

Health Education Planning, Theory and Practice (HCSV 471-01) #1519
Course Syllabus – Fall 2009
12:30-1:45; Lang. 302

Instructor: Mary Portis, DrPH

Office: Butte 607A

Office Hours: Tuesday 10-12; Thursday 9:00-12:00; and a lot of other hours

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Text: Web reading assignments; The campus book in common: Lopez, S. *The Soloist: A Lost Dream, An Unlikely Friendship and the Redemptive Power of Music.*

Course Description: Examines theory and methods to facilitate individual and group behavior change to promote health and reduce risks of premature morbidity and mortality. Concepts in the behavioral sciences affecting health behavior, motivation, decision –making, and risk-taking are explored. Students will develop program planning and evaluation skills.

Certified Health Education Specialist (CHES) Responsibilities practiced in the course:

1. Assess individual and community needs for health education.
2. Plan effective health education programs.
3. Implement health education programs.
4. Interpret concepts, purposes, and theories in health education.

Specific Course Objectives:

- Analyze the multiple factors, transactions and interactions that influence adoption or decisions for health behavior.
- Analyze theories used in the field of health education to compile a professional set of behavior change tools.
- Describe the reasoning behind behavioral change theories.
- Apply behavioral change theories to health education problems, populations and programs.
- Design and implement a community health behavior intervention.
- Design and implement an individual health behavior intervention.

Course Design: In this course we will learn about theories by applying them to various types of programs. Since programming takes time we will be involved in more than one project at a time. All the projects are designed to provide practice in program planning and theory implementation resulting in new and better professional skills for you. There is much to learn from experts in the field but true success in the class requires your conceptual thinking, creativity and risk taking. All of the class products can and should be included in your professional portfolio.

Course Schedule

Week 1

Tuesday, August 25 Course Overview, Introduction to Health Education Theories and Program Planning, Student Profiles

Thursday, August 27 Course Requirements and Group Formation, detailed directions for semester Social Marketing & Viral Marketing project focusing on reduction of hunger and homelessness

Week 2	
Tuesday, Sept. 1	Principles of Social Marketing;
Thursday, Sept. 3	Principles of Viral Marketing;
Week 3	
Tuesday, Sept. 8	Furlough Day – no class
Thursday, Sept. 10	Diffusion Theory
Week 4 (Implementation of Need Assessment for Food Bank during the week – 3:30-5:00p.m.)	
Tuesday Sept. 15	Directions for community intervention program; principles of program planning; identification of target topics; group work
Thursday, Sept. 17	Collaboration with community agencies, meeting identified needs, writing the program plan; group work
Week 5	
Tuesday, Sept. 22	Furlough Day – No class
Thursday, Sept. 24	Group presentation of community intervention , finalizing plan; working with the public; trouble shooting
Week 6	
Tuesday, Sept. 29	Written intervention plan due ; Models of Individual Behavior Change
Wednesday Sept. 30	COMMUNITY INTERVENTION with Chico Fire Dept., 3:00 – 7:30 p.m.
Thursday, Oct. 1	Evaluation of community intervention; plan forward, Models of Individual Behavior Change continued
Week 7	
Tuesday, Oct. 6	Stress and Coping Theories; Learned Helplessness
Thursday, Oct. 8	Stress and Coping continued
Week 8	
Tuesday, Oct. 13	Transtheoretical model
Thursday, Oct. 15	Furlough Day – No class
Week 9	
Tuesday, Oct. 20	Social Support Theories and Support Groups
Thursday, Oct. 22	Empowerment; Locus of Control
Week 10	
Tuesday, Oct. 27	Social Cognitive Theory
Thursday, Oct. 29	Social Cognitive Theory
Week 11	
Tuesday, Nov. 3	Social/Viral Marketing Project Due
Thursday, Nov. 5	Theory of Planned Behavior
Week 12	
Tuesday, Nov. 10	Writing goals & objectives (process, product & outcome)
Thursday, Nov. 12	Putting it all together – theory-based program planning
Week 13	
Tuesday, Nov. 17	Community Organization
Thursday, Nov. 19	Community Organization

FALL BREAK- Monday Nov. 23-Friday, Nov. 27

Week 14

Tuesday, Dec. 1 Building a Professional Theory Tool Box; Ethics
Thursday, Dec. 3 Theory-Based Program Plan Presentations

Week 15

Tuesday, Dec. 8 Theory-Based Program Plan Presentations
Thursday, Dec. 10 Theory-Based Program Plan Presentations

Final Exam: Tuesday, December 15; 2:00-3:35p.m.

Course Requirements and Points

Theory-based Health Behavior Program Plan	100
Quizzes	100
Community Intervention and Reflection	40
Attendance, Participation; in class writing	30-50
Social Marketing/Viral Marketing Media Project	100

Grades are assigned on a straight scale from the highest point total obtained by a student during the class.

Important Due Dates:

Thursday, Sept. 24 – Group presentation of community intervention

Tuesday, Sept 29 – Written program plan for community intervention due

Wednesday, Sept. 30 – Community Intervention – 3:00-7:30 p.m.

Tuesday, Nov. 3 – Viral Marketing Project (several small assignments that are steps toward the final product will be due prior to this date – details in class)

Dec. 3-Dec. 10 – Group Presentations of Theory-Based Program Plan

Guidelines:

Be on time for class.

If you need to miss class, call or e-mail your absence.

All assignments are due at the beginning of class. Late assignments lose one grade for each day late. An assignment handed in at the end of class is considered one day late.

Be present and focused during class. Do not use a laptop. If you have a disability that requires laptop use during class bring in notification from Disabled Student Services.

Learn a lot.