College of Charleston
HEAL 325  Health Promotion
FALL 2013  3 Credit Hours

TIME: MWF 11:00 – 11:50 am
PLACE: ROOM 111, Silcox Physical Education and Health Center
INSTRUCTOR: Susan E. Balinsky, DrPH, CHES
OFFICE HOURS: 9:30-10:30 MWF, 11:00-11:45 TR and by appointment
OFFICE: Room 319, 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. 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. implement at least two health promotion activities

REQUIREMENTS: 23.9 % Quizzes and Exam
76.1% Outside assignments and projects

DESCRIPTION OF PROJECTS:
1. Resume (50 points = 6%) Due Sept. 2
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)**  (38 points = 6.1%)
   - **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**  (16;1.9%)
   - **Due Aug. 28**
   - a. What is the next test date for the CHES exam?
   - b. What 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?

2. **www.healthypeople.gov/document/**  (8; 1%)
   - **Due Sept. 4**

3. **www.healthfinder.gov/**  (8/6; 1.7%)
   - **Due Sept. 23**
   - 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.

3. **Mini-lesson at Speaking Lab**  (60 points = 7.2%)  **DUE: As assigned**
   - Complete a ten to fifteen (10-15) minute video-taped presentation at the College of Charleston Speaking Lab (1st floor Addlestone Library). Appointments are recommended but not required (953-5635).
   - Submit:
     * note cards for your presentation (attach to other materials)
     * a completed self-evaluation form
     * a typed paper highlighting the strengths and weaknesses of your presentation (paragraphs, not bullets)
     * a signature by the person you worked with at the Speaking Lab

4. **Tri-fold**  (120 points = 14.3%)
   - **Due Dates:**  
     - **Topic: 8-30** (minus two points per each school day late)
     - **Draft: due 9-13**  
       - 20 points  2.4%
     - **Final Copies: due 9-27**  
       - 100 points  11.9%

   **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 OAKS. Degree of difficulty will be considered.
Final Copies: Submit three originals, one black and white copy, and one rubric. Ten point deduction if these are not all submitted.

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. This should be in black & white. You may choose to include a color copy for feedback on colors.

5. Health Promotion Activities (80 points=9.5%) Due no later than Nov. 25
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. 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.

Note: This is for the PE/HP majors, not the PH majors. PH majors will use their lab hours toward these points.

6. Jump Rope for Heart (JRfH) (80 points = 9.5%)
A. Group Activity (55 points = 6.6%)
Tasks to be completed:
1. Co-coordinator(s)
2. Bulletin Board
3. Recruiting participants (sororities, fraternities, athletic teams, etc.)
4. Sign in sheets (participant and volunteer)
5. Publicity
   Develop flyers, posters, and signs and put them up at an appropriate time
6. Maintaining records and handling money
7. Set up and break down (work as you can, not a separate group, identify your time spent doing this in your diary)

B. Diary (15 points = 1.8%) Due 10-9
Each student should keep a diary of all JRfH-related work. See form provided. Each student should spend a minimum of four hours on this event.

C. Peer Evaluation (10 points = 1.2%)
You will evaluate the students in your group. Make sure you let everyone know what you are doing along the way!! Evaluation will be on a 10 point scale.

7. Comic Strip Project (80 points = 9.5%) Due 10-18
Using Halftone and Pic Stitch, create an educational comic strip on an approved health topic. Identify the target audience for this group. Grading criteria (rubric) will be posted on OAKS.
8. Health Lesson (120 points = 14.1%) Due November 25, 27, 29, Dec. 2

In groups of three, teach a fourteen to sixteen (14-16) minute health lesson on a pre-approved health topic. Each person should speak for approximately five minutes.

Written information: 50 points (6%)

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.

Submit three complete multiple choice questions based on your presentation. These questions may be included on an in-class quiz or on the final exam.

Oral presentation: 50 points (6%)

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

Reminder: You can make an appointment at Speaking Lab to practice!

Review of lesson video segment: (20 points = 2.3%) Due date: by noon 12/10

You need to meet with Dr. Balinsky and your partner 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 = 1.2%) Due date: as assigned

Complete a peer evaluation form of assigned presentations. There should be a minimum of three comments/constructive criticisms as part of your evaluation. Zero points if you are not present at the start of class when you are to do an evaluation.

QUIZZES/TESTS: (100 points = 11.9%)

These may be either in class quizzes or on OAKS, announced or unannounced Larger quizzes or tests will be announced.

FINAL EXAM: Information regarding the exam will be given prior to the exam. (100 points = 11.9%)
EVALUATION

90-100% = A  
754-838

70-74% = C  
586-627

88-89% = A-  
737-753

68-69% = C-  
569-585

85-87% = B+  
712-736

66-67% = D+  
553-568

80-84% = B  
670-711

64-65% = D  
536-552

78-79% = B-  
653-669

62-63% = D-  
519-535

75-77% = C+  
628-652

<62% = F  
<519

EVALUATION

Resume  
50 points  
6.0%

Web Assignments  
38 points  
4.5%

Mini-lesson at Speaking Lab  
60 points  
7.2%

Tri-fold  
100 points  
11.9%

Tri-fold Draft  
20 points  
2.4%

Health Promotion Activities  
80 points  
9.5%

Jump Rope for Heart  
80 points  
9.5%

Comic Strip Project  
80 points  
9.5%

Health Lesson  
100 points  
11.9%

Analysis of health lesson  
20 points  
2.4%

Health Lesson peer eval (complete assigned)  
10 points  
1.2%

Quizzes/Tests  
100 points  
11.9%

Final Exam  
100 points  
11.9%

838 points

Bonus Point Options: This is voluntary. (5 points)

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.

COURSE TOPICS:

8-21 Introduction

Learning Activities: lecture

8-23 Planning Jump Rope for Heart (JRFH)

Learning Activities: group work

8-26 Resumes

Learning Activities: lecture, discussion, group work

8-28 Code of Ethics

CHES

Learning Activities: lecture, discussion, group work

8-30 JRFH Planning

The Case for Worksite Health Promotion

Trifold topic due

Learning Activities: group discussion

Chap. 1

9-2 Publications

The Case for Worksite Health Promotion

Resume due

Learning Activities: discussion, group work

Chap. 1

9-4 The Case for Worksite Health Promotion

HW 2 due

Learning Activities: discussion, group work
9-6 Dr. Deb Miller, PhD, MCHES
Health and Fitness Director, Franke at Seaside
Learning Activities: guest speaker

9-9 Jump Rope for Heart planning (if needed)
Health Disparities
Learning Activities: group activity
Chap. 2

9-11 Health Disparities
Learning Activities: group activity
Chap. 2

9-13 Theories and Models
Learning Activities: lecture, group activity

9-16 Theories and Models
Learning Activities: discussion, group work
Chap. 3

9-18 Channing Proctor, Charleston Miracle League
Learning Activities: guest speaker

9-20 Theories and Models
Learning Activities: lecture, discussion, group work

9-23 Assessing Needs
Learning Activities: discussion, group work
Chap. 4

9-25 Assessing Needs
Learning Activities: lecture, discussion
Chap. 4

9-27 Making Decisions
Planning, Purposes/Goals/Objectives
Learning Activities: lecture, discussion
Chap. 5

9-30 Discuss cartoon project
Learning Activities: discussion, group work

10-2 Planning, Purposes/Goals/Objectives
Learning Activities: discussion, group work

10-4 Jump Rope for Heart
Silcox Gym (set up at 8:30; event 9:00-2:00)

10-7 Get iPads, discuss apps to complete cartoon project
Learning Activities: Group work

10-9 Planning, Purposes/Goals/Objectives
Learning Activities: lecture, discussion
Diary due

10-11 Release time for cartoon assignment
Learning Activities: out of class assignment

10-14 Fall Break – No Class
10-16 CHES competencies/ Case studies
Learning Activities: discussion, group work

10-18 Show final cartoon projects
Learning Activities: student presentations

10-21 Implementation
Learning Activities: lecture, discussion

10-23 Implementation/CHES competencies
Learning Activities: discussion, group work

10-25 Advocacy
Learning Activities: lecture, discussion

10-28 Communicating/Funding
Learning Activities: discussion, group work

Last day to withdraw with a "W"

10-30 Budgets
Learning Activities: group work, discussion

11-1 Evaluating and Improving a Health Promotion Program
Learning Activities: group work, discussion

11-4 CHES competencies
Learning Activities: group work, discussion

11-6 Case studies
Learning Activities: group work

11-8 Health Promotion in Diverse Settings
Martha Dunlap, DHEC
Learning Activities: guest speaker

11-11 CHES competencies
Learning Activities: group work

11-13 Grants and grant writing – CofC ORGA
Susan Anderson
Learning Activities: guest speaker

11-15 Quiz on competencies IV-VII
Learning Activities: group work

11-18 Presentations
Learning Activities: student presentations

11-20 Presentations
Learning Activities: student presentations
11-22 Presentations
Learning Activities: student presentations

11-25 Presentations
Learning Activities: student presentations
HP Activities due no later than today

*Note: Public Health students will follow the lab due dates

11-27 Happy Thanksgiving

11-29 Happy Thanksgiving

12-2 Review
Learning Activities: lecture, discussion, quiz

12-10 NOT A CLASS DAY
Review of lesson video completed no later than noon today
(Dr. Balinsky will provide a sign-up sheet)

12-4 Final exam
(Wed) 8:00-11:00

ATTENDANCE: Attendance is required. You may have three 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.*
HEALTH SERVICE ACTIVITY TIME LOG
(for PE/HP students only)

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<th>NAME OF ORGANIZATION</th>
<th>DATE</th>
<th>TIME IN</th>
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Jump Rope for Heart Diary

Name ________________

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<th>Date</th>
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<th>Description of Activity</th>
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Total time spent on Jump Rope for Heart: ________________

Print additional pages as needed.