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
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 theories and 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
REQUIREMENTS: 20% Quizzes and Exam
80% Outside assignments and projects

DESCRIPTION OF PROJECTS:

1. **Resume** (50 points = 6.4%)
   Due Jan. 24
   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)** (50 points = 6.4%)
   • 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
   • For assignments 1 and 3 also complete the requested material.

   1. [www.nchec.org](http://www.nchec.org) (10)
      Due Jan. 12
      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?

      Due Jan. 19

      Due Jan. 31
      In addition to the two paragraphs, select and complete one online checkup located under “Personal Health Tools.” Submit your results (your final score or rating), and discuss how you feel about how effective this would be for an “average” American.

      Note: I often have trouble going directly to this website. I usually Google School Health Index and go from there!
      Under “Get Started,” choose participate using a paper format. Then select elementary OR middle and high school. Select one of the topic areas modules of interest to you. Make sure you identify what you chose!
      PRINT OUT the scorecard, discussion questions, and the planning questions for that one module (3 points each). Attach to the back of your typed answers (10).
      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.
3. Video-taped mini-lesson  (60 points = 7.6%)  DUE: As assigned

Complete a five minute video-taped presentation at the College of Charleston Speaking Lab (1st floor Addlestone Library). Appointments are recommended but not required (953-5635).

Submit:
* your note cards for your presentation
  put them in plastic bag and staple to evaluation form
* a completed self-evaluation form
* a typed paper highlighting the strengths and weaknesses of your presentation
* any written materials provided by the Speaking Lab personnel
* a signature by the person you worked with at the Speaking Lab

4. Tri-fold  (125 points = 15.9%)

Due Dates:  Topic: 1-19  (minus two points per each school day late)
Draft: due 2-9   20 points  2.5%
Peer: due 2-14   5 points  0.6%
Final Copies: due 2-23   100 points 12.7%

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. Black and white copy is acceptable.

Peer: Have a member of the class OR a consultant at the College of Charleston Writing Lab evaluate your rough draft. The evaluator 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 but it is not a problem if they do not provide any. This peer evaluation is due to Dr. B no later than Feb. 14. Be sure to provide a rubric for your evaluator.
5. Health Promotion Activities (80 points = 10.2%) Due no later than Apr. 18

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 (17th annual) (125 points = 15.9%) Group Reports due April 4

A. Group Activity (80 points = 10.2%)

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 4.

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 8 am on Tuesday March 1, 2011. Provide Dr. Balinsky with intended topic areas no later than Jan. 26. 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: It would be helpful for someone in this group to 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. Utilize appropriate social networking venues.

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!!!! Start early! Your diary should reflect an early start!!!!

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. Start early! Your diary should reflect an early start!

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.=0.6%) [We will do in class]  
Due 3-28
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** (20 points = 2.2%)  
Due 3-30
**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.

*** Make a copy of your diary and give to your committee chair no later than today!

**D. Evaluation:** (20 points = 2.5%)  
Due 4-4
Type a two page summary evaluating the health fair and your role in it. Be sure to include what you did prior to the health fair (contacts and group work), and during the health fair, including clean up. What things would you have done differently? What suggestions do you have to improve future health fairs?
7. **Health Lesson**  (135 points = 17.2%)  **Due April 6, 11, 13, 18, 20**

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

**Written information:** 50 points (6.4%)
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 minute.

**Oral presentation:** 50 points (6.4%)
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
- Professional appearance
- Seeks and answers questions appropriately

**Review of lesson video segment:** (25 points = 3.2%)  **Due date: by noon 4/29**
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:** (10 points = 1.3%)  **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 scheduled to complete an evaluation.

**QUIZZES/TESTS:**  (100 points = 12.7%)
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 = 7.6%)
EVALUATION

CRITERIA:

Resume 50 points 6.4%
Web Assignments 50 points 6.4%
Mini-lesson at Speaking Lab 60 points 7.6%
Tri-fold 100 points 12.7%
Tri-fold Draft 20 points 2.5%
Tri-fold peer eval (complete one) 5 points 0.6%
Health Promotion Activities 80 points 10.2%
Health Fair (total = 125 points; 15.9%)
  Group Activity 80 points 9.7%
  Diary 20 points 2.5%
  Evaluation 20 points 2.5%
  Peer evaluation 5 points 0.6%
Health Lesson 100 points 12.7%
  Analysis of video 25 points 3.2%
  Health Lesson peer eval (complete one) 10 points 1.3%
Quizzes/Tests 100 points 12.7%
Final Exam 60 points 7.6%

785 points

Bonus Point Options: These are all totally voluntary. (5 points each)

1. Jump Rope for Heart
   February 11 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.

COURSE TOPICS: 1-10 Introduction
(Tentative) Learning Activities: lecture, small group work

1-12 Resumes HW 1 due
Code of Ethics
CHES
Dr. Sommer-Kresse, Women With Wings
Learning Activities: lecture, discussion

1-17 Martin Luther King Jr. Day - no class
Note: You may participate in the Martin Luther King Challenge for service hours

1-19 Health Fair Planning Trifold topic due HW 2 due
What are Health Promotion Programs? Chap. 1
Learning Activities: group discussion

1-24 What are Health Promotion Programs? Resume due Chap. 1
Health fair planning if needed
Learning Activities: discussion, group work
1-26 Theories and Models **Bulletin Board topics due**
Learning Activities: discussion, group work

1-31 Theories and models **HW 3 due** Chap. 3
Learning Activities: discussion, group work

2-2 *Lindsey Barr, CofC Health Educator*
Learning Activities: discussion, group work, guest speaker

2-7 Assessing Needs **Trifold draft due** Chap. 3
Learning Activities: lecture, discussion, group work

2-9 Assessing Needs **Trifold draft peer review due** Chap. 3
Learning Activities: guest speaker

2-11 Jump Rope for Heart (optional) Friday

2-14 *DHEC, Martha Dunlap*
Learning Activities: guest speaker

2-16 Assessing Needs **HW 4 due** Chap. 4
Learning Activities: discussion, group work

2-21 Making decisions Chap. 5
Learning Activities: guest speaker

2-23 Making decisions **Tri-fold due** Chap. 5
Learning Activities: lecture, discussion, group work

2-28 *Channing Proctor, Charleston Miracle League*
Learning Activities: guest speaker

3-1 (Tuesday – not a class day!) **Bulletin Boards up by 8 am**

3-2 Implementing Chap. 6
Learning Activities: discussion, group work

3-7 Spring Break! Be safe!
3-9 Spring Break! Be healthy!

3-14 Implementing Chap. 6
Learning Activities: lecture, discussion

3-16 Communicating/Funding Chap. 8/9
Learning Activities: discussion, group work

3-21 Evaluation Chap. 10
Learning Activities: lecture, discussion

3-23 **Health Fair Day!**
Learning Activities: group work
3-28  Follow-up discussion of health fair  Peer Review due
Peer review done in class, Catch-up day
Learning Activities: lecture, discussion

3-30  Health Promotion Programming: Tomas Mendez  Diary due
Health and Fitness Director, Franke at Seaside
Learning Activities: guest speaker

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

4-6   Presentations
Learning Activities: student presentations

4-11  Presentations
Learning Activities: student presentations

4-13  Presentations
Learning Activities: lecture, discussion, student presentations

4-18  Presentations  HP Activities due no later than today
Learning Activities: student presentations

4-20  Presentations
Learning Activities: student presentations

4-25  Summary and Overview of Lessons Learned
Learning Activities: lecture, discussion, quiz

4-29  NOT A CLASS DAY
Review of lesson video tape completed no later than noon today
(Dr. Balinsky will provide a sign-up sheet)

5-2   Final exam
(Mon) 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.

CLASS EXPECTATIONS: Appropriate behavior is expected, and appropriate attire will be worn at all times. Clothing must cover the private areas of the body, including one’s navel. Any behavior or attire that detracts from the academic learning environment may result in the student being asked to leave class. Students who are asked to leave class will be counted absent for that day.
MAKE-UP: 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.

EXAMS: 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.

ASSIGNMENTS: 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.

ELECTRONIC DEVICES: 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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Time breakdown: Contacting health fair participants: _____
    Health Fair group work: _____
    Actual time at health fair: _____
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