TIME:          MW  2:00 - 3:15 pm

PLACE:         ROOM 409, Silcox Physical Education and Health Center

INSTRUCTOR:    Susan E. Balinsky, DrPH, CHES

OFFICE HOURS:  9:00 - 9:45 MWF; 11:00 - 11:45 TR and by appointment

OFFICE:        Room 315, Silcox Physical Education and Health Center

PHONE/FAX:     953-8242 (direct) 953-5558 (Dept. Office) 843-953-6757 (FAX)

E-MAIL:        BalinskyS@cofc.edu

WEB SITE:      www.cofc.edu/~balinsky

PREREQUISITES: HEAL 216, Junior status


COURSE DESCRIPTION: The educational, organizational, economical and environmental supports for behaviors conducive to health will be examined in the public and private sector. Health promotion will include the assessment, prescription, implementation and evaluation of programs.


COURSE OBJECTIVES: Upon successful completion of this course, students should be able to:

1. justify the need for worksite health promotion programs to a potential employer
2. describe major behavioral risk factors to be included in health promotion programs
3. select and evaluate surveys, questionnaires, and needs assessments utilized in health education/promotion programs
4. describe marketing techniques utilized in worksite health promotion programs
5. discuss the cost-benefit evaluation in worksite health promotion
6. demonstrate the ability to use goal setting and decision making skills which enhance health by applying various models to health promotion programs
7. demonstrate the ability to use effective interpersonal communication skills and enhance health by discussing the factors that influence compliance and continuation of recommended health behaviors
8. design, implement, and evaluate a health fair for a college audience
9. implement at least two health promotion activities
DESCRIPTION OF PROJECTS:

1. **Resume** (30 points = 4.5%) Due Jan. 25
   Submit a current resume highlighting your college activities. High school information should not be included. Check out Career Services resume tips (www.cofc.edu/~career/)
   *Print and attach a copy of the resume rubric

2. **Web Assignments (typed)** (52 points = 7.8%)
   - For each of the websites listed below (1 paragraph each)
     - summarize what was at this site
     - summarize how you can use this information in our field
   - Submit the first page of the site’s home page
   - For assignments 1 and 3 also complete the requested material.

   1. **www.nchec.org** (10) Due Jan. 13
      a. What is the next test date for the CHES exam?
      b. What 3 publications does the NCHEC offer for those preparing for the exam?
      c. What qualifications do you need to sit for the exam?
      d. What is the process one must complete to take the CHES exam?


   3. **www.healthfinder.gov/** (8/6) Due Feb. 3
      In addition to the two paragraphs, select and complete one online checkup located under “Personal Health Tools.” Submit your results, and discuss how you feel about how effective this would be for an “average” American.

   4. **www.apps.nccd.cdc.gov/shi/ or www.cdc.gov/HealthyYouth/SHI** (20) Due Feb. 17
      Note: I often have trouble going directly to this website. I usually Google School Health Index and go from there!
      You do not have to do the paragraphs as you did for the first three assignments

         Under “Get Started,” choose participate using a paper format. Then select elementary OR middle and high school. Select one of the topic areas and modules of interest to you.

         PRINT OUT the scorecard, discussion questions, and the planning questions for that one module. Attach this print out to the back of your typed answers. (5 points deducted if not included)

         Example: Middle and High School information for School Health and Safety Policies & Environment. You may go to the following pages to see what you are looking for.

         Score card is found on p. 28
         Discussion questions are found on p. 30
         Planning questions are found on p. 48

         **NOTE:** Do NOT use this example as the one you choose.

         1. Provide a brief evaluation of the module you selected. Do you think it accomplishes its goal? (10) continued
2. Based on what you have seen of the SHI, how effective do you think it would be in helping to improve school health? Explain. (10)

3. **Video-taped mini-lesson**  
   (25 points = 3.7%)  
   **DUE: As assigned**

   Complete a five minute video-taped presentation at the College of Charleston Speaking Lab. Submit your notes for your presentation, a completed self-evaluation form, a typed paper highlighting the strengths and weaknesses of your presentation, and any written materials provided by the Speaking Lab personnel. Be sure to have a signature by the person you worked with at the Speaking Lab.

4. **Tri-fold**  
   (125 points = 18.7%)

   **Due Dates:**
   - **Topic: 1-20**  
     Draft: due 2-10  
     20 points  
     3.0%
   - Peer: due 2-15  
     5 points  
     0.7%
   - Final Copies: due 2-24  
     100 points  
     15%

   With a partner, construct a computer-generated tri-fold for a specific purpose. Make sure that I know what your chosen audience is. Choose one of the options listed below or check with me if you have any additional ideas.
   - A. Promote an event, such as a health fair, conference, or sports camp
   - B. Advertise a health promotion program
   - C. Provide educational information for your selected audience. (i.e. diabetics)

   See the grading rubric on WebCT. Degree of difficulty will be considered.

   Submit three originals and one rubric. Ten point deduction if three copies are not submitted. Also submit one black and white copy.

   **Draft:**  
   Your tri-fold should be at least 90% complete at this point. Most of your text and graphics should be in place. Complete and submit a tri-fold rubric with a self-assessment of your draft.

   **Peer:**  
   Have a member of the class OR a consultant at the College of Charleston Writing Lab evaluate your rough draft. A class member should circle the description which best indicates his/her evaluation, should provide comments, and sign the completed rubric. The Writing Lab consultant needs to sign and date the rubric. Any written comments s/he makes would be helpful. This peer evaluation is due to Dr. B no later than Feb. 15. Provide your evaluator with a rubric.

5. **Health Promotion Activities**  
   (80 points=12%)  
   **DUE no later than Apr. 19**

   Complete a minimum of 10 hours assisting in the implementation of campus or community health promotion events. This may include activities such as Louie’s Kids, Smoke Free Action Network, MLK Challenge and the Cooper River Bridge Run. Shadowing is not acceptable.

   For each location, type a three paragraph summary of what you did, what you learned about health promotion and how this might benefit you professionally. Using the Health Service Activity Time Log found at the end of this syllabus, have your supervisor sign to verify your participation.
6. Health Fair (16th annual) (100 points = 15%)  Group Reports due April 5

A. Group Activity (65 points = 9.7%)

Choose one of the following options:

Note: The chair of each committee is responsible for submitting a group report to Dr. Balinsky no later than April 5.

Group reports should include the following as appropriate:
- names of all group members
- meeting times (attendance at meetings)
- names of organizations contacted and if food/prize was donated
- list of locations where health fair was publicized
- copies of flyers used; draft of larger signs
- indication of thank you notes that were sent
- draft of bulletin boards

Co-coordinators: Individuals will work with Dr. Balinsky to oversee the planning, implementation, and evaluation of the health fair. Coordinators will have regular meetings with Dr. B, be responsible for running class health fair planning days, and work with the chairs of the other health fair groups. A separate rubric will be used to evaluate the co-coordinators.

1. Bulletin Boards/Signs for Health Fair tables

   Two bulletin boards to be in place no later than 10 pm on Tuesday March 16, 2010. Provide Dr. Balinsky with intended topic areas no later than Jan. 27. The Silcox lobby board should be specific to this health fair. The other should not be a “health fair” board but should deal with nutrition, eating disorders, alcohol, tobacco, other drugs, etc

   *** We have the Silcox lobby board and the one by Silcox room 117!

   NOTE: Someone in this group MUST have access to a printer that will allow us to make appropriate size signs!

2. Campus Publicity

   Develop flyers, posters, and signs for campus and put them up at an appropriate time. Develop PSA e-mail to go to all students, faculty and staff. List the event on the College calendar. The group should submit a copy of all flyers used, and a copy, sketch or picture of all other publicity materials as well as a list of dates and places this information was distributed. Remember to get approval to post flyers!

3. Food

   Solicit food donations for the health fair and plan for the gradual distribution of food at the health fair. Think healthy and easy to eat while standing! Also, work to get more food than you think could possibly be consumed!!!!

4. Raffle Items

   Solicit prizes to be raffled off at the health fair. Determine how the raffle will take place. Members will be in charge of running the raffle at the health fair.
5. **T-shirts**

This group will be totally responsible for the health fair t-shirts. Find a company to do the shirts, determine color scheme and design with class input, have t-shirt designs approved by the College in a timely fashion, get size information from classmates, collect money, bring finished shirts to class.

**B. Peer Review** (5 pts.=0.7%)

Due 3-29

Complete a peer evaluation form for all members of your group, excluding yourself. It is important that you provide honest, accurate ratings. Consider issues of attendance at meetings, contribution, and participation. All scores from each group member will be averaged. Individual project grades will be determined using the following scale:

- Average of 90-100% = 100% of group grade
- Average of 85-89% = 95% of group grade
- Average of 80-84% = 85% of group grade
- Average of 75-79% = 80% of group grade
- Average of 65-74% = 70% of group grade
- Below 65% = 60% of group grade

**C. Diary** (15 points = 2.2%)

Due 4-5

Diary: Each student should keep a diary of all health fair related work that they have done throughout the semester. This should include, but not be limited to, time spent on option A above, potential participant contacts, writing confirmation and thank you letters, etc. This does not have to be typed, however it does need to be easily readable! Use the form provided.

**D. Evaluation** (20 points = 3%)

Due 4-5

Type a two page summary evaluating the health fair and your role in it. What things would you have done differently?

6. **Health Lesson** (120 points = 18%) Due April 7,12,14,19,21

In groups of three, teach a fifteen minute health lesson on a pre-approved health topic. Each person should speak for five minutes.

**Written information:** 50 points (7.5%)

1. a list of all equipment/materials needed
2. behavioral objective(s) for the lesson (A,B,C,D format)
3. outline of the lesson

This should be detailed enough that you could pick this up one year later and have 90+% of your presentation prepared. A hard copy of a Power Point would be an acceptable outline. Be creative, use some type(s) of visuals. Video clips, if used, should be no longer than 1.5 minutes.

**Oral presentation:** 50 points (7.5%)

Evaluation will include:

- Objective and importance of the lesson clearly stated
- Lesson is well planned and organized
- Appropriate/current information
- Lesson is creative and age-appropriate with at least one visual
- Personal qualities: poise, confidence, enthusiasm, voice
Seeks and answers questions appropriately

**Review of lesson video segment:** (15 points = 2.2%) **Due date: by noon 5/1**
You need to meet with Dr. Balinsky and your partners to view the video tape of your health lesson and critically evaluate it. Discuss the strengths and weaknesses of the lesson as well as your personal strengths and weaknesses. Be prepared to discuss what changes you would make in your lesson if you were going to do this presentation again. One point deducted for each minute you are late to the session.

**Peer evaluation:** (5 points = 0.7%) **Due date: as assigned**
Complete a peer evaluation form of one assigned presentation. There should be a minimum of three comments/constructive criticisms as part of your evaluation.
Zero points if you are not present when you are to do an evaluation.

**QUIZZES/TESTS:** (100 points = 15%)
These may be either in class quizzes or on WebCT, announced or unannounced. Larger quizzes or tests will be announced.

**FINAL EXAM:** Information regarding the exam will be given prior to the exam. (60 points = 8.9%)

**EVALUATION SCALE:**

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<th>Evaluation</th>
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<td>90-100%</td>
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<td>88-89%</td>
<td>A-</td>
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<td>85-87%</td>
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<td>&lt;72%</td>
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**CRITERIA:**

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<tr>
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<tr>
<td>Web Assignments</td>
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<td>Mini-lesson at Speaking Lab</td>
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<td>Health Promotion Activities</td>
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<td>Health Fair (total = 100 points; 15%)</td>
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<td>Group Activity</td>
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<td>9.7%</td>
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<td>Diary</td>
<td>15</td>
<td>2.2%</td>
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<td>Evaluation</td>
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<td>Quizzes/Tests</td>
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**Bonus Point Options:** These are all totally voluntary. (5 points each)

1. **Jump Rope for Heart**
   February 19 between 9 am and 2 pm in the Silcox Gym. You must participate (jump/turn) for at least 30 minutes and collect at least fifteen dollars ($15) in contributions for the American Heart Association. Turn your money in at the event. You may turn in cash (no coins!) or checks made to the American Heart Association.

2. **Participate** in another community event
   You may select one additional health promotion type event to participate in to earn five (5) bonus points. Bring some documentation of your participation. i.e. Cooper River Bridge Run.

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**COURSE TOPICS:**
(Tentative)

1-11 Introduction
   Learning Activities: lecture, small group work

1-13 Resumes
   Code of Ethics
   CHES
   Learning Activities: lecture, discussion (read p. 103-107 by 1/20)

1-18 Martin Luther King Jr. Day - no class
   Note: You may participate in the Martin Luther King Challenge for service hours

1-20 Health Fair Planning
   The Case for Worksite Health Promotion
   Learning Activities: group discussion

1-25 The Case for Worksite Health Promotion
   Resume due
   Bucky Buchanan, Louie’s Kids
   Learning Activities: discussion, group work, guest speaker

1-27 Health Fair Planning
   Bulletin Board topics due
   Learning Activities: discussion, group work

2-1 Assessment
   Learning Activities: discussion, group work

2-3 Assessment/Needs and Interests
   HW 3 due
   Dianne Wilson, Smoke Free Action Network
   Learning Activities: discussion, group work, guest speaker

2-8 Health Fair Planning
   Learning Activities: lecture, discussion

2-10 Planning, Purposes/Goals/Objectives
   Trifold draft due
   Learning Activities: guest speaker

2-15 Planning
   Trifold draft peer review due
   Learning Activities: lecture, discussion, group work

2-17 Health Fair Planning
   HW 4 due
   Learning Activities: discussion, group work
2-19  Jump Rope for Heart (optional)  Friday

2-22  Health Promotion Programming – Catherine Lamkin, DHEC
Learning Activities: guest speaker

2-24  Implementing  
Learning Activities: lecture, discussion, group work
Last day to withdraw with a "W"

3-1  Implementing
Learning Activities: lecture, discussion

3-3  Conduct Evaluation and Research  
Learning Activities: lecture, discussion, group work

3-8  Spring Break! Be safe!
3-10  Spring Break! Be healthy!

3-15  Administer Health Education Strategies, Interventions, and Programs  
Learning Activities: lecture, discussion

3-16  (Tuesday – not a class day!)  Bulletin Boards up by 10pm

3-17  Health Fair planning day
Learning Activities: discussion, group work

3-22  Resource Person/Communicate and Advocate
Learning Activities: lecture, discussion

3-24  Health Fair Day!
Learning Activities: group work

3-29  Follow-up discussion of health fair  Peer Review due
Catch-up day
Learning Activities: lecture, discussion

3-31  Health Promotion Programming: Tomas Mendez  
Health and Fitness Director, Franke at Seaside
Learning Activities: guest speaker

4-5  Grants and grant writing – CofC ORGA Group Reports/Diary & Eval. Due
Learning Activities: guest speaker

4-7  Presentations
Learning Activities: student presentations

4-12  Presentations
Learning Activities: student presentations

4-14  Presentations
Learning Activities: lecture, discussion, student presentations
4-19 Presentations
Learning Activities: student presentations

4-21 Presentations
Learning Activities: student presentations

4-26 Summary and Overview of Lessons Learned
Learning Activities: lecture, discussion, quiz

5-1 NOT A CLASS DAY
Review of lesson video tape completed no later than noon today
(Dr. Balinsky will provide a sign-up sheet)

5-5 Final exam
(Wed) noon – 3pm

ATTENDANCE: Attendance is required. You may have two unexcused absences without being penalized. All subsequent unexcused absences will result in a five point deduction per absence from your final point total. If you are absent for any presentations, there will be a 10 point deduction per absence. An excused absence includes illness, death of a family member or close friend, or issues dealt with through CARE. All excused absences must be supported by documentation.

NOTE: If you come to class late, it is your responsibility to make sure it has been noted.

MAKE-UP EXAMS: Make-up quizzes are given at the discretion of the professor. It is the student's responsibility to see the professor if a make-up is necessary.

ASSIGNMENTS: All assignments must be typed. Assignments are due when collected in class. There will be an automatic five point deduction if you have an unexcused absence on the due date and your assignment is not turned in by the time they are collected. There will be a penalty of ten points for every school day the assignment is late. Points will be deducted for errors in spelling, grammar and punctuation.

ELECTRONIC DEVICES: All electronic devices should be turned off during class and should be kept out of sight. This includes, but is not limited to, cell phones and MP3 players. If you choose to use such a device, you will be asked to leave the room.

HONOR CODE: The College of Charleston has an honor code that expects students to govern their behavior. This honor code can be found in the current edition of the Student Handbook.
Name ______________

**DIARY**

*Attach copies of confirmation and thank you letters.*

**Note:** These letters should be typed and professional in nature.

| DATE | Total Time for this activity | Description of the activity  
e.g. contacted AHA, bulletin board or flyer meeting |
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Total amount of time documented above: ____________

Time breakdown:  Contacting health fair participants: ______
    Health Fair group work: ______
    Actual time at health fair: ______
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