



Behavioral Change Strategies in Health Promotion

HLTH 4600

Fall 2025

MW 9:30-10:50am (SAGE 356) & TTH 12:30-1:50pm (PEB 216)

Instructor Information

Kelly Perez M.Ed. MPH MCHES CWP NBC-HWC

- Email: Kelly.Perez@unt.edu
- Phone: 940-565-2629
- Office: PEB 210P
- Zoom Meeting Room: <https://unt.zoom.us/my/kperezkhpr>

TA Information

Communication Expectations: Primary communication (outside of the classroom) should be delivered via UNT e-mail or Canvas messaging. Please use your UNT email account and include HLTH 4600 in the subject line. You can expect response to e-mails within 2 business days (I generally will not respond on weekends to help maintain work/life balance) and feedback on assignments and grades within 10 business days. Please review CLEAR's webpage for [Online Communication Tips](https://clear.unt.edu/online-communication-tips) (<https://clear.unt.edu/online-communication-tips>).

What You'll Be Learning

This Course reviews behavior change theories and strategies for promoting health in both individuals and target populations. Focuses on the development of interpersonal skills in promoting healthy behaviors.

Prerequisite(s): None.

How We'll Learn Together

This course will include a blend of lectures, discussions, group work, practical application, online-related work & quizzes, and exams.

Primary Topics

1. Theoretical Models of Behavior Change
2. Principles and Strategies of Health/Lifestyle Coaching
3. Health Communication Strategies to Promote Behavior Change

Course Objectives

By the end of this course, you will be able to:

1. Demonstrate knowledge of health behavior change models and theories used in research and practice.
2. Apply motivational interviewing techniques to an individual coaching session.
3. Design a theory-based health communication campaign that is tailored to a targeted group addressing specific health-related behavior(s).
4. Demonstrate ability to incorporate behavior change techniques that foster consistent participation, gradual improvement and are appropriate to the system or individual.
5. Understand the importance of and demonstrate verbal, written, and non-verbal/body language, abilities (NACE-career readiness competency)
6. Collaborate with others to achieve common goals (NACE-career readiness competency)

What You'll Need

- **Laptop/Tablet:** On many occasions, you'll need either a laptop or tablet so please be prepared with one each class period. If you do not have one, please let me know. I may be able to help. Laptops should be put away if not specifically asked to be used during our time together to better stay engaged.
- **3x5 notecards** will be used frequently throughout the course.

A textbook will **not** be required for this course. All materials will be provided through Canvas. Therefore, to fully participate in this class, you will need internet access to reference content on the Canvas Learning Management System. If anything changes, you will be informed of other technical needs to access course content. Information on how to be successful in a digital learning environment can be found at [Learn Anywhere](https://online.unt.edu/learn) (<https://online.unt.edu/learn>).

Tips for Success

Get Connected! [Research](#) has shown that connectedness is a key factor in academic success. It can feel uncomfortable to reach out for help and ask questions, but it is a good skill to develop. I would love for you to stop by my office (PEB 210P) or via zoom to GC (get connected). This has typically been referred to as office hours, but I am trying to re-brand our time together. 😊 You can stop by unannounced during any of the following GC hours or email me so we can set up a different time. *Note, I am often asked to write letters of recommendations or be a reference for students. I will be much more likely to help if you've taken the time to get connected so that I can get to know you better. This does not guarantee that I will write you a letter, but if you don't take the time to get connected, the answer will be no.

GC Hours: Mondays 12:00-1:00pm Tuesdays 10:00-11:00 or Thursdays 11:00-12:00

If these days and times don't work for you, please email me and I'd be happy to meet another time that works with both of our schedules.

GC hours are in-person in my office (PEB 219P). However, if you prefer to meet virtually, just email me and we can use this [Zoom link](#). On occasion GC hours may change due to unforeseen circumstances, so keep an eye on announcements just in case.

What are some reasons to stop by during GC hours? You can ask for clarification on content or an assignment, help me get to know you better as a learner/person, discuss career paths you may be considering or any number of reasons. You can also utilize our awesome TA by connecting with her as well. Her contact information is at the top of this syllabus (note which TA is assigned to your section). Your success is our goal!

As a reminder, please use your UNT email when reaching out to the TA or instructor. Include the course HLTH 4600 in the subject line.

Use Your Resources!

We all need more support sometimes. Don't suffer in silence or feel you have to go at this alone. University life is filled with challenges! UNT has so many great resources to support you.

[Office of Disability Access](#)

The Office of Disability Access (ODA) can work with you on academic accommodations if needed.

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. You must obtain a new letter of reasonable accommodation each semester and meet with each faculty member before each class's implementation. For additional information, refer to the [Office of Disability Access](#) website. You may also contact ODA by phone at (940) 565-4323 or visit their website to begin the registration process for additional support.

Additional Resources I encourage you to take advantage of are:

- [UNT's Counseling and Testing Services](#) can provide psychological counseling and academic testing
- [UNTWell](#) provides FREE individual and group counseling as well as a vocational assessment
- [Academic Success Center](#) can support you in your academics
- [Student Counseling Center](#) includes Togetherall (access on Canvas navigation menu) and many other resources
- [Succeed at UNT](#) provides many resources to help you succeed while you're at UNT

Our Learning Community

It is my goal to create an inclusive learning environment. Every student should feel supported in sharing their unique perspective and be treated with respect. You are an integral part of our

learning community, and your viewpoint and perspective are valuable to your fellow learners. Through our group course work, you'll have opportunities for collaboration, so your participation is essential to not only your learning but your fellow team members. For you and your classmates to get the most out of the course, please do your part by participating fully, sharing your insights, and doing so by the deadlines provided.

When connecting with me and your fellow students, please keep an open mind and communicate in a respectful manner. We don't all have to agree, but we can learn from one another's unique perspectives. I encourage you to review UNT's student code of conduct so that we can all start with the same baseline of understanding ([Code of Student Conduct](#)).

Assignments/Assessments of Course Student Learning Outcomes

Assignments will be weighted based on the following categories:

Signature Assignments (35% of your overall grade)

- **Group Health Communication Campaign** – As a group, you will identify a health concern in a target population then create a theory-based health communication campaign to encourage behavior change related to physical activity and nutrition. There will be three total submissions for this assignment. They are:
 - Part 1: You will start by choosing a topic and evaluating sources. This portion of the assignment also includes a research component.
 - Part 2: Theory and Key messages. You will select a behavior change theory and integrate it into your campaign's messaging as well as make decisions about how you will implement your campaign using the social ecological model.
 - Part 3: The deliverables. You will create and design deliverables which will include an infographic, fact sheet and some form of digital media
- **Health Coaching Sessions 1 & 2** - After practicing our coaching skills in class, you will conduct two video-recorded one-on-one health coaching sessions with a client and perform a self-evaluation for each. After reviewing the first coaching session, you will choose a specific skill to improve for your second session.

Content Exams (15% of your overall grade)

There will be two exams which will be used to check for understanding of course content shared in class and on Canvas. Exams will be taken during class. You will be able to bring a 3x5 notecard with handwritten notes on it to help you with your exam. Study guides will be provided prior to the exam dates to help you know what to focus on as you prepare. Exam questions are primarily made up of multiple choice or true/false questions.

Assignments and Quizzes (40% of your overall grade)

- Various assignments will be completed throughout the semester in and outside of class. These assignments will ensure you are prepared, allow you to provide feedback to your peers and help me to know if you're understanding what you need to as far as course content. They're a great way to apply what you're learning and help you to be more successful in the signature assignments.
- Quizzes-There are several quizzes that you will take online through Canvas. These are primarily focused on motivational interviewing content.

Attendance and Participation (10% of your overall grade)

- The remaining 10% of your grade will be based on your attendance and participation. There will be an attendance column in Canvas for you to check as needed on your progress. If you are in the room but 'checked out' or doing other things (work for other classes, on your phone, laptop, etc.) you may be asked to leave or at minimum won't receive credit for that day. More information on attendance is described below.

How Your Learning, Effort and Participation will be Assessed

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 59% or lower

Assignment Deadlines

Deadlines are a part of life. There are deadlines to register or RSVP for events, deadlines your employer may have for you, deadlines to catch a flight, etc. So, part of our learning is learning how to manage our time, stay organized and adhere to assignment deadlines. In some instances, such as team or partner assignments, if you don't contribute your portion by the deadline, it can negatively affect others. So, please do your best to adhere to the deadlines set throughout the course.

Late Work

Late assignments will be deducted by 15% each day after the original due date. After three days, the maximum you can earn is 50% of the total points earned. I understand that situations will arise causing you to need an extension on an assignment. If you email me PRIOR to the assignment due date, we may be able to work together on extending the deadline by a day or two. If you don't email prior to the due date, you will receive the deductions mentioned above.

Questions about Grades/Grade Disputes

We will do our best to grade assignments within 7-10 days of the due date. I recommend you keep Canvas notifications on so you will be alerted once an assignment is graded. You have one week from the date that grades were received to dispute any grades you feel may have been entered incorrectly.

Attendance/Participation

Much of what we do in class is interactive, so it can't be replicated if you're not there. Please make every effort to attend. If you know you will not be able to attend, please try to notify your group (if it's on a group workday) and/or the instructor in advance as a professional courtesy. It's a good habit to get in as you wouldn't just not show up to work without notifying your supervisor, right? Assignments or quizzes completed in class cannot be made up if you are not in attendance on the day they are assigned unless a prior arrangement has been made with me. *Attendance will be taken during each class period unless announced otherwise and will account for 10% of your grade.* If you arrive late, leave early or are not fully participating, you will only earn 80% vs. 100%.

Technical Difficulties?

If you have any technical issues submitting your assignments in Canvas, please do the following:

- Check that you are using a compatible browser, like Google Chrome.
- Contact the [Help Desk](#) if you need technology support.
- Email your instructor about your assignment and a screenshot of your chat with the Help Desk if they cannot assist you with the submission issue. This will show me that you completed it on time. Then, resubmit to Canvas once you are able (occasionally, there are temporary glitches).

How Our Time Together Will Be Organized

Below is a list of topics and assignments we will be working on together throughout the course. Some assignments and quizzes are not listed.

Week	Date	Topic/Module	Assignments/Quizzes/Exams <small>*in class assignments not included</small>
Week 1	8/18-8/24	Course Overview & Behavior Change Theories	Syllabus & Academic Integrity Quiz
Week 2	8/25-8/31	Review of Theories & Physical Activity	Social ecological Model-behavior change
Week 3	9/1-9/7	Nutrition	Nutrition assignment
Week 4	9/8-9/14	Barriers & Facilitators of Healthy Behavior	High 5 Strengths Test

Week 5	9/15-9/21	Exam 1 & Intro to HCC's	Exam 1
			Plain Language Training
Week 6	9/22-9/28	Evaluating Sources/Choosing a Topic Begin Research for HCC	MI Basics Quiz
Week 7	9/29-10/5	More Research & Theories-Team HCC	HCC Part 1 due (team assignment)
Week 8	10/6-10/12	HCC Messaging & Team Deliverables plan	MI Advanced Weeks 1-2 Quiz
			HCC Part 2 due (team assignment)
Week 9	10/13-10/19	Designing Deliverables for a HCC	MI Advanced Weeks 3-4 Quiz
Week 10	10/20-10/26	Review Adv MI weeks 1-4	HCC Part 3 due (team assignment)
		Spirit of MI, Engage & Focus	MI Advanced Weeks 5 & 6 Quiz
Week 11	10/27-11/2	MI Adv weeks 5 & 6	MI Advanced Weeks 7 & 8 Quiz
		Evoking	
Week 12	11/3-11/9	MI Adv weeks 7 & 8	MI Advanced Weeks 9 & 10 Quiz
		Planning	
Week 13	11/10-11/16	Adv MI 9-10 & scoring practice	MI Advanced Week 15 Quiz
		Open-ended questions & affirmations	
		Reflections	
Week 14	11/17-11/23	Adv MI week 15 The Traps & Responding to Discord & Scoring Practice	Health coaching session #1
	11/24-11/30	Thanksgiving Break	Enjoy your week!
Week 15	12/1-12/4	Evaluation & exam	Exam 2
			Health coaching session #2
Finals Week		No class meetings this week	

*Schedule subject to change

Additional UNT Policies and Resources

[Student Academic Integrity policy](#) Students who use other people's work without citations, including AI generated content from sources such as Chat-GPT, will be violating UNT's Academic Integrity Policy. Please read and follow this important set of guidelines for your academic success. An academic integrity violation could result in loss of points, a failing grade for the assignment or course, suspension or even expulsion depending on the severity. It's not worth a chance, so do your own work and ask for an extension if you need more time on an assignment.

[Fall 2025 Registration Deadlines](#) It may be helpful to make note of important drop/add deadlines, etc.

[Student Support Services and Policies](#) There are many resources available on this site that may be worth bookmarking