grade of zero on the evaluation of the group project's final grade. In such a case, you would receive a grade of zero on the evaluation of the group project's final grade. In such a case, you would receive a grade of zero on the evaluation of the group project's final grade. In such a case, you would receive a grade of

Course Project (worth 70% of your coursegrade)**see lecture material and course webside additional information on each component of the project.thethr12 (i)-1.9 3(i)-16 2h குறை குறையில் குறையில கைகுறையில் குறையில் க your needs assessmeathdproviding this information to the ourse instructor/TAat the start of the class following your focus group. (This is worth 2% of their grade)

To ensure that here are nosched ling conflicts, all needs assessments will conducted during class time (the 2ndpart of class January 29 and Februar gth); a schedule will be created and/ou will have to sign up toparticipate in a needs assessment the day that you are not conducting one yourself.

2. Epidemiological Assessment: (15%) Due date listed on page 9. You are responsible for identifying minimum of5 pieces of pertinent (and ascurrent as possible jast 5-10 years) academ journal articles regarding the population and health topic you have chosen to research (Statistics Canada info also may be useful as additional sources). Provide abrief literature review (approx pages) of the major prevalence at a from the literature regarding our topic area (e.g., prevalence of students who are inactive, numbers impacted by inactivity-related disorders, costs associated with this population's inactivity, etc). It is helpfulif you can provide some pidemiologic data on your major theme(s) from the eeds assessment (e.g., students in your focus group identify the importance of time" when promoting physical activity programs - What caryou tell thereader about how often "time" is cited as important for physical activity programs according o previous research?). At this point, you've conducted your needs assessment dyou've gone through the levant epidemiologic data, which enables uto identify the more specific direction of the rest of your project. At the end of your write-up, identify what we care expect to be the more specific topic fyour social marketing campaign (approximately 7-10 pages total for this stage) You are STRONGL in couraged o seek help form a UWO librarian - you need to plan ahead and bod k is appoint metaarly!

3. Social Marketing Campaign: [The paper is worth 10%, presentation is worth a total of 10% (5% from course staffand 5% from classmates)] Presentensper schedule on pag€, and write up due as per due date on page 9

 have been conductegiving your classmates 00% across the board does not demonstrate typat have critically evaluated theiwork).

5. Executive Summaryfor Final Project: (10%) Due date listed on page 9. Your final project will include an executive summary/abstract lining each aspect fyour project. Additional information is available in "the project uide" posted on the oursewebsite.

Reminders: It is expected that each and every person will have a hand in preparing the submissions. means that it is going to be graded from the perspective that each person in your groups has contributed to, reviewed, commented upon, and approved the material submitted; typos, incomplete or incoherent sentences/sections, simple grammar and spedings, etc. are not acceptableate submissions will be docked 2% per day including weekend days (e.g., if paper is worth a total of 10% of final grade, after 1 day it will be eligible for a maximum of 8%).

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- (ii) For medical absences, submitting a Student Medical Certificate (SMC) signed by a licensed medical or mental health practitioner, in order to be eligible for Academic Consideration; or
- (iii) For non-medical absences, submitting appropriate documentation (e.g., objudice report, accident report, court order, etc.) to Academic Counselling in their Faculty of registration, in order to be eligible for academic consideration.

Students seeking academic consideration:

- x Are advised to consider carefully the implication spostponing tests or midterm exams or delaying handing in work;
- x Are encouraged to make appropriate decisions, based on their specific circumstances, recognizing that minor ailments (e.g., upset stomach) or upsets (e.g., argument with a friend) are not normally an appropriate basis for a set ported absence;
- x Must communicate with their instructors no later than 24 hours after the end of the period covered by either the selfeported absence or SMC, or immediately upon their return following a documented absence;
- x Are advised that all necessary documentation, forms, etc. are to be submitted to academic counselling within two business days after the date specified for resuming responsibilities

Students who experience an unexpected illness or injury or **emuexti**ng circumstance (48 hours or less) that is sufficiently severe as to temporarily render them unable to meet academic requirements (e.g., attending lectures or labs, writing tests or midterm exams, completing and submitting assignments, participating in presentations) shouled selfare using the online Selfeported Absence portal. This option should be used in situations where the student expects to resume academic responsibilities within 48 hours or less. The following conditions are in place for eporting of medical or extenuating circumstances:

- a. Students will be allowed a maximum of two stelfported absences between September and April, and one selfeported absence between May and August;
- b. The duration of the excused absence will be foraaim um of 48 hours from the time the Self Reported Absence form is completed through the online portal, or from 8:30am the following morning if the form is submitted after 4:30pm;
- c. The duration of the excused absence will terminate prior to the end of the 48 hour period, should the student undertake significant academic responsibilities (e.g., write a test, submit a paper) during that time;
- d. The duration of an excused absence will terminate at 8:30am on the day following the last day of classes each semestregardless of how many days of absence have elapsed;
- Self-reported absences will not be allowed for scheduled final examinations; for midterm
 examinations scheduled during the December examination period; or for final lab examinations
 (i.e., "bellringers");
- f. Self-reporting may not be used for assessments (e.g., midterm exams, tests, reports, presentations, or essays) worth more than 30% of any given course;

Students must be in touch with their instructors no later than 24 hours after the end of theoperied c by the SelfReported Absence form, to clarify how they will be expected to fulfil the academic expectations they may have missed

<u>Academic Offence</u>s Scholastic offences re takenseriously and students are directed readthe appropriate policy, specifically, the definition of what constitutes Scholastic Offence, at the following website: http://wwweno

GRADING:

<u>School of Health Studies Grade Policy</u> The universitywide descriptor of the meaning of letter grades, as approved by Senate: A+ 90-100

Due Dates[all submissionsto be provided electronically as word documentvia drop box in OWL]:

For groups that complete their focus groups that complete the focus groups that complete the focus groups that groups that complete the focus groups that groups the focus groups the focus groups the focus groups that groups the focus groups the focus groups the focus groups the focus groups that groups the focus gr

- x Needs Assessment due FRIDAY Februar @ 2:30pm
- x Epidemiological Assessment due Wednesday, Februäry@2@:30pm
- x SM Campaign and Write Up: March 20 or 27 @ 2:30pm
- x Evaluation and Exec Summary: Wednesday, April 1 @ 2:30pm

For groups that complete their dus groups on Wednesday, February 5

- x Needs Assessment due FRIDAY Februar 28 2:30pm
- x Epidemiological Assessment due Wednesday Marth@12:30pm
- x SM Campaign and Write Up: March 20 or 27 @ 2:30pm
- x Evaluation and Exec Summary: Wednesday, April 1 @ 2:30pm