

**HLTH 3361.02**  
**Wellness Planning, Intervention, and Evaluation**  
**Sam Houston State University**  
**Department of Population Health**  
**Spring 2018**

**Professor:** HLTH 3361.02 CRN: 23217  
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Office Hours: Virtual Office: Mondays 3:00-6:00 pm

**Textbook:** *Planning, Implementing, and Evaluating Health Promotion Programs*,  
McKenzie, Neiger, and Thackeray. Pearson, Benjamin Cummings. 2017.  
7<sup>th</sup> Edition. ISBN-13: 978-0-13-421992-9

**Course Description:**

This course is a comprehensive study of the components of health program planning with emphasis on the socio-economical, cultural, and political forces that influence the health status of a community. Emphasis is focused on a comprehensive approach to health program planning, behavior change theories and models, and the evaluation of health programs. Program planning is a multifaceted endeavor which necessitates a thorough needs assessment of the target population, careful implementation of the plan, and an evaluation of the product in regard to modifying the knowledge, attitudes, and behaviors of the target population. The program planning construct is a primary element in the competencies and responsibilities identified for a health education specialist through the American Association for Health Education.

**W Course Designation:**

Note that this is a “W” course, which means that at least 50 percent of your course grade will be derived from writing activities designed to help you master course objectives.

**Course Objectives:**

The student will acquire knowledge and understanding by successfully completing the following objectives:

- 1) Develop the professional attributes of a student entering the profession of Health Education.
- 2) Apply health behavior theory and models to relative program plans.
- 3) Formulate people and condition specific needs assessments.
- 4) Create marketing campaigns to publicize health programs.
- 5) Investigate funding sources for programs.
- 6) Prepare health program implementation plans.
- 7) Utilize the elements of process, impact, and outcome evaluations.
- 8) Apply statistical analysis of program results to determine the effectiveness of health programs.
- 9) Learn how to conduct planning meetings in a professional manner.
- 10) Learn how to align key resource people in the program planning team.
- 11) Learn how to integrate health programs into the community, school, private, and medical sector of health.

**Methodologies:**

This course is taught in an on-line format with course materials being posted on the Blackboard system. Specific course instruction will include: brain storming, review of textbook material, discussion boards and technological inquiry including referencing outside sources of information.

**Course Expectations:**

This course serves as the prerequisite for the health internship and therefore prepares students for their professional careers. The expectations of the students enrolled in the course are centered on the goals of the College of Health Sciences at Sam Houston State University:

- 1) Responding to the needs of others
- 2) Expecting the best for students, faculty, staff, and programs
- 3) Serving others above self
- 4) Planning and promoting quality
- 5) Engaging students in academic inquiry
- 6) Caring for students, faculty, and staff
- 7) Teaching and leading as a mission that changes lives.

**Course Content:**

We will cover all the material in the textbook. The course is broken down along five parts which for the most part follows the textbook outline. The content will be covered in assignment of cognitive/affective materials, exams and a **comprehensive “health promotion program”** that will cover the five parts detailed below. However, students will have some activities that will involve other resources beside the textbook. Students will also be encouraged and assigned to seek information outside of the scope of the textbook.

*Part I: Health Education/Promotion/Specialist and Planning Overview: The professional attributes of health professional.*

- a. Mannerisms, written and oral communications, posture, etiquette
- b. Professional vita
- c. Business and personal attributes of professional development

*Part II: Planning a Health Promotion Program*

- a. Starting the planning process
- b. Models for planning
- c. Assessing needs
- d. Measurement
- e. Mission statement, goals and objectives
- f. Theories and models used in intervention programs
- g. Interventions
- h. Community building

*Part III: Implementing a Health Promotion Program*

- a. Identification and allocation of resources
- b. Marketing
- c. Implementation strategies and concerns

*Part IV: Evaluating a Health Promotion Program*

- a. Evaluation approaches and designs
- b. Data analysis and reporting

*Part V: Putting together a comprehensive health promotion program*

- a. Creation of a comprehensive health promotion program. This will be the end of semester project where you will put together all you have learned in design of a comprehensive health promotion program.

## Course Requirements:

Material for the course will include: 1) quizzes; 2) module writing assignments; 3) mid-term exam; 4) a final exam; and, 5) a **comprehensive health promotion** writing assignment.

### 1. Quizzes

There will be **5 quizzes** that cover chapter material – each quiz will cover roughly two – three chapters of each material and will be due every other week, **CHECK CALENDAR AND ANNOUNCEMENTS**. Most of the questions will be multiple choice or true-false and be based on the textbook material.

**Total for all quizzes 100 points (20 points / quiz).**

### 2. Modules

Students will participate in Cognitive/Affective activities in the format of “modules” that are designed to enhance their program planning abilities, time management, professional development, and communication skills. There will be **5 modules** that like the quizzes will cover the chapters the quizzes do not. The module assignments will be posted via Blackboard, and they will be due as specified for each module. The activities will involve readings from the textbook, review of sites on the internet, and/or participation in some professional enhancement activities. The modules require you to **write well, that is respond specifically and comprehensively to each question** with **professional responses** to the assignment. (It is a good idea to cut and paste each question as you answer it.) Each activity is valued at a point variance that will be specified on the activity document, depending in part to length and difficulty of assignment. Each assignment must be typed and posted in a **word document** via Blackboard.

The assignment due dates will be posted on Blackboard as assigned and the assignments must be submitted on or before the due date. For assignments that are late, **a penalty will be assessed 15% of point value per day late** – see details below on late policy. Please note that in addition to late penalty, modules will use the following guidelines to determine the total points earned:

✓ Content (correct material [from text and assigned references])	70%
✓ Readability (correct punctuation, proper sentence structure, spellcheck!)	15%
✓ Creativity (assignments will include opportunity to add relevant material)	15%
	===
	100%

**(Total for all five modules 200 points).**

### 3. Mid-Term Exam

The mid-term will be objective and cover the first seven chapters. The mid-term will be available via Blackboard. Final dates for the mid-term exam will be determined by the instructor and will be announced – right now mid-term will be available on Blackboard March 05 through March 11 **(03/05/2018-03/11/2018)**. The exam will be open book.

**(Mid-term 100 points)**

### 4. Final Exam

The final exam will be objective and will be comprehensive for all 15 chapters. The mid-term will be available via Blackboard. The date will be determined by the instructor and will be announced – right now date set for May 5<sup>th</sup> through May 9<sup>th</sup> **(05/05/2018-05/09/2017)**. The exam will be open book.

**(Final 100 points)**

### 5. *Health Promotion Program Project*

Students will complete a **comprehensive health promotion** program proposal that incorporates health planning and evaluation concepts/techniques learned throughout the semester. The project will be structured in a **comprehensive** format. Specific information relating to the program will be provided during the semester. The end of semester project will be due on or before midnight **May 5<sup>th</sup> (05/05/2018)**. Due to the requirement to post grades promptly at the end of the semester and the grading load for the project, **no** late submissions will be accepted. **Late case studies will be given a grade of zero.**

(Case study 100 points).

## Course Evaluation:

### W Course Designation:

As mentioned, that this is a “W” course, which means that at least 50 percent of your course grade will be derived from writing activities (modules/ health promotion program project) designed to help you master course objectives. **You will be graded on writing professionally answering questions specifically and comprehensively.** (It is a good idea to cut and paste each question as you answer it.) On the **comprehensive health promotion project** it is expected you will follow the instructions given and **write professionally**.

Your final grade will be determined by the number of points you earn as described in the following section. The grade scale is as follows:

Quizzes (5 quizzes x 20 points)	<b>100</b>
Intro Getting to Know you Assignment	<b>10</b>
Cognitive/Affective Activities (5 “modules” [module 1 30 points; module 2-5 40 points each])	<b>190</b>
Mid-Term Exam	<b>100</b>
Final Exam	<b>100</b>
Health Promotion Project	<b>100</b>
	<b>===</b>
Total Points	<b>600</b>

### Point Scale for Grade:

<b>540 - 600 = A (≥ 90%)</b>
<b>480 - 539 = B (80%-89%)</b>
<b>420 - 479 = C (70%-79%)</b>
<b>360 - 419 = D (60%-69%)</b>
<b>Below 360=F (≤ 59%)</b>

### Late Work:

Students are expected to submit all coursework in the designated time; however, emergency situations do arise. In the case of an emergency, or crisis, contact Dr. Hughes **immediately** and explain your situation. Proof of the emergency will be required in almost all cases. **Points will be deducted from your assignment at a rate of 15% per day for work that is late.** Note that the **comprehensive health promotion** program assignment will **not** be accepted late and will be given a **zero (0) if late.**

### Extra Credit:

There will be **no** extra credit points and/or activities available for the class.

**Academic Integrity Policy:** Refer to SHSU *Student Guidelines* handbook.

**Attendance:**

Note if you do not complete any work prior to the 12<sup>th</sup> class day you will be dropped from the class. Your participation is expected for each class. Students will be permitted one absence unless otherwise approved by instructor. In accordance with SHSU Academic Policy Statement 800401: Class Attendance (revised March 2015):

1. CLASS ATTENDANCE
  - 1.01 Regular and punctual class attendance is expected of each student at Sam Houston State University.
  - 1.02 Each faculty member will announce to his/her classes the policies for accepting late work or providing make-up examinations. Students are expected to show appropriate cause for missing or delaying major assignments or examinations.
  - 1.03 A student shall not be penalized for three or fewer hours of absences when examinations or other assigned class work have not been missed; however, a student may be penalized for more than three hours of absences at the discretion of the instructor.
  - 1.04 Each instructor is obligated to clarify his/her classroom policy regarding absences in writing to each student enrolled in class at the beginning of the semester or summer session.
2. METHOD OF RECORDING ABSENCES

Class absences will be counted only from the actual day of enrollment for the individual student in that specific class.

**Classroom Rules of Conduct:**

**HLTH 3361 is a pre-professional class— students are expected to communicate in a professional and non-judgmental manner when interacting with fellow students, course instructor.** Students who are disruptive or abuse the communication methods for this class may be reported to the Dean of Students for disciplinary action in accordance with university policy for disruptive students.

**Absences on Religious Holy Days:**

University policy states that a student who is absent from class for the observance of a religious holy day must be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. Student must be excused to travel for observance of a religious holy day. A student who wishes to be excused for a religious holy day must present the instructor with a written statement describing the holy day(s) and the travel involved. The instructor should provide the student with a written description of the deadline for the completion of missed exams or assignments.

**University ADA Policy:**

Sam Houston State University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Services for Students with Disabilities in the Counseling Center and to contact faculty members in a timely fashion to arrange for suitable accommodations.

## Class Calendar Spring 2018

Week	Dates	Action
0-1	01/17-01/28	01/17/18 - First day of classes – BB goes live “Getting to Know You” Assignment Module 1 (Smart Goals)
2	01/29-02/04	Quiz 1– (Chapters 1-2)
3	02/05-02/11	Module 2 (Chapters 3-4)
4	02/12-02/18	Quiz 2 – (Chapters 5)
5	02/19-02/25	Module 3 (Chapter 6)
6	02/26-03/04	Quiz 3 – (Chapters 7-8)
7	03/05-03/11	<b>Midterm (Chapters 1-8)</b>
8	03/12-03/18	<b>SPRING BREAK!</b>
9	03/19-03/25	Quiz 4 (Chapters 9-10)
10	03/26-04/01	Module 4 – Chapters (11-12)
11	04/02-04/08	Health Promotion Program Project Assigned Quiz 5 (Chapters 13-14)
12	04/09-04/15	Module 5 (Chapters 15)
13	04/16-04/22	No assignment – work on health promotion program
14	04/23-04/29	No assignment – work on health promotion program
15	04/30-05/06	05/04/18 Last class day <b>Health Promotion Program due by midnight 05/05/18</b>
16	05/06-05/11	<b>Final – Chapters (1-15)</b> <b>Final available on Blackboard – 05/05-05/09</b>
17	05/14	Grades due in May 14 <sup>th</sup> noon