

University of North Texas
Department of Rehabilitation and Health Services
Spring 2020
PUBH 3020.001: Community Health Education
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Course Description

This course focuses on the study and improvement of health among population groups by promoting and protecting positive health behaviors and living conditions. Social and behavioral theories and research will be covered. Students will learn theoretical approaches used in developing and implementing behavioral, social, and cultural changes to improve health and well-being among people in different settings. Concepts of health and wellness, determinants of health behavior, local and national health status, etc. will be discussed. The value of health education as a bedrock for population-based health care will also be discussed. These goals will be achieved through reading assignments in the texts, videos, and discussions that are intended to illustrate various aspects of particular issues under consideration, and lectures.

Course Pre-requisites

PUBH 1010--Introduction to Public Health, PUBH 2010--Epidemiological Concepts, PUBH 2015--Methods for Public Health (ONLY for Public Health Majors)

Required Text and Readings

Bensley, R. & Brookins-Fisher, J. (2019). Community health education methods: A practical guide. 4th Ed. Jones and Barlett Learning.

Required Readings: Additional readings will be made available on Canvas.

Learning Objectives

- Understand how health education, health promotion, and community health and medicine are all related
- Explain the consequences of health behaviors with regard to illnesses and mortality
- Recognize the importance of theories and evidence-based approaches in health promotion and education
- Identify factors such as social, political, economic, etc. that influence community health
- Define theories and models used to explain human behaviors at the individual, community, and population levels
- Learn intervention approaches for some health-related behaviors.

Core Competencies (student will be able to ...)

- Review history of public health
- Identify and explain the core functions of public health
- Understand the importance of data and data analysis in public health to prevent disease and promote health
- Articulate the social determinants of health status in different population groups
- Understand health disparities and factors that explain the disparities.

Access and Log in Information

This course was developed and will be facilitated utilizing the University of North Texas' Learning Management System, Canvas. To get started with the course, please go to: <https://unt.instructure.com/>. You will need your EUID and password to log in to the course. If you do not know your EUID or have forgotten your password, please go to: <http://ams.unt.edu>.

Accommodations for Students with Disabilities

The Department of Disability and Addiction Rehabilitation is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the department will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline.

Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at www.unt.edu/oda and by visiting the ODA in Room 321 of the University Union. You also may call the ODA at 940.565.4323.

Course Assignments and Grading

100 points Attendance (2.5 pts X 40 classes)

Regular attendance is expected. If you are absent from class, it is your responsibility to inform the instructor as soon as possible. Students with an excused absence (see UNT Policy 06.039) will have an opportunity to make up the points for that class period. There are 43 classes. Attendance is expected at 40 of them.

100 points Assignments (25 points X 4 assignments)

An assignment will be given for each section covered this semester. Assignments should be double spaced, 12-point font, using APA format when appropriate. Assignments will be posted and submitted via Canvas.

200 points Tests (50 points X 4 tests)

A unit test will be given for each of the four units covered this semester. Tests will come from the course textbook, lectures, and extra reading material provided via Canvas. Tests will be given electronically and will be timed.

100 points Community Health Education Project (100 points)

Students will be put into groups for a group community health education project. Students will identify a health issue in Denton County utilizing community needs assessment results to create a health education plan for a target population in Denton County. Groups will submit a group paper describing the health issue and how it will be addressed to Canvas. Groups will also present their health issue and health education method to the class in a 10-minute presentation.

Extra Credit

Extra credit opportunities will be given throughout the semester worth various points. An extra credit form will be submitted via Canvas to receive credit.

Grading Scale

A=450-500

B=400-449

C=350-399

D=300-349

F<300

Tentative Course Schedule

Week 1- Chapter 1 Foundations for Selecting Community and Public Health Education Strategies

Week 2- Chapter 2 Becoming a Health Education Professional

ASSIGNMENT 1 DUE

Week 3- Chapter 3 Promoting Health Education in a Multicultural Society

TEST

Week 4- Chapter 6 Developing Effective Presentation and Training Skills

ASSIGNMENT 2 DUE

Week 5- Chapter 7 Developing and Selecting Resource Materials

TEST

Week 6- Chapter 10 Facilitating Groups

Week 7- Chapter 11 Building and Sustaining Coalitions

Week 8- Chapter 12 Advocating for Health Policy

ASSIGNMENT 3 DUE

Week 9- Chapter 13 Using Media Advocacy to Influence Policy

TEST

Week 10- Chapter 5 Building a Health Communication Framework

Week 11- Chapter 4 Exploring Social Marketing Concepts

Week 12- Chapter 8 Using Social Media

ASSIGNMENT 4 DUE

Week 13- Chapter 9 Working with Media Outlets

TEST

Week 14-PROJECT DUE

Project Presentations

Week 15-Project Presentations