Course Syllabus
Fall 2016 – 8W1

Course Title: Concepts of Health Promotion and Disease Prevention
Course Prefix/Number: HSC 3211
Credit Hours: 3
Instructor: Floyd Butz IV, MPH, RN, RDH
Email: butz.floyd@spcollege.edu
Phone: Off-Campus; Please email within MyCourses for phone
                           appointment
Office/Virtual Hours: Please email for Appointment
Instructor Web Page: http://web.spcollege.edu/instructors/id/butz.floyd

Program Administration

Dean, College of Health Sciences:	Rebecca Ludwig, PhD
Administrative Services Specialist:	Sandy Malkin
Administrative Services Specialist Phone:	727-341-3771
Office Location:	HEC 179
Course Mentor:	Teri Trede, PhD, MPH
Course Mentor Email:	trede.teri@spcollege.edu

Important Course Dates:
- Last day to drop with a full refund: August 19, 2016
- Last day to withdraw with a "W": September 15, 2016

Please save this Course Syllabus for future reference. You will be required to reference this syllabus during your final Capstone Experience.

Course Time Commitment: This BASHSA online course is organized into 8 weekly Modules and requires your *active* participation. Expect to spend about **8-12 hours** of time per week for **each** course.

Course Meeting Times: This is an online, eight (8) week course; this course is not self-paced. Module/weekly pages will generally open at least by Monday morning at 8 a.m. *Please check the course snapshot for complete details on beginning and ending dates of modules/weeks*. Due to its shortened timeframe Module/week 8 may have different open and close dates. As such, all dates are posted in the course snapshot and are non-negotiable.

August 2, 2016

Required Textbooks:
1. Edberg, M. (2015). *Essentials of health behavior: Social and behavioral theory in Public*

    Health (2nd ed). Burlington, MA: Jones and Bartlett Learning. ISBN:

    9781449698508.

Required Materials (Required for _all_ Students in This Course)
1. Health Services Administration Style Guide 2016 – 2017. Available in MyCourses.
   Enter your course then follow this path: Course Content > Resources > Course Resources
   > Style Guide. It is recommended that you download and save the Style Guide
   (Available as a PDF) for future reference.

Attendance: For this class, *active* **participation/attendance is defined** as logging into the
course *throughout* the week, participating in online discussion forums and completing and
submitting required assignments, quizzes & posting forums by the posted due dates *each* week of
the course. Thus, simply logging in does *not* constitute attendance. Please see the link to the
college syllabus addendum below for additional details.

Holidays: Because of the shortened nature of this course, holidays that occur during this course
are not considered days off. All due dates are posted in the course snapshot. Please plan ahead
for all religious and personal holidays so that your work is not considered late.

Assignments/Discussion Postings: Each week you will be required to complete assignments
and/or discussion postings.   The assignments may consist of a variety of activities as assigned in
the course and Snapshot. All weekly assignments are due by Sunday night at midnight EST or as
stated in the course snapshot. Discussion posts should be made throughout the week. ***All first
original discussion postings are due by Thursday night at midnight EST. All discussion
replies are due by Sunday at midnight EST.*** Please note that submitting all discussion post
replies late on Sunday night is not sufficient engagement in class discussions and will be graded
according all assignments must be submitted to the dropbox as an attachment.

Contacting the Instructor: The best way to contact me is via The Learning Management
System email within this course. If The Learning Management System is unavailable, please
contact me using your @live.spcollege.edu at the address above. You may expect a response
from me within 24-48 hours. Your **Live@edu** student email is the college's official way to
communicate with the college outside of your The Learning Management System courses.

Course Description:
Prerequisite: (HSA 3104 or HSA 4184 with a minimum grade of C and Admission to Health
Services Administration BAS) OR (DEH 3813 with a minimum grade of C and Admission
to Dental Hygiene BAS). This course is designed to develop student's knowledge and theoretical
insight into the historical and contemporary developments, trends, fundamental concepts and
strategies in Health Promotion practice and its role at local, national and international levels.
Students will explore the most common theories from behavioral and social sciences that address
individual motivations and obstacles to positive health behavior or behavior change, as well as

social-based, organization-based and eco-social theories, including the Health Belief Model, the Theory of Planned Behavior, the Transtheoretical Model, Social Support Theory, Social Learning Theory, and Diffusion of Innovations. 47 contact hours per week or equivalent.

Major Learning Outcomes:
1. The student will develop an understanding of the links between health and behavior by:

   a. describing the relationship between health behavior and general behavior.

   b. distinguishing between behaviors that foster and those that hinder health.

   c. identifying and describing multiple influences on health behavior.

   d. analyzing the importance of identifying key health and behavior determinants in the promotion of health and wellness.

2. The student will explain basic theories of human behavior change commonly applied to health promotion, including individual, interpersonal, and community level theories by:

   a. comparing, and contrasting the elements of the following behavior change theories or models, Ecological Model, Social Cognitive Theory, Health Belief Model, Theory of Reasoned Action/Planned Behavior, Transtheoretical Model, Diffusion of Innovations, Social Marketing, and Communication Theory.

   b. discussing the application of theories in understanding determinants of health behaviors.

   c. analyzing the theories that can be applied to the design of health interventions.

   d. discussing the importance of using multidisciplinary theoretical approaches to health promotion.

   e. discussing the application of behavior theories to high risk and special populations.

3. The student will develop an understanding of health promotion and prevention strategies relative to healthy lifestyle choices by:

   a. discussing the purpose and potential of health promotion programming, and describing how health promotion can be used to improve the health of individuals, groups, families and communities.

   b. identifying the key features and values that define and shape health promotion practice.

   c. identifying community resources for health promotion and disease prevention.

   d. discussing the role of settings in health promotion practice.

e.   identifying and discussing barriers and political, social, and ethical issues associated with implementation of health promotion programs and interventions.

f.   discussing the principles of program evaluation of health promotion campaigns/programs.

4. The student will explain current health promotion planning methods and understand how to translate health promotion theory and concepts into practice by:

a.   discussing how health promotion programs/campaigns are created.

b.   analyzing the PRECEDE-PROCEED planning framework.

c.   discussing the Risk and Protective Factors approach.

d.   discussing and understanding the importance of empowerment.

e.   discussing the importance of culture when planning health promotion campaigns and interventions.

5. The student will develop a basic understanding of evaluation methods utilized in health promotion programs by:

a.   describing the importance of evaluation of health promotion programming.

b.   describing the link between evaluation and theory.

c.   identifying three types of evaluation models used to determine health promotion effectiveness.

6. The student will discuss future trends in the field of health promotion by:

a.   describing Healthy People 2020 and the leading health indicators and the role they play in health promotion programming.

b.   discussing the value of the national objectives.

c.   identifying the key agencies of the Department of Health and Human Services that deal with disease prevention and health promotion.

Criteria Performance Standard:
Upon successful completion of this course the student will, with a minimum of 70% accuracy, demonstrate mastery of each of the above stated objectives through classroom measures developed by individual course instructor.

Academic Integrity: All academic work submitted to satisfy course requirements is expected to be the student's OWN work. Cheating and plagiarism will not be tolerated. Please remember that plagiarism is not restricted to copying someone else's work, but also includes paraphrasing another's work without proper attribution. ***This includes "cutting and pasting" from Internet sources and the use of photos, figures, tables or clip art that is not classified as free ware.*** Academic dishonesty and plagiarism are serious matters in academia. Please see **SPC's Academic Honesty page**, to learn more about how to avoid them: http://www.spcollege.edu/academichonesty

- The College of Health Sciences follows a progressive discipline procedure with regard to academic honesty violations. Sanctions may range from a point deduction on an assignment to expulsion from St. Petersburg College, and are determined based on the severity of the offense. All instances of plagiarism, whether suspected intentional or unintentional, will be forwarded to the Dean's Office for the College of Health Sciences.

Resubmission of Work: All work that is submitted for grading in an HSA course must be original to that course attempt. When a student attempts an HSA course for a second or third time no previously submitted assignments, discussion forums, or quizzes may be submitted for grading. If work is resubmitted in a subsequent attempt at a course, this is considered self-plagiarism and is as serious as other forms of plagiarism. All forms of plagiarism will be reported to the Dean's Office.

Health Services Administration Program/Course Policy Regarding Quoted Material

In this course and the HSA program we expect students to demonstrate the ability to *integrate critical thought with a synthesis of the reading* they do for assignments. This means that we want you to use *your own words* to communicate facts as well as your knowledge, thoughts, reactions, and reflections. We do NOT want students to simply cut and paste quoted material into their work, even with proper citation. Any text taken directly from another source is not considered the student's work; it is a compilation of the words of others, and students will not receive a grade for the quoted material.

- Students are expected to understand and demonstrate appropriate paraphrasing, citations and references. (See the HSA Style Guide or Library Website)
- ***Quoted material should not be used***. Use of quoted material, or work that has not been properly paraphrased, cited or referenced will result in point loss.

Health Services Administration Department Late Policy – Please Read Carefully

A. **Late Assignments** (Examples: Papers, PowerPoints, Projects, Worksheets, etc.):
- Assignments submitted within 24 hours of due date - worth 50% of their graded value (grade achieved, minus 50%).

- Failure to submit any assignment within 24 hours of the due date will result in a zero for the assignment. All due dates are listed in the Course Snapshot. No assignments will be accepted 24 hours beyond the due date.
- **Late course work from Module 7 and Module 8 will NOT be accepted past their stated due dates in the Course Snapshot.**

B. **Late policy for Quizzes and Discussion Forums**:
- Quizzes may not be made up; the due date is in Course Snapshot.
- Discussion postings made after the midnight Sunday deadline for any module will not receive credit and cannot be made up.

Course Grading:

Letter Grade	Points Range
A	202 – 225
B	180 – 201
C	157 – 179
D	135 – 156
F	< 134

Important Information to Remember: Faculty and students are responsible for maintaining a positive learning environment. As a future health care professional, it is your responsibility to conduct yourself in a professional manner. Individuals that demonstrate professionalism are consistent in their values, attitudes, and behaviors.

Student Survey of Instruction: The student survey of instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. Students are expected to complete the survey in each course. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

Internet Caution: This course requires the use the Internet for some assignments and activities. Please note that other Internet users may be able to access students' works whether the access is secured or unsecured. The College cannot protect against the type of materials on the Internet, piracy of students' materials or assure the privacy of materials.

Student Resources

Learning Resource Specialist: A Learning Resource Specialist is available to any student who desires help and direction with writing skills. This includes students who live away from the St. Petersburg area. This service is provided at no cost and is administered through the New Initiative Program (NIP). Students can call the NIP Center for further information at 727-341-3724. Please provide the name of your instructor as well as the course you are taking. While

these services are provided to you by the college, the responsibility to contact the learning resource specialist lies with the student. Have your assignment completed and ready for the learning resource specialist by **Thursday at 5PM** of the week in which the assignment is due. It is not the responsibility of the learning resource specialists to correct your work and return for your submission, but rather, to help you improve your writing skills and critical thinking abilities. The current learning resource specialists for the HSA program are:

- Leo Johnson: johnson.leo@spcollege.edu
- Suraj Wagh: Wagh.Suraj@spcollege.edu
- Lindsay Curry: Curry.Lindsay@spcollege.edu

Computer Assistance: If you experience problems accessing the course online, accessing materials, posting assignments or any other hardware or software issues, please contact the "HELPDESK" at 727-341-4357 or email onlinehelp@spcollege.edu. The HELPDESK is staffed daily from 7:00 a.m. to midnight.

Computer Issues: Personal computer issues can happen from time to time. It is your responsibility to contact your instructor immediately should a problem arise. Computer issues will not extend the due date for assignments, discussions, or quizzes

Online Library: To logon to the Online Library through the SPC homepage, use your Student ID number and the last 4 numbers of your Social Security Number.

- For library help you may contact the Health Education Center library for assistance. The library staff can provide you with immediate assistance during the hours they are open.
- Joshua Brown, brown.josh@spcollege.edu. (724) 341-3657
- Check here for the library's hours and location: http://www.spcollege.edu/libraries/#tab=6

Accommodations: This course is designed to be welcoming to, accessible to, and usable by everyone, including students who are English-language learners, have a variety of learning styles, have disabilities, or are new to online learning. Be sure to let me know immediately if you encounter a required element or resource in the course that is not accessible to you. Also, let me know of changes I can make to the course so that it is more welcoming to, accessible to, or usable by students who take this course in the future.

If you have documentation of a disability or feel you may have a disability:

St. Petersburg College is committed to providing quality education and services to all students who study here. Our focus is your success. To help you achieve that, Accessibility Services works with students, faculty and staff to provide accommodations that ensure equal access for all students. Students registered with AS, who are requesting accommodations, are encouraged to contact their instructor by the first week of the semester. Students who have, or think they may have, a disability (e.g. learning disability, ADD/ADHD, psychiatric, medical/orthopedic, vision, and/or hearing), are invited to contact the Accessibility Coordinator (AC) that serves your

campus for a confidential discussion. To find your AC for your specific campus, please go to the college-wide Accessibility Services website: https://www.spcollege.edu/accessibility

Please note: All materials provided via The Learning Management System are copyrighted, unless explicitly indicated otherwise. As such, materials are for personal, educational use only during the course of this semester and may not be reproduced or distributed.

Instructional Continuity Plan: In the event of a natural disaster that affects the function of the college, this online course will continue as normal.

Important Links

Please see your MyCourses homepage (http://mycourses.spcollege.edu) to access important college resources/links.

Syllabus Addendum: http://www.spcollege.edu/webcentral/policies.htm

Financial Aid Information: http://www.spcollege.edu/pages/dynamic.aspx?id=800

Incomplete Grade Information: Please visit and scroll to the bottom of the page http://www.spcollege.edu/catalog_academics/

Students are responsible for all information in the course syllabus. Please print this syllabus and have available for your ease of reference. The syllabus will be available during all modules and is referenced in the Syllabus Module on the course homepage.

HSC 3211		
Concepts of Health Promotion and Disease Prevention		
Module Topic Open/Close Dates	Discussion Posting Forums (points)	Assignments (points)/Readings
Module 1 On Health & Behavior August 15, 2016 – August 21, 2016	Course Introductions (0) Discussion 1 (5) Discussion 2 (5)	1. Review Syllabus, Snapshot, and Course Materials 2. See Assignment Readings in MyCourses (Course Content Link).
Module 2 Multidisciplinary Survey of Theories Related to Health Behavior and Health Promotion August 22, 2016 – August 28, 2016	Discussion Forum 1 (5) Discussion Forum 2 (5)	1. See Assignment Readings in MyCourses (Course Content Link). 2. Brief Paper (20)
Module 3 Social, Cultural, and Environmental Theories August 29, 2016 – September 4, 2016	Discussion Forum 1 (5) Discussion Forum 2 (5)	1. See Assignment Readings in MyCourses (Course Content Link). 2. Groups Assigned 3. Announcement of Theory Assignment
Module 4 Ecological Perspectives and Health Promotion September 5, 2016 – September 11, 2016	Discussion (5)	1. See Assignment Readings in MyCourses (Course Content Link). 2. Application of Theory Paper (30) 3. Quiz Chapters 1-8 (20)
Module 5 Putting Theory into Practice Communities, Schools, Worksites and Communication Campaigns September 12, 2016 – September 18, 2016	Discussion (5)	1. See Assignment Readings in MyCourses (Course Content Link). 2. Letter to Editor (20)
Module 6 Application of Theory Global and High Risk Populations September 19, 2016 – September 25, 2016	Discussion (5)	1. See Assignment Readings in MyCourses (Course Content Link). 2. Annotated Bibliography (20)

Module 7 Evaluation: How Does it Relate to Theory? September 26, 2016 – October 2, 2016 *Check Week 8 Closing Dates – Week 8 is Short *	Discussion (5)	1. See Assignment Readings in MyCourses (Course Content Link). 2. Group Assignment Due (30) 3. Peer Review (0)
Module 8 Future Trends in Health Promotion and Disease Prevention September 30, 2016 – October 5, 2016 *Short Week – Check Closing Dates*	Discussion Forum 1 (5) Group Presentation Forum (5)	1. See Assignment Readings in MyCourses (Course Content Link). 2. Quiz Chapters 9-15, Module 8 (25)
Total Points 225	60	165

Important Course Dates:
- Last day to drop with a full refund: August 19, 2016
- Last day to withdraw with a "W":   September 15, 2016

Important Course Information:
- All module assignments are due by Sunday night at midnight EST or as stated in the course snapshot.
- All first original discussion postings are due by Thursday night at midnight EST. All discussion replies are due by Sunday at midnight EST.