

**The University of Western Ontario, School of Health Studies
HS2250a, 2017
Introduction to Health Promotion**

Instructor: Dr. Jennifer Irwin

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Mondays 1:00 – 2:30pm.

Class Hours: Mondays 3:30 – 5:30pm and Wednesdays 3:30 – 4:30pm. Location: AHB
1R40

Required Course Text: McKenzie, J.F., Neiger, B.L. & Thackeray, R. (2017).
Planning, Implementing and Evaluating Health Promotion Programs, 7th edition.
Toronto: Pearson.

- Additional assigned readings are also your responsibility for the course and exams

Teaching Assistants, Office Hours & Locations:

- To Be Announced (see OWL site)

Course Description: An overview of concepts of health promotion and disease prevention in Canada: health promotion models and theories; health promotion program planning, implementation and evaluation including needs assessments, social marketing and community advocacy. This *blended* course will provide students with opportunities to engage with the course material using both traditional in class activities and online/digital resources. Online/digital opportunities are intended to provide students with: enhanced understandings of the course material, self-paced content reviewing, self-reflection related to the course content, and various learning modalities to accommodate differing learning preferences. There are portions of this course for which additional online supports are provided, and portions where students are expected to use ‘traditional’ learning aides only (i.e., lectures & readings).

This 0.5 credit course has 3 hours of in-class lectures per week. It is expected that successful students will engage with the course material for an additional 10 hours per week, and this engagement will include: reading assigned text and other readings; making study notes; studying material; participating in online practice quizzes; completing assigned online modules; reviewing lectures as needed; communicating with course staff as needed; and exploring reflection questions posted on the forum.

Learning Outcomes: By the conclusion of the course, successful students will be able to accurately:

- Define health promotion and differentiate between health promotion and other related disciplines
- Define prominent health behaviour theories & models and identify their component parts

- Recall details about select major health issues & behaviours currently affecting the health of Canadians
- Name and define the processes involved in developing, implementing, and evaluating effective health promotion programs
- Apply health behaviour theories to real-life scenarios through peer-to-peer engagement
- Deliver behaviour change strategies through peer-to-peer engagement and motivational interviews

Learning Resources:

- Required Course Text: McKenzie, J.F., Neiger, B.L. & Thackeray, R. (2017). Planning, Implementing and Evaluating Health Promotion Programs, 7th edition. Toronto: Pearson.
- On-line readings are also your responsibility for the course and exams
- Recorded Lecture on Blackboard Collaborate/OWL
- Online Modules, Practice Quizzes, & Forums on OWL
- Online Health Promotion Modules through Public Health Ontario (please visit: <http://www.publichealthontario.ca/en/LearningAndDevelopment/OnlineLearning/HealthPromotion/Pages/HP-Foundations.aspx>)
- Clickers (iClicker)
- Backchannel (Kountu)

Prerequisite Checking: Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Grading Method:

Quiz (optional) ➤ Unit 1	10%	In-class October 2 (optional)
Midterm Exam ➤ Units 1 & 2	35%	In-class October 23 (not optional)
Quiz ➤ Unit 3	10%	In-class November 8 (optional)
Final Exam ➤ Units 3, 4, 5	45%	Date & time determined by Registrar’s Office (not optional)

Midterm and Quizzes:

Midterm and quizzes will include predominantly multiple choice (*including ‘multiple-multiples’*) questions. You are welcome and encouraged to submit questions for me to consider including on the quizzes/exams – you must make sure they are in the format consistent with practice quizzes. You have the choice to write a quiz on unit 1 on October

2 and on unit 3 on November 8. If you choose to not write the quizzes or *for any reason* do not write the quizzes, your midterm exam will be worth 45% (if you don't write the first quiz) and your final exam will be worth 55% (if you don't write the second quiz). If you sit down to write a quiz you will receive a grade for it (ie., you cannot look over it and then decide to not write it). There will be NO make-up quiz offered for any reason. The dates the university is open for classes, are the dates used to determine the course schedule.

Please note that students must see their counsellors if they miss a mid-term or final examination, and students must contact the instructor and counsellor *prior* to the missed exam if at all possible. Failure to do so could result in a zero grade assigned to the missed exam. Please refer to the Policy on Accommodation for Medical Illness located on page 3 of this syllabus at the following website: <https://studentservices.uwo.ca/secure/index.cfm>.

Note-Taking:

Good note-taking skills are important, if not essential, in both the academic environment and in other professions. For these reasons, the responsibility for note-taking in class is that of the students. I will provide a skeletal outline of the units' slides and you are responsible for creating the full complement of notes from each class. Any additional content such as from films or guest speakers' lectures are examinable (whether or not they provide slides). You are responsible for either reviewing the recorded lecture (if posted) or retrieving notes from classmates for any classes missed. Please do not ask for the course Instructor's or the course Teaching Assistants' lecture notes or slides—they will not be given to you. If you find that the lectures are moving too quickly or too slowly, please raise your hand and let me know...if others feel the same way then I will do my best to accommodate the majority of the class. If you are having difficulties taking notes for any reason, let me know and we will try to help you find a student who may be willing to share notes with you.

Communication:

During class, we will be pilot-testing a new program called, "Kontu", that will allow you to ask questions, online and in real time. One of the TAs will be monitoring the feed during the lectures, and will flag recurring questions to be answered during the lecture itself. Of course, during lecture, you are always welcome to raise your hand to ask a question. Outside of lecture, because this is a relatively large class, e-mail tends to be an efficient and effective mode of communication between the course Instructor/Teaching Assistants and the students. Your e-mailed comments and questions are most welcome and will be responded to in as timely a fashion as possible (although unlikely after 5pm or on weekends), provided they are appropriate (note: you are expected to use your "UWO" e-mail address for this course). E-mails, like any other form of communication with the course Instructor/Teaching Assistant, are appropriate when their content is respectful, when they are not anonymous, and when their originator does not ask for information delivered during a lecture to be repeated. If you have a question or do not understand a term or phrase, it is your responsibility to tell the course Instructor/Teaching Assistants what you think is the answer, what you think would be an

appropriate example, and/or what it is that you are having difficulty interpreting, as this is in service of your learning. Inappropriate e-mails will either receive no response or will receive a response in which you are directed to review this component of the course outline and then invite you to e-mail again. Any inappropriate emails will be forwarded to the appropriate administrative office to be placed on-file.

Mutual Expectations:

You can expect me to come prepared for, and attend, all lectures regularly and punctually. I will strive to promote a collegial atmosphere of mutual respect conducive to the exchange of ideas and learning. I require the same from you. Reading during a lecture, disruptive sounds on cell phones, the disturbing consumption of food or drink, littering the classroom, the use of ipods, facebook, twitter, and other activities which may impede the ability of you or other students to learn are unacceptable behaviours. If we all abide by this code of civility and mutual respect, we set the stage for a healthy and stimulating intellectual forum. Finally, if you are having problems with any aspect of the course, please come and talk to me. I am approachable; I welcome your comments, your constructive criticisms and, of course, your questions.

SDC's Learning Skills (LS) Services, Rm 4100 WSS, www.sdc.uwo.ca/learning
LS counsellors are ready to help you improve your learning skills. They offer presentations on strategies for improving time management, multiple-choice exam preparation/writing, textbook reading, and more. Individual support is offered throughout the Fall/Winter terms in the drop-in Learning Help Centre, and year-round through individual counselling. I strongly recommend signing up for and taking these courses BEFORE you write an exam (and after, if you've met with any struggles).

Student Code of Conduct

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at The University of Western Ontario, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For more information, visit <http://www.uwo.ca/univsec/board/code.pdf>.

English Proficiency for the Assignment of Grades

Visit the website <http://www.uwo.ca/univsec/handbook/exam/english.pdf>.

Accommodation for Medical Illness or Non-Medical Absences

http://www.uwo.ca/univsec/handbook/appeals/accommodation_medical.pdf

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases

where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.

A UWO Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An SMC can be downloaded under the Medical Documentation heading of the following website:

<https://studentservices.uwo.ca/secure/index.cfm>.

Documentation is required for non-medical absences where the course work missed is more than 10% of the overall grade. Students may contact their Faculty Academic Counselling Office for what documentation is needed.

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner. Documentation for any request for accommodation shall be submitted, as soon as possible, to the appropriate Academic Counselling Office of the student's Faculty of registration. For BHSc students, you may go to the School of Health Studies Office in HSB room 222.

Scholastic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website:

http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_undergrad.pdf .

Additionally,

1. All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).
2. Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Support Services

There are various support services around campus and these include, but are not limited to:

- Information Technology Services -- <http://www.uwo.ca/its/helpdesk/>
[If you have any issues with "Kontu", contact course staff, not ITS]

- Student Development Centre -- <http://www.sdc.uwo.ca/ssd/>
- [Learning Skills Services](https://www.uwo.ca/sdc/learning/) -- <https://www.uwo.ca/sdc/learning/>
- Student Health -- <http://www.shs.uwo.ca/student/studenthealthservices.html>
- Registrar's Office -- <http://www.registrar.uwo.ca/>
- Ombuds Office -- <http://www.uwo.ca/ombuds/>

Rounding of Grades (for example, bumping a 79 to 80%):

This is a practice some students request. **This practice will not occur here.** The edges of this course are clear and sharp. The mark attained is the mark you achieved and the mark assigned; there is no rounding to the next grade level, or 'giving away' of marks. Please don't ask me to do this for you; the response will be "please review page 4 of the course outline where this is presented".

Students should log into OWL on a regular basis (i.e., daily in case of announcements) using their UWO username and password for access to the HS 2250a course web-page.

Course Units, Dates, and Required Readings

NOTE: Some of the material on OWL (e.g., online chapter modules, questions on the forum, and practice quizzes) are there to support your learning and will not be graded. What follows is the list of the content for which you are responsible with respect to quizzes and exams.

Unit 1: Health Promotion, Health Education, and Disease Prevention in Canada (September 11th – 27th).

Readings: *Chapter 1; online health promotion modules through the Public Health Ontario website (“Module 1 – Definitions and Concepts” & “Module 2 – Milestones in the History of Health Promotion”), & journal article posted online (Scarapicchia et al., 2015)*

Unit 1 Optional Quiz: October 2nd (in-class: first hour of class is lecture, then quiz)

Unit 2: Models & Theories for Health Promotion and Disease Prevention

(October 2 – 18; no classes the week of October 9th as it is the Fall Reading Week).

Readings: *Chapter 3 & 7*

Midterm Exam: October 23 (in-class) *NOTE: refer to posting on OWL to see where you are writing the exam – to ensure an exam is there for you, you MUST write in the room assigned.*

Unit 3: Health Promotion Program Planning

(October 25 – November 6)

Readings: *chapter 2, 4, 8 plus online article posted on OWL*

Unit 3 Optional Quiz: November 8 (no lecture will take place on this date)

‘Kindness as a Health Promotion Strategy’, in recognition of International Kindness Day (November 13th)

Unit 4: Implementing Health Promotion Programs

(November 15 - 27).

Readings: *chapter 9, 10, 11, 12*

Unit 5: Evaluating Health Promotion & Disease Prevention Programs

(November 29 – December 6)

Readings: *chapter 13 & 14*

~Class dates and topics subject to change at Instructor’s discretion~