

DEPARTMENT OF HEALTH AND COMMUNITY SERVICES (HCSV)**HSCV 369: HEALTH EDUCATION AND COMMUNICATION****FALL 2009****MONDAY AND WEDNESDAY | 2:00 – 3:50 PM****BUTTE HALL 205**

Instructor	Bow Lee, M.P.H.	
Office Hours	Butte Hall 614 Wednesday: 12:30-2:00pm, or by appointment	
Mobile Phone/Text	530-354-1404	
Phone	530-898-6019	530-898-5756 (SCNAC)
Email	blee@csuchico.edu	
Department Chair	Dr. Mary Portis, Butte 607A	
HCSV Office	Butte, 607, 898-6661	

Welcome to HCSV 369: Health Education and Communication! Please take some time to read over this syllabus as it will explain some main requirements associated with this course. You will be introduced to theory, curriculum, lesson/activity planning, media, resources and publicity for use in health promotions and program planning activities for school and community settings. This hands-on course will help build your skills to inform, influence, motivate and improve the health of our community.

TEXTBOOK

McKenzie, James, Neiger, Brad, and Tachkeray, Rosemary. (2009). *Planning, implementing, & evaluating health promotion programs*. San Francisco: Pearson Benjamin Cummings. ISBN-10: 0-3214-9511-x.

GOAL

All class members will be prepared to assess, plan, develop, implement and evaluate effective health education promotion and program tailored to meet the needs of the targeted community.

OBJECTIVES

After completing this course, the student will be able to:

- A. Assess the needs and appropriateness of the targeted community to plan effective health education programs and promotions
 - a. Use primary and secondary assessment to help develop health education lessons and promotions
- B. Plan effective and cultural appropriate health education programs and promotions
 - a. Select constructs from health behavior(s) to help generate valid information, explore options and freely design a program/promotion
 - b. Support open communication and collaboration among peers and community partners
 - c. Write health education goals and objectives
 - d. Plan a service learning opportunity
- C. Implement health education programs and promotions

- a. Deliver health education programs/promotion to school and community settings
- D. Evaluate health education and promotion programs
 - a. Develop evaluation tools/skills to determine effectiveness of program/promotion
- E. Communicate health and health education needs, concerns and resources
- F. Act as a resource person in health education
 - a. Obtain skills to effectively design health programs

CONTENT

- A. Foundations of health education and health theories
- B. Health Literacy
- C. Communicating to inform and persuade
- D. Translating Public Health Data
- E. Written and oral communication

GRADING

	Total points	Your Score
Health Promotion Booth	250	
Health Education Program (L.I.F.E)	350	

Grading Factors include attendance participation, group cohesiveness, and evaluation from peers and instructor.

STUDENT PERFORMANCE EVALUATION

GROUP ASSIGNMENTS

Health Promotion Booth

Your group member will prepare a health education station tailored to meet the needs of the Hmong Community in Butte County. Each group will plan one educational station at a community event hosted by Leaders for a Lifetime. Your grade for this project is based on your content/education, attractiveness of your station, how you interact/communicate with the targeted audience, and creativity.

Health Education Program

Together we you will plan, develop, implement and evaluate a health education program for a school site. You will gain experience and practice using all of the main skills to conduct effective health activities. You will create the following:

Needs Assessment/Literature Review: includes primary or secondary data (at local, state and federal levels) that you will analyze to help tailored your health education program.

Develop Activities: effectively developing activities (with goals and objectives) that can be easily implemented

Implementation: deliver health education activities and/or materials at the program site

Program Evaluation: evaluate the effectiveness of the program via assessment, planning, development and implementation

Group Cohesiveness

Based on an evaluation by me and your group members you will be graded on how well you work with your group. Important attributes in this task includes problem solving, management, communication, reliability, work ethics, etc.

INDIVIDUAL TASKS

Attendance

You will discover that health education programs and promotions can only be successful when you are in a team. Your contributions will direct the outcome of your individual and your group's performance. You are responsible to attend class regularly and participate inside and outside of the classroom. Attendance is expected.

Project/End of the Semester Evaluation (a whole page)

Individually, please answer the following questions and submit them accordingly.

1. What did you like about the event/project? Name at least two.
2. What were some challenges? Name at least two.
3. Give at least two examples that you would you do differently next time in this class.
4. Other comments.

COMMUNITY OUTREACH PROGRAMS

Participation

Please be certain to plan your personal schedule around the two following events. They are mandatory events.

1. Saturday, Sept 26, 2009

Hmong Festival Health Fair
Silver Dollar Fairgrounds
2357 Fair Street
Chico, CA 95928

2. Monday-Friday Nov 30-Dec 4 (one of these days within the week-specific dates are TBD)

Pleasant Valley High School
ELD Class, 2nd and 5th period class
Teacher: Mrs. Ellen M. Hamilton

CLASSROOM ETIQUETTE

Please be respectful and open minded. Value each other as resources via our differences. Each of us brings a gift to the classroom due to our opinions, heritage, history and experience. Try to avoid coming in late and leaving early. Please turn off your cell phone, iPod, mp3 player, etc so you will not disrupt the class.

ACADEMIC HONESTY

You are expected to be honest and that the projects/materials you submitted were created by you and your group. By registering in this course, you have agreed to CSU Academic Honesty Guidelines and violation of the guidelines will result in you being reported to Academic Affairs.

EXTRA CREDIT

The may be extra credit offered throughout the semester. It will be announced in class.