



## SYLLABUS: HLTH 5360 (Fall 2017)

### Course Information

Course:	HLTH 5360 – Communication Theory and Practice for Health Educators
Term:	Fall 2017
Meeting time:	Online
Instructor:	Daphne S Fulton, DrPH
Telephone number:	936-294-2668
Email address:	<a href="mailto:dsfulton@shsu.edu">dsfulton@shsu.edu</a>
Office hours:	Thursday 9 – 11 and by appointment
Office location:	CHHS Rm 452G

### Course Description

A laboratory experience built around research on motivational concepts as they influence changes, perception, attitudes, values and behavior. Diffusion patterns, group discussion and decision making, and interviewing techniques will be covered. Attention will be given to the selection, use, and evaluation of media, materials, visual aids, press, radio, mass media, etc. Credit 3.

**RATIONALE:** The effective health educator has to be able to facilitate, motivate, persuade and negotiate. All of these skills require effective modes of communication. The goal of this class is to give information to audiences in a variety of settings in addition to learning to do so in a comfortable and confident manner. It is also the goal of this course to assist students in the acquisition of hands-on experience applying some of these modalities. In addition, students will learn and define the meaning of Health Literacy as well as understanding the importance of this subject regarding health communications.

### Textbook and/or Resource Material

Text/Readings: *The Spirit Catches You and You Fall Down* by Anne Fadiman. Published by Farrar, Straus, and Giroux. New York.  
*Bed Number 10* by Sue Baier and Mary Zimmeth Schomaker.  
CRC Press, LLC, Boca Raton, Florida. ISBN-13:978-0849342707

*Public Health Communication: Critical Tools and Strategies* by Parvanta, Nelson, Parvanta, and Harner. Published by Jones and Bartlett Learning. *Publication Manual of the American Psychological Association*, 6<sup>th</sup> Edition. ISBN-13: 978-1433805615.

## Course Objectives

<b>Course Objectives</b>
<i>By the end of this course, you should be able to:</i>
<i>Describe the need for effective communication</i>
<i>Design and produce health education print materials</i>
<i>Identify modalities for communication</i>
<i>Describe the interconnected communicative complexities related to health, health care, wellbeing and health literacy</i>
<i>Describe the need for ethical practices in health communications and professionalism</i>
<i>Define Health Literacy and discuss and design strategies to deal with low health literacy</i>

## Course Topics, Readings, Assignments and Dates

Units	Week	Topic	Other Content and Assignments
Unit 1	Aug 23	Syllabus and Personal Introduction Parvanta Chapter 1	
	Aug 28	Parvanta Chapter 2	
	Sept 4	Parvanta Chapter 3	
	Sept 11	Parvanta Chapter 4 and Cultural Issues	<i>The Spirit Catches You and You Fall Down</i> book report due and Abstract Due
Unit 2	Sept 18	Ethics & Chapter 5	
	Sept 25	Parvanta Chapter 6	Instagram Project Due
	Oct 2	Parvanta Chapter 7 and Health Literacy	
	Oct 9	Parvanta Chapter 8	Abstract Due
Unit 3	Oct 16	Parvanta Chapter 9	
	Oct 23	Parvanta Chapter 10 and Using Emotional Appeals	<i>Bed Number 10</i> book report due
	Oct 30	Parvanta Chapter 11	
	Nov 6	Parvanta Chapter 12 and Social Marketing	Abstract Due
Unit 4	Nov 13	Parvanta Chapter 13 and Motivational Interviewing	Newsletter Due

	Nov 20	Parvanta Chapter 14	Thanksgiving
	Nov 27	Parvanta Chapter 15	Abstract Due
	Dec 4	Final Presentations Due	

## Grading

Newsletter	20 Pts	<i>A = 121.5-135</i>
Final Presentation	10 Pts	<i>B = 108-121.4</i>
Instagram Project	4 Pts	<i>C = 94.5-107</i>
Abstracts	20 Pts	<i>F = &lt;94.5</i>
Student Questionnaire	5 Pts	
Student Discussion and other assignments	20 Pts	
Book Reports	20 Pts	
Term Paper	20 Pts	
Chapter Summaries	16 Pts	

Total

**The Class is divided into 4 units. The due dates for the units are below**

Unit 1 is due on September 15 at 11:59 PM

Unit 2 is due on October 13 at 11:59 PM

Unit 3 is due on November 10 at 11:59 PM

Unit 4 is due on December December 3 at 11:59 PM

## CHAPTER REVIEWS

You will write a chapter review for each chapter you read in the book. You will use the template given on the Chapter Review Link. **Chapter reviews are due when the unit is due.**

## NEWSLETTER

The newsletter is a major part of your grade and you are to select an organization for which to write the newsletter. It must be 4 pages in length with multiple articles (short paragraphs) written about certain related health topics on each page. You can use a template or you can create your own in Word (that is what I do). Please get my approval for the topic for your newsletter before you start working on it. The newsletter must be "copy" ready when you submit it. **You must submit a hard copy to the instructor by November 13 at 11:59 PM. If you must submit it via Blackboard, make sure that it is formatted like you want it to be. After you submit it, open it up and make sure it is formatted like you want it to be.** Often, when uploading to Blackboard, Word or Publisher will change formatting. You can submit a pdf if necessary but it has to be something the instructor can open and I will grade it according to how it looks when I open it. To avoid problems related to newsletter completion (including technical problems) do not procrastinate the completion of assignments until the last minute. If a problem

does arise, you must notify me no later than five days **before** the due date for that assignment. You may use any **relevant accurate** media when preparing this newsletter. After the due date is passed, I will not accept any late assignments for any reason so do not ask. There are different templates online on how to create a newsletter. Be sure to take into account the audience, its level of health literacy, and what is relevant to that audience.

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## FINAL PRESENTATION

The final presentation will be a presentation over any health related topic. This is to be a professional presentation (dress appropriately if you film it) and your audience will be some type of board of directors. The time limit is 7 minutes and you are to narrate your presentation in Power Point. This is to be a professional presentation to a group such as a board of directors over a particular health topic to either persuade them to adopt a program, change behaviors, or provide something new for their employees, students, etc. This is **due by December 4 at 11:59 PM**.

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## ABSTRACTS

An abstract is a condensed version of a journal article. You will submit one abstract for each unit. The article should address one of the topics covered in that unit. Articles should come from **professional peer reviewed journals** (2010 or later). If you do not know what a peer reviewed journal is then contact the embedded librarian. The abstracts should be one typed page and should be referenced in APA style. A visit to the Graduate Writing Center at the Woodlands campus may be helpful. Summarize the content of the article and then provide a separate personal reaction/critique/perspective. **A Microsoft word copy of the document must be submitted by the due dates for each unit discussion on Blackboard** in order to receive credit. Late submissions will not be graded. If there is no APA reference, this assignment will not be graded.

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## INSTAGRAM PROJECT

Each student will develop a 3 picture Instagram “mini” health campaign or message. You must choose an audience, create 3 images for Instagram, and write a brief paragraph about each picture explaining why you chose these pictures and what you expect to accomplish by using them. This must be submitted in Word format using the APA essay style. If you use images already produced on the Internet, you **MUST** get permission from the copyright to use them and **MUST** submit proof of permission along with referencing the website where you obtained them. **This is due September 25 at 11:59 PM via Blackboard.**

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## DISCUSSION BOARDS:

Each student will participate in regular discussion boards. For each unit, I will post one or two questions for discussion. You will need to answer by replying (approximately one paragraph) directly to each question by the deadline that I post for each discussion. You will also need to respond to three of

your classmate's answers by the posted deadline. Your response may be to agree or disagree, share your opinion, encourage them, add to their comments, or provide any other appropriate feedback to them. Provide your honest opinion and provide some logical explanation for that opinion. Don't hesitate to disagree with someone and don't be offended if someone disagrees with you. Your discussions and replies should be well thought out and should be longer than two sentences. **Discussion boards are due when that Unit is due.**

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## **TERM PAPER/LITERATURE REVIEW**

Write a 1,500 – 2,500 word paper over any subject in health communication. Think about your topic and ask a research question about it. Your paper should be literature review that can answer the question you asked. You must get instructor approval before submitting it. It must be written in Microsoft Word, APA format with APA referencing and will be submitted via Blackboard. To answer your questions before you ask it, yes you need a cover sheet and yes you need to write an abstract covering your paper. This is **due November 20 at 11:59 PM**. If you need help, go to the Graduate Writing Center at the Woodlands SHSU Campus.

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## **BOOK REVIEWS**

You have two extra books to read in this class and we will discuss them on Blackboard. You are to write a book review on each book. Create your own evaluation form which includes the criterion you feel are important to use in judging the quality of the book. Complete the evaluation form that you have created and write a summary critique of no more than two pages. *The Spirit Catches You and You Fall Down* is **due September 11 at 11:59 PM**. *Bed Number 10* book report **due October 23, at 11:59 PM**.

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## **CHAPTER SUMMARIES**

You are to fill out a template summarizing each chapter of the book. These are due when the units are due. The template is located under each Unit tab. That is where you are to submit your chapter summaries.

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## **STUDENT QUESTIONNAIRE**

The student questionnaire lets me know who is in the class so I can best meet your needs. It is not necessary to answer the questions in complete sentences. **This is due August 28 at 11:59 PM.**

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## **COURSE ASSIGNMENT CRITERIA**

Every aspect of the course is open for you to complete sometime before the assignments due dates. Except for the Newsletter, all assignments to be submitted via Blackboard by 11:59 PM on the specified dates. **No late assignments will be accepted.** All assignments will be submitted via Blackboard under the Assignments Module. Each page of the assignment must have the students name in the upper left hand corner and unless stated otherwise, they must be in Microsoft Word using 12 point font (either Arial, Calibri, or Times New Roman). Term papers and paragraphs must be written in APA essay format. This includes font size, margins, line spacing and referencing. No other formats will be accepted.

If you think you might get sick, or might have a family emergency or family member get sick, or might have car problems, or might have forgetfulness, or might be in court, or might have to see the dentist, or might have your recital that week, or might have printer problems, or might have to take your pet to the vet, or might your Wi-Fi might be down, or might have an electrical storm destroy the contents of your hard drive with your paper on it, or your dog may eat your homework, or you might break up with your significant other, or you might sleep through your alarm, then....turn it in early. I will take your project any time during the semester *before* it is due. Late assignments will only be accepted with prior approval of the instructor **even if** the student is absent that day from class.

No Extra Credit will be given for this class. If an assignment seems unclear, it is YOUR responsibility to talk to the instructor early. Do not wait until the last minute to contact the instructor. Questions about the assignment will NOT be accepted on the due date.

This is a graduate level course and I expect graduate level work on every project including discussions. As an instructor, I can determine your level of understanding of the material that you covered by the type of work you submit and the discussions in which you participate. Please take time to critically assess all work before you submit it. I grade grammar, spelling, and format.

If you desire academic accommodation for a documented disability, contact the instructor ASAP so arrangement can be made.

*Plagiarism* is a big word that simply means using someone else's work or writing without giving credit. If you copy a paragraph, sentence or even phrase from someone else's work, you must place quotes around what you have copied and cite the author. If you borrow an idea from someone else, but don't quote them exactly, you don't need to add the quotes, but you still must cite the author. When citing an author, use the APA style. If you are working on an assignment that requires all your own work (or an exam), you should not be citing other authors anyway. All work will be submitted via Blackboard using a program that searches the Internet for plagiarism and reports on this to the instructor. If you copy 1 line from an Internet site, it will find it and report it as plagiarism if it is not cited correctly. This is your warning; if you borrow without giving credit you will get zero points for the assignment, fail the class, or be referred to the dean for academic dishonesty.

## **Sam Houston State University Policies**

### **Attendance and Make-up Policies**

The University views class attendance as the responsibility of an individual student. Attendance is essential to complete the course successfully. University rules related to excused and unexcused absences are located on-line at [SHSU Attendance Policy](#).

You will be graded during each one of the course sessions. For these reason, it is imperative you keep up with Blackboard assignments and discussions.

#### **STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

### **Other Pertinent Course Information**

#### **CLASSROOM RULES OF CONDUCT**

Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Cellular telephones, iPODS, and pagers must be turned off before class begins. Students who use their cell phone during class for ANY reason will be asked to leave that class and will receive an absence for that day. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking at inappropriate times, wearing inappropriate clothing or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in a directive to leave class. Students who are especially disruptive also may be reported to the Dean of Students for disciplinary action in accordance with university policy. Baseball caps/hoodies and sunglasses are not to be worn during class. The only exception is for religious beliefs and you must get approval. Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class, must apply to do so through the Registrar's Office.

Every effort will be made to ensure that Power Point lectures, files, notes, and assignments are available online in a timely manner. Written assignments will be delivered thru the Blackboard course website. Handouts, changes in assignments or the schedule of class modules will be announced on the Blackboard course webpage. Email contact will be initiated with all students the first week of class. If you do not have access to your assigned SHSU email account, it is your responsibility to make the instructor aware of that fact so that other arrangements may be made. You are expected to use SHSU email address for all official correspondence.

### Blackboard Statement

This course will be supported via Blackboard, your online learning community, where you will interact with your classmates and with me. Within the course Blackboard site you will access the learning materials, tutorials, and syllabus; discuss issues; submit assignments; email other students and the instructor; participate in online activities; and display and submit your projects.

In order to access the course material you will need to go to <https://shsu.blackboard.com> or look for Campus Tools on the top of the University's homepage. **Please do not contact your instructor with technical problems.** If you are having a technical problem with the course, review the support resources at <http://distance.shsu.edu/tech-support/>. You will need to possess the required computing technology to be successful in an online course. **Important!!!** Save your work as you go along. Nothing is more discouraging than to lose an assignment due to a computer hang ups! You may want to also make hard copies of your work to have "proof" and save yourself time and trouble!

### Grade Appeal

If you have a grade you want to appeal. You can find the Academic Policy 900823 Here. <http://www.shsu.edu/dotAsset/0bb1346f-b8d6-4486-9290-dba24123d0d8.pdf>

### Plagiarism

Plagiarism is the leading form of academic dishonesty that the Department of Health Services and Promotion has to address. As a HSP student, you are responsible for knowing what plagiarism is and how to avoid it.

### Population Health Mission

The mission of the Department of Population Health is to foster student-centered learning for early and advanced health professionals; to conduct applied, evidence-based research in



population health; and to improve health and wellbeing through community engagement at the local and global levels.

### **Americans with Disabilities Act (ADA)**

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. Students with disabilities that may affect adversely their work in this class should register with the SHSU Counseling Center and talk with their University supervisor and classroom mentor teachers about how they can help. All disclosures of disabilities will be kept strictly confidential. NOTE: no accommodation can be made until registration with the Counseling Center is complete.

### **STUDENTS WITH DISABILITIES POLICY**

It is the policy of Sam Houston State University that no otherwise qualified individual with disabilities shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Students with disabilities may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720

### **Academic Integrity**

According to the administration's guidelines: "All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials."

"Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Cellular telephones and pagers must be turned off before class begins. Students are prohibited from eating in class, [chewing gum], using tobacco products, making offensive remarks, reading newspapers, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in a directive to leave class. Students who are especially disruptive also may be referred to the Dean of Students for disciplinary action in accordance with the university policy."

The full policy for "Code of Student Conduct and Discipline" is found at the following link:  
<https://www.shsu.edu/students/guide/dean/codeofconduct.html>

## **FERPA**

The Federal Education Rights & Privacy Act requires that we advise students that by registering for this course, their SHSU assigned e-mail address will be revealed to classmates and the instructor. By continuing your enrollment in the course you acknowledge your understanding of this policy.

By enrolling in this course you agree to the following statement: "I understand that as a result of registering for this course, my SHSU/Blackboard assigned e-mail address will be revealed to classmates and the instructor."

## **Equal Opportunity Statement**

Sam Houston State University is an Equal Opportunity / Affirmative Action Institution.

## **DISCLAIMER**

This syllabus is representative of materials that will be covered in this class; it is not a contract between the student and the institution. It is subject to change. These changes will be communicated via email or posted as announcements. If you have any problems related to this course, please feel free to discuss them with the instructor.

## **Title IX**

"No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance."

Title IX of the Education Amendments of 1972 is a federal law that prohibits sex discrimination in education.

### **NOTICE OF NON-DISCRIMINATION**

Sam Houston State University complies with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act. Sexual misconduct, as defined in the University's Sexual Misconduct Policy, constitutes a form of sex discrimination prohibited by Title IX and Title VII.

### **TITLE IX CONTACTS**

Sex discrimination includes sexual harassment and sexual assault. While it is often thought of as a law that applies to athletics programs, Title IX is much broader than Athletics and applies to many programs at Sam Houston State University. While compliance with the law is everyone's responsibility at SHSU, below is a list of staff members that have primary responsibility for Title IX Compliance.

Title IX Coordinator--Jeanine Bias

Associate Dean of Students --Lowman Student Center, Suite 215

936-294-3026 or jbias@shsu.edu

I, \_\_\_\_\_ have read the entire syllabus

and hereby agree to abide by the policies contained herein.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date