



University of North Texas
College of Health and Public Service
Department of Rehabilitation and Health Services
PUBH 3020 Community Health Education
Spring 2024

Welcome to the PUBH 3020 Community Health Education Spring 2024 course. My name is Dr. Naomi Meier. I will be your instructor for this class. I look forward to introducing you to health education concepts and processes.

Course Information

Course Number and Title: PUBH 3020 Community Health Education
Meets: Online
3 Credit Hours

Instructor Information

Dr. Naomi Meier
Office Location: Rehabilitation and Health Services Department Chilton Hall Office 218H
Phone number: (940)369-8096
Email: naomi.meier@unt.edu
Email will be the best way to communicate with me this semester.
Office hours: Tuesdays 1 pm – 3 pm In-person or virtual options are available

Course Description

This course is an introduction to health education in a community and public health context. Students will learn prominent behavior change theories and how they apply to health education efforts. Models and strategies for developing health education programs will be discussed. Students will learn how to evaluate the needs of a community by using available health data and by understanding underlying determinants of health behaviors and outcomes. The course will take students through the process of developing a health communication campaign to improve the health of individuals, families, organizations, and communities.

Pre-Requisites

Recommended prerequisite(s): None

Course Objectives

- Understand how health education, health promotion, community health, and medicine are all related
- Identify and analyze factors that influence health behaviors
- Explain the potential outcomes of health behaviors
- Recognize the importance of theories and evidence-based approaches in health promotion and education
- Identify factors that influence community health
- Define theories and models used to explain human behaviors at the individual, community, and population levels
- Learn intervention approaches for health-related behaviors
- Apply theories and models to guide the development of a health education program
- Create messages using communication theories and/or models
- Explain the major responsibilities of the health education specialist

Required Materials

Required Textbook:

[Community and Public Health Education Methods](#)

Fourth Edition 2019

Robert J. Bensley, PhD; Jodi Brookins-Fisher, PhD

ISBN: 9781284142174

Additional Required Readings:

Readings will be posted in Canvas throughout the semester

I will not use any of the additional material from the publisher. A used copy will meet your needs for the course.

Any additional supplemental required readings will be posted in Canvas each week and will be available electronically.

Technical Support

UIT Help Desk: [UIT Student Help Desk](#) site

[Email](#)

Sage Hall, Room 130

(940)565-2324

For additional support, visit [Canvas Technical Help](#)

Technical Requirements

We will be using Canvas as our main platform for interaction this semester. You will need regular access to the internet, Canvas, and Zoom (including a webcam and microphone). We will be using programs in the Microsoft Office Suite including Word and PowerPoint. You will also have to access Adobe Acrobat Reader for pdf files. Finally, you will need to have the ability to upload and download files, send and receive emails with/without attachments, and communicate with fellow students in various electronic formats such as videoconferencing. Check the electronic resources available to students through the College of Health and Public Service as well as the library to see if they offer laptops and webcams for students to check out.

Course Requirements

Performance in this course will be assessed in five ways including participation, quizzes, and three projects – a health event report, an education program review, and a health campaign project. Weekly instructions can be found in the Canvas Modules. See below for the points breakdown, details about the assignments, and the late work policy. Additional information for each assignment will be posted in Canvas. **Note: It is your responsibility to go to the Weekly Instructions in Canvas to find all assigned work, including supplemental materials**

Assignment	Points Possible	Percentage of Final Grade
Participation	15 @ 10 points each for 150 points	15%
Quizzes	10 @ 20 points each for 200 points	20%
Health Education Program Review	150 points	15%
Health Event Report	150 points	15%
Health Campaign Assignments	3 @ 50 points each for 150 points	15%
Health Campaign Final Project	200 points	20%
Total Points Possible	1000 points	100%

Participation: Participation points are earned by participating in weekly discussions. Students are required to post and respond to another student's post. Questions will be posted on the Monday of each week. Students are required to submit their original post by **Thursday at 11:59 pm** of each week. Students will have until **Sunday at 11:59 pm of the same week** to reply to another student's post.

Quizzes: Students are required to complete quizzes in Canvas. The quizzes will usually include questions from the material presented the same week. Each quiz will be posted Monday and students will have until Sunday at 11:59 pm of the same week to complete the quiz.

Health Education Program Review: Students will choose an education program accessible online and complete a one-page review of various aspects of the program. See the Education Program Review Guidelines and Rubric posted on Canvas.

Health Event Report: Each student must attend an in-person or virtual health event and complete a one-page report about the experience. See the Health Event Guidelines and Rubric posted on Canvas.

Health Campaign Project: Each student will create a health education program over the course of the semester. The project will be worth 350 points, with 150 points for the three smaller assignments and 200 points for the final project. Due dates are listed in the calendar. See the Guidelines and Rubric posted for each assignment and the final project later this semester for more details.

See Canvas or the Course Calendar on page 12 for due dates

IMPORTANT - It is your responsibility to go to the Weekly Instructions in Canvas to find all assigned materials including the required supplemental readings

Late Work Policy

Any work submitted after the deadline will lose points. All assignments are set to close in Canvas 24 hours after the deadline. Once an assignment is closed, you may not submit work. Please contact me if you have any issues meeting a deadline.

Grading

All of the components of a student’s grade will have a point value system, based on A being equivalent to a 4.0. Points will be given based on a student’s performance, such as the quality of information posted in the weekly quizzes, writing skills, research skills, and ability to illustrate comprehension of all course topics. Each assignment will include a rubric for specific details on grading criteria.

Total Points Possible for Semester/Grading Scale = 1,000

Point Range = Grade
1000 – 900 = A
899 – 800 = B
799 – 700 = C
699 – 600 = D
599 – 500 = F

Course Expectations

As the instructor of this course, I am responsible for:

1. Providing course materials that will assist and enhance your achievement of the stated course goals
2. Providing timely and helpful feedback within the stated guidelines
3. Assisting in maintaining a positive learning environment for everyone

As a student in this course, you are responsible for:

1. Reading and completing all requirements of the course in a timely manner
2. Working to remain attentive and engaged in the course and interact with your fellow students
3. Assisting in maintaining a positive learning environment for everyone

COVID-19 Policies

All UNT protocols will be followed in the event COVID-19 restrictions are put in place. Remember, you can get your COVID-19 vaccine at the UNT Student Health and Wellness Center.

UNT Policies

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. *Work submitted may be analyzed by software for academic integrity.*

ADA Policy

UNT makes reasonable academic accommodations for students with disabilities. I aim to make success in this course attainable for all students. Please reach out to me about accommodation options. Students seeking accommodation should register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the [Office of Disability Accommodation website](http://disability.unt.edu/) at <http://disability.unt.edu/>. You may also contact them by phone at [940.565.4323](tel:940.565.4323).

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because 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 in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classrooms, labs, discussion groups, field trips, etc. Visit UNT's [Code of Student Conduct](https://deanofstudents.unt.edu/conduct) (<https://deanofstudents.unt.edu/conduct>) to learn more.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off-campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Transmission and Recording of Student Images in Electronically-Delivered Courses

This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings. I will provide accommodations for students who do not wish to appear in class recordings. No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

Class Recordings & Student Likenesses

Synchronous (live) sessions in this course will be recorded for students enrolled in this course to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

Copyright Notice

Some or all the materials on the course website may be protected by copyright. Federal copyright law prohibits the reproduction, distribution, public performance, or public display of copyrighted materials without the express and written permission of the copyright owner, unless fair use or another exemption under copyright law applies. Additional copyright information may be located on the UNT website.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken online or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to the completion of the class. An online or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no online or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, they should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

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 individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

See these [Engagement Guidelines](#) for more information

For all other UNT Policies, please go to the [Student Handbook](#).

UNT 10 Academic Rights

Each student is encouraged to review the following academic rights and responsibilities and to seek clarification from the associate dean of the college or school in which he/she is enrolled.

Protection of Constitutional Freedoms —

- Students and all other members of the university community are guaranteed the constitutional freedoms of speech, peaceful assembly, petition and association.
- Responsibility: Students and others must exercise their rights by lawful means subject to university rules and regulations regarding time, location, method and duration. Students may not disrupt the operations of the university or interfere with the rights of others to exercise their constitutional freedoms.

Academic Freedom —

- Students and all other members of the university community are guaranteed the rights freely to study, discuss, investigate, teach, conduct research and publish as appropriate to their respective roles and responsibilities. In the classroom and in conference students have the right within the scope of the course of study to state divergent opinions, challenge ideas and take reasoned exception to the data or the views offered.

UNT 10 Academic Rights continued

Academic Freedom —

- Responsibility: Students and faculty share the responsibility to protect and to preserve conditions which are conducive to the learning process, including withholding judgment on matters of opinion, ensuring a fair hearing for divergent viewpoints and observing rules of courtesy in the classroom.

Academic Standards —

- Students have the right to know the standards of academic performance established for each course in which they are enrolled.
- Responsibility: Students are responsible for seeking clarification of any standard in question at the beginning of the term, for preparing assignments in advance of each class session and for learning the content of any course of study for which they are enrolled. Rules applying to academic dishonesty must be followed, including those related to plagiarism and cheating.

Academic Evaluation —

- Students have the right to be evaluated solely on an academic basis, without regard to issues of diversity, opinions or conduct in matters unrelated to academic standards. Students have the right to review tests and other written work after the instructor has evaluated them and are accorded protection through the Grade Appeals Procedure against prejudiced or capricious academic evaluation.
- Responsibility: Students are responsible for bringing academic grievances first to the attention of the instructor who performed the evaluation in an effort to resolve the issue. If the matter cannot be settled at this level, it may be appealed in writing as outlined in the Grade Appeal Policy.

Improper Disclosure —

- Except when disclosure may be required by state or federal law, students have the right to confidentiality of information about views, beliefs and political associations which they may share privately with instructors, advisors or academic counselors. Judgment of ability and character may be provided under appropriate circumstances, normally with the knowledge and consent of the student.
- Responsibility: Students have the responsibility to state clearly what is and what is not confidential disclosure.

Personal Safety —

- Students have the right to a classroom environment that is free of obvious hazards to safety and security.
- Responsibility: Students are responsible for compliance with university rules and regulations prohibiting firearms, explosives, incendiaries and weapons of any kind on the campus. Students are also responsible to abide by all health/safety rules and procedures in all academic courses and laboratories.

Illegal Drugs and Alcohol —

- Students have the right to a learning environment free from illegal drugs and alcohol.
- Responsibility: Students are responsible for compliance with university rules and regulations prohibiting possession, use or distribution of illegal drugs or alcohol in classroom buildings.

Disruptions —

- Students have the right to pursue an education without disruption or interference and to expect enforcement of norms for acceptable classroom behavior that prevents disruption of the teaching/learning process.

UNT 10 Academic Rights continued

Disruptions —

- Responsibility: Students may not disrupt class or any other university process by any means whatsoever (including sideline conversations, comments, arguments, noise of any kind or other activity which would hinder access to or utilization of academic information).

Non-discrimination —

- Students have the right to learn in a classroom environment where diversity is respected.
- Responsibility: Students are responsible for respecting diversity and for behaving courteously to both faculty members and other students in the classroom regardless of difference in race, creed, color, religion, age, nationality, sex, sexual orientation or disability status.

Intellectual Property —

- Students have the right to expect that presentation of material in a class will be in compliance with copyright law and that their own creative work will not be disseminated or published without their permission.
- Responsibility: Students who receive written notification from a faculty member that the information provided in his or her course is the faculty member's intellectual property shall not distribute, use for commercial purposes, or create derivative works of the intellectual property without obtaining the express permission of the faculty member. Students shall not assume permission absent written notification from a faculty member. Students shall also respect and treat in similar manner, the intellectual property of other students.

Student Programs/Services/Organizations

Academic Support Services

- [Academic Resource Center](#)
- [Academic Success Center](#)
- [UNT Libraries](#)
- [Writing Center](#)
- [Math Lab](#)

Library Resources

- [UNT Libraries](#)
- [UNT Library Research Support](#)
- Subject Librarian - Jennifer Rowe
- Phone: 940-369-7815
- [Email](#)
- [PUBH Subject Library Resources Page](#)
- [PUBH 3020 Community Health Education Course Guide](#)

Student Support Services

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| <ul style="list-style-type: none"> • Registrar • Financial Aid • Student Legal Services • Career Center • Multicultural Center • UNT Care Team | <ul style="list-style-type: none"> • Counseling and Testing Services • CARE Team • Student Health and Wellness Center • Pride Alliance • UNT Food Pantry • ALL Programs and Services |
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Student Organizations

Did you know there are more than 400 student organizations at UNT? Joining an organization is a great way to meet other students with similar interests. There are clubs related to academics, recreation, advocacy, entertainment, and so much more. Many organizations offer students opportunities to gain leadership skills and network with others to expand career opportunities.

[Student Organization Homepage](#)

UNT Student Organizations Related to Public Health

For a full list of public health-related Student Organizations, go to the Student Organization page and search “public health”

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| <ul style="list-style-type: none"> • Public Health Alliance • Future Without Poverty • UNT Rotaract Club • Global Medical Brigades • Student Health Advisory Committee • Health Occupation Students of America | <ul style="list-style-type: none"> • Pre-Physician Assistant Club • Collaborative Urban Planning Association • Delta Sigma Theta Sorority, Inc. • Public Administration Student Association • Alpha Epsilon Delta Health Pre-Professional Honor Society |
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Calendar

The tentative calendar for the course, including information for the weekly topics, required supplemental readings, and the due dates for assignments. These dates and topics are subject to change.

NOTE: It is your responsibility to go to the Weekly Instructions in Canvas to find all assigned materials, including the required supplemental readings.

	Topic	Readings	Assignments
Week 1 1/16 – 1/21	Introduction to the Course	Supplemental Materials posted on Canvas	Module 1 Participation 1 / Quiz 1
Week 2 1/22 – 1/28	Selecting Community and Public Health Education Strategies	Textbook Chapter 1 Supplemental Materials	Module 2 Participation 2 / Quiz 2
Week 3 1/29 – 2/4	Becoming a Health Education Professional	Textbook Chapter 2 Supplemental Materials	Module 3 Participation 3 Health Education Program Review due 2/4
Week 4 2/5 – 2/11	Promoting Health Education in a Multicultural Society	Textbook Chapter 3 Supplemental Materials	Module 4 Participation 4 / Quiz 3
Week 5 2/12 – 2/18	Exploring Social Marketing Concepts	Textbook Chapter 4 Supplemental Materials	Module 5 Participation 5 / Quiz 4
Week 6 2/19 – 2/25	Building a Health Communication Framework	Textbook Chapter 5 Supplemental Materials	Module 6 Participation 6 Health Campaign Assignment 1 due 2/25
Week 7 2/26 – 3/3	Developing Effective Presentation and Training Skills	Textbook Chapter 6 Supplemental Materials	Module 7 Participation 7 / Quiz 5
Week 8 3/4 - 3/10	Developing and Selecting Resource Materials	Textbook Chapter 7 Supplemental Materials	Module 8 Participation 8 / Quiz 6
Spring Break 3/11 – 3/17	No assignments	No assignments	No assignments
Week 9 3/18 – 3/24	Using Social Media	Textbook Chapter 8 Supplemental Materials	Module 9 Participation 9 Health Campaign Assignment 2 due 3/24
Week 10 3/25 – 3/31	Working with Media Outlets	Textbook Chapter 9 Supplemental Materials	Module 10 Participation 10 / Quiz 7
Week 11 4/1 – 4/7	Facilitating Groups	Textbook Chapter 10 Supplemental Materials	Module 11 Participation 11 / Quiz 8
Week 12 4/8 – 4/14	Building and Sustaining Coalitions	Textbook Chapter 11 Supplemental Materials	Module 12 Participation 12 Health Campaign Assignment 3 due 4/14
Week 13 4/15 – 4/21	Advocating for Health Policy	Textbook Chapter 12 Supplemental Materials	Module 13 Participation 13 / Quiz 9
Week 14 4/22 – 4/28	Using Media Advocacy to Influence Policy	Textbook Chapter 13 Supplemental Materials	Module 14 Participation 14 Health Event Report due 4/28
Week 15 4/29 – 5/5	Concluding Thoughts	Supplemental Materials	Module 15 Participation 15/Quiz 10 Final Health Campaign due 5/5
Week 16 5/6 – 5/10	Finals Week – no class	No reading requirements	Module 16 and Review of a peer's Health Communication Campaign due 5/9