

# **Behavioral Change Strategies in Health Promotion**

# **HLTH 4600**

# **Summer 2025**

# **MTWTh 10:00 – 11:50 AM**

# Instructor Information

Megan Ware, M.S., PhD

* Email: [Megan.Ware@unt.edu](mailto:Megan.Ware@unt.edu)
* Office: PEB 205G
* Zoom Meeting Room: https://unt.zoom.us/j/5567416328

TA Information

Emily Jenkins

* Email:

Sabrina Madson

* Email: [Sabrina.Madson@unt.edu](mailto:Sabrina.Madson@unt.edu)
* 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. Please use professional manners when engaging with myself and/or your course TA’s. Emails should contain a subject line, a greeting, complete sentences, and a sign off. Please address me as **Dr. Ware or Professor Ware** when communicating with me in person or via email. **I will not respond to emails addressed with any other name.** I respond to emails during business hours (8 AM to 5 PM) Monday through Friday. If you email me on Saturday or Sunday, there is a chance I will not see it. I will respond on Monday. You can expect response to e-mails within 2 business days, 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 You’ll Learn Together

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

## 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 counseling 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:** please be prepared with one each class period.
* **3x5 notecards:** these 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

**Office Hours**

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 205G) or via zoom to office hours. If these hours do not work for you, please email me so we can set up a different time.

**Office Hours: Mondays 12:00 to 2:00 PM, Tuesdays 12:00 to 2:00 PM, & Wednesdays 11:00 to 1:00 PM**

**You can attend in person or virtually using Zoom/Teams.**

**Campus Resources**

[Office of Disability Access](https://studentaffairs.unt.edu/office-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](https://studentaffairs.unt.edu/office-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](https://studentaffairs.unt.edu/counseling-and-testing-services) can provide psychological counseling and academic testing
* [UNTWell](https://hps.unt.edu/rhs/untwell) provides FREE individual and group counseling as well as a vocational assessment
* [UNT Food Pantry](https://studentaffairs.unt.edu/food-pantry/using-pantry) is a great resource if you or someone you know experiences food insecurity
* [Academic Success Center](https://success.unt.edu/asc)  can support you in your academics
* [College of Education Student Emergency Fund](https://coe.unt.edu/college-education-student-emergency-fund) if you experience a financial emergency
* [Student Counseling Center](https://studentaffairs.unt.edu/student-counseling) includes Togetherall (access on Canvas navigation menu) and many other resources
* [Succeed at UNT](https://www.unt.edu/success/) 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](https://deanofstudents.unt.edu/conduct)).

## Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

* While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
* Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
* Ask for and use the correct name and pronouns for your instructor and classmates.
* Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individuals’ experiences.
* Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
* Proofread and fact-check your sources.
* You are not permitted to record any portion of our class time together.
* Keep in mind that online posts can be permanent, so think first before you type.

See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (<https://clear.unt.edu/online-communication-tips>) for more information.

## 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 -** In a small group, you will research a health problem then create a theory-based health communication campaign to persuade a targeted audience to change a specific health behavior related to physical activity and/or nutrition.
* **Health Coaching Session 1-** 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 on for your second session.

**Content Exam** (15% of your overall grade)

One exam will be used to check for understanding of course content shared in class and on Canvas from the behavior theory unit, the physical activity unit, the nutrition unit, and the barriers/facilitators unit.

**Assignments** (40% of your overall grade)

* Various assignments will be completed throughout the semester outside of class and in-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. The two lowest scores will be dropped in this category.

\*The remaining 10% of your grade will be based on your attendance. 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 for up to 4 days after the original due date. 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.

**Assignment Expectations**

Consider this course, as well as all your other courses, as an opportunity to practice professional skills. I expect all students to complete homework assignments with completed sentences and correct grammar. Points will be deducted if these two criteria are not met on all assignments. All assignments must be turned in Microsoft compatible formats (i.e.- not Pages files). Assignments turned in as Pages files will not be graded until they are resubmitted as Microsoft compatible files, and points will be deducted.

Students who use other people’s work without citations, including AI generated content from sources such as Chat-GPT, will be violating UNT’s [Student Academic Integrity policy](https://policy.unt.edu/policy/06-003). 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. In this class, violation of the Academic Integrity Policy is grounds for receiving a zero on the assignment in question at a minimum. It’s not worth a chance, so do your own work and ask for an extension if you need more time on an assignment.

**Attendance**

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**. Assignments or quizzes completed in class cannot be made up if you are not in attendance on the day they are assigned unless you can provide documentation of a** [**UNT Excused Absence**](https://policy.unt.edu/sites/policy.unt.edu/files/06.039%20Student%20Attendance%20and%20Authorized%20Absences.pdf#:~:text=An%20absence%20may%20be%20excused%20for%20the%20following,IX%3B%20and%20when%20the%20University%20is%20officially%20closed.)**.** *Attendance will be taken each class period unless announced otherwise and will account for 10% of your grade*. There will be an attendance column in Canvas for you to check as needed on your progress.

**Questions about Grades/Grade Disputes**

We will do our best to grade assignments within 7-10 days (about 1 and a half weeks) of the day they’re due/submitted. 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.

**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](https://aits.unt.edu/support/resources/student) if you need technology support.
* Email your instructor 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.

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| ***Week*** | ***Date*** | ***Topic/Module*** | **Assignments (not all inclusive)** |
|  |  |  |  |
| *Week 1* | *01/13-01/17* | *Course Overview & Behavior Change Theories* | *Syllabus & Academic Integrity Quiz in Canvas* |
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| *Week 2* | *01/21-01/24 (one meeting)* | *Review of theories* | *Case studies* |
|  |  |  | *Social ecological model of behavior change assignment* |
| *Week 3* | *01/27-01/31* | *Barriers and Facilitators of Behavior Change* |  |
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| *Week 4* | *02/03-02/07* | *Physical Activity* |  |
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| *Week 5* | *02/10-02/14* | *Nutrition* |  |
|  |  |  | *Motivational Interviewing Basics course* |
| *Week 6* | *02/17-02/21* | *Exam and Starting MI* | *In class: Adv. MI week 1* |
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| *Week 7* | *02/24-02/28* | *MI: Engage and Focus* | *In class: Adv. MI Engage and Focus (2)* |
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| *Week 8* | *03/03-03/07* | *MI: Evoke parts 1 and 2* | *In class: Adv. MI Evoke pt. 1 and 2 (2)* |
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|  | *03/11-03/14* | *Spring Break* |  |
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| *Week 9* | *03/17-03/21* | *MI: Planning* | *In class: Adv. MI Planning* |
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| *Week 10* | *03/24-03/28* | *MI: Reflections and Summaries* | *In class: Adv. MI Reflections and Summaries (2)*  *Health Coaching Session #1 details*  *Adv. MI Notes* |
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| *Week 11* | *03/31-04/04* | *Population-Level Behavior Change* | *Population of interest*  *Health Coaching Session #1 materials* |
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| *Week 12* | *04/07-04/11* | *Health Communication Campaigns* | *Health Coaching Session #2 details* |
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| *Week 13* | *04/14-04/18* | *Designing a Health Communication Campaign* | *Campaign Planning form*  *Health Coaching Session #2 materials* |
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| *Week 14* | *04/21-04/25* | *Work on Health Communication Campaign Deliverables* | *Deliverable Planning form* |
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| *Week 15* | *04/29-05/02* | *Presentation of Deliverables* | *Final deliverable (1) and Peer evaluation forms* |
| *Week 16* | *Finals week* | *Not meeting in person-no final exam* |  |

## \*Schedule subject to change