HCAD 3360

Name of Instructor: Kinkler

Class meeting time and location: W 10 am, OCNR 131
Office: Virtual

Semester/Year: Fall 2020
Office Hours: by appointment

Office Telephone: 361-561-8591 (msg)
E-Mail: Nancy.kinkler@tamucc.edu

Health Education and Promotion

COURSE DESCRIPTION

3 sem. hrs. (3:0) Provides an introduction to the discipline and profession of health education and promotion. It examines the concepts of health and wellness, national and global health status, theories of behavior change, and the implementation and assessment of health promotion interventions. It provides an introduction to medical terminology for health educators. This is a writing intense course. Prerequisite/Corequisite: HCAD 3300

COURSE OBJECTIVES:

1. Identify the definitions, concepts, dimensions, determinants and dynamics of health and wellness that influence personal health, community health and the quality of life.
2. Recognize the historic context for the developments in health education, health literacy, health promotion and disease prevention.
3. Identify and utilize resources for reliable health data.
4. Investigate the use of various media and communications resources in health education and promotion.
5. Identify principles of learning, theories, and models as they apply to health education and health promotion, emphasizing factors that affect the client’s readiness and capacity to learn.
6. Develop the skills necessary for assessing, planning, implementing, and evaluating health education and health promotion programs for diverse populations across the life span.
7. Introduce medical terminology that will be encountered in various fields of healthcare.
8. Identify and apply factual knowledge about medical terminology and health communications.
9. Use effective skills for writing, speaking, and discussing.

Required or Recommended Readings

Recommended or Supplemental Reading:

Website: https://www.nche.org/ches

List of Supplies: Access to pc or tablet and internet connection

Major Course Assignments

Discussions - 5 targeted discussions @ 30 points each
Final Exam – Objective @ 100 points
In-Class Scenario – 3 Case Studies @ 30 points each
Team Presentation – Overview of team health education campaign @ 100 points
Team Project – Creation of a health education campaign @ 100 points
Quizzes – 16 chapter quizzes @ 10 points each

Course Requirements

1. Students are expected to have access to a computer that can support Bb applications and all related course materials. A backup plan should be in place if normal computer access becomes unavailable, i.e. arrange use of a computer elsewhere.
2. Any problems with technology, computer, internet browsers, internet connections, Bb or other applications should be dealt with through the IT (information technology) helpline at (361) 825-2692 or computer.helpline@tamucc.edu.
3. Any problems understanding the assignments or due dates should be brought to the attention of the instructor, preferably within the first week of class.
4. Students are expected to complete the course orientation and review modules prior to beginning work on course content.
5. All e-mail communication with the instructor should occur through Bb, unless otherwise noted. Bb mail and announcements should be reviewed at least every 48 hours.
6. All assignments are due by 11:59 pm on the scheduled date unless other arrangements have been made with the instructor before the due date. Respectful and timely participation in discussion forums is required. Since it is assumed each student will be prepared for discussions, all contributions will be considered knowledgeable contributions. Disrespect in any form will NOT be tolerated.
7. All information disclosed through course chats or discussions is confidential and should not be shared with others outside the context of this course.
8. Students should notify the instructor if they withdraw from the course and should not attempt to access course materials once they have withdrawn.
9. Students are expected to complete a course evaluation at the end of the course.
10. Students can expect the instructor to grade assignments within 2 weeks of submission unless otherwise informed.
Course Policies

**Instructor policies:**
Written assignments: Students are expected to follow instructions associated with the assignments for this course. Students should use the APA Publication Manual, 6th Edition as a reference for formatting and organizing written assignments. Points will be deducted for poorly written papers.

Students are expected to review the syllabus and course calendar throughout the semester to ensure that they complete class assignments correctly. Additional information may be found in the course Blackboard shell.

Students are expected to complete an anonymous course evaluation at the end of the course. The evaluation will be available through Blackboard. The practice of providing feedback to educational experiences is consistent with professional responsibilities.

**Attendance/tardiness:**
It is strongly recommended that each student attend each class session. Attending lectures tends to have a big impact on how well you learn the material and perform on exams.

A course attendance grade is entered for each student in Blackboard. Each class period is worth two points which will be added to the attendance grade entered into the attendance module in Blackboard.

**Late work and Make-up Exams**
Late work will not receive credit, but extensions may be granted in advance of the due date with reasonable cause. Exceptions may be made on an individual basis in cases of emergency.

**Extra Credit:**
There is no expectation of extra credit activities within the course.

**Cell Phone/Electronic Device Usage:**
The use of cell phones/electronic devices is authorized for course related activities only.

**Dropping a Class**
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. See TAMUCC Academic Calendar for the last day to drop a class with an automatic grade of “W” this term.
CONHS and University Policies:

Evaluation Input from Students
The faculty of the College of Nursing and Health Sciences places great value on evaluative input from students. Evaluation of courses, instructors and clinical facilities provides the College with important data which is used to strengthen the program. Data is analyzed as to trends and themes and is important to curriculum and sequencing decisions. All evaluations for courses posted are online. The online mechanism allows us the opportunity to tabulate and store information in order to analyze trends within the curriculum. Please be assured that this information is secured and not released until after grades are submitted. No names are available to faculty. In order to garner some reliability and validity, the College must have representative data from the student population. That representation, based on the literature, has been set at 70%. The College is anticipating that students will thoughtfully participate in the evaluation process which will assist the faculty with the growth of the program. A link to evaluations will be available on Blackboard toward the end of the semester. Thank you in advance for your assistance with the evaluation process.

Academic Integrity and Honesty
It is expected that University students will demonstrate a high level of maturity, self-direction, and ability to manage their own affairs. Students are viewed as individuals who possess the qualities of worth, dignity, and the capacity for self-direction in personal behavior. University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to a penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is intentionally, knowingly, or carelessly presenting the work of another as one’s own). Please see the following sites for additional information: University Student Handbook and Code of Conduct: http://www.tamucc.edu/~studentsUniversity catalog related to academic integrity and honesty: http://catalog.tamucc.edu/ University Rules and Procedures: University Procedure 13.02.99.C3.01 Academic Misconduct Cases

Students with Disabilities
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Disability Services Office at 361.825.5816 or visit the office in CCH 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disabilities Services office for assistance at (361) 825-5816.

Civil Rights Reporting
Texas A&M University-Corpus Christi is committed to fostering a culture of caring and respect that is free from discrimination, relationship violence and sexual misconduct, and ensuring that all affected students have access to services. For information on reporting Civil Rights complaints, options and support resources (including pregnancy support accommodations) or university
policies and procedures, please contact the University Title IX Coordinator, Sam Ramirez at Samuel.ramirez@tamucc.edu or Deputy Title IX Coordinator, Rosie Ruiz at Rosie.Ruiz@tamucc.edu ext. 5826, or visit website at Title IX/Sexual Assault/Pregnancy.

Limits to confidentiality. Essays, journals, and other materials submitted for this class are generally considered confidential pursuant to the University's student record policies. However, students should be aware that University employees, including instructors, are not able to maintain confidentiality when it conflicts with their responsibility to report alleged or suspected civil rights discrimination that is observed by or made known to an employee in the course and scope of their employment. As the instructor, I must report allegations of civil rights discrimination, including sexual assault, relationship violence, stalking, or sexual harassment to the Title IX Coordinator if you share it with me.

These reports will trigger contact with you from the Civil Rights/Title IX Compliance office who will inform you of your options and resources regarding the incident that you have shared. If you would like to talk about these incidents in a confidential setting, you are encouraged to make an appointment with counselors in the University Counseling Center.

Title IX
As part of the Texas A & M Corpus Christi University policy, pregnant students are urged to contact the Title IX office for facilitation of academic issues impacted by pregnancy, delivery and subsequent complications. Contact information: Mr. Samuel Ramirez, Title IX Coordinator or Ms. Rosie Ruiz, Deputy Title IX Coordinator (825-5826).
Active Military Duty
Active duty military personnel, military spouses, and veterans with special circumstances (e.g., deployment, drill requirements, disabilities) are welcome and encouraged to communicate these, in advance if possible, to the course and clinical instructor.

Grade Appeals Process
The College of Nursing and Health Sciences (CONHS) adheres to the University’s student grade appeal procedures described in Section 13.02.99.C2.01 (revised May, 2013) and follows those guidelines. See http://academicaffairs.tamucc.edu/Rules_Procedures/ for the University procedure and see http://conhs.tamucc.edu/shb/ for the CONHS process identified in the Student Handbook.

Support Services
Students are encouraged to seek faculty assistance in accessing University Services, including tutoring, health services, personal counseling, degree counseling, financial aid, learning resources, job/work placement, career guidance, and computer/technical support/instruction. If a student is interested in other support services provided by the University, the student is encouraged by the College of Nursing and Health Sciences and the University to seek these services.

Syllabus
(course outline)

Week 1
Introduction to Public Health Communication; CH 1 Quiz; Discussion

Week 2
Population Health; CH 2 Quiz

Week 3
Public Health Communication Planning Framework; CH 3 Quiz

Week 4
How to Communicate about Data; CH 4 Quiz; Formative Research; CH 9 Quiz

Week 5
Understanding and Reporting the Science; CH 5 Quiz; Discussion 2

Week 6
Communicating for Policy and Advocacy; CH 6 Quiz; Case Study 1

Week 7
Health Literacy and Clear Health Communication; CH 7 Quiz

Week 8
Behavior Change Communication; CH 8 Quiz; Case Study 2

Week 9
Media Vehicles, Platforms, and Channels; CH 10 Quiz; Discussion 3

Week 10
Implementing a Communication Intervention, CH 11 Quiz; Team Project due

Syllabus HCAD 3360 2020
<table>
<thead>
<tr>
<th>Week 11</th>
<th>Evaluating a Health Communication Program; CH 12 Quiz; Team Presentation due</th>
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<tbody>
<tr>
<td>Week 12</td>
<td>Clinician-Patient Communication; CH 13 Quiz; Discussion 4</td>
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<tr>
<td>Week 13</td>
<td>The Role of Communications in Cancer Prevention/Care; CH 14 Quiz; Case Study 3</td>
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<tr>
<td>Week 14</td>
<td>Crisis and Emergency Risk Communication; CH 15 Quiz; Discussion 5</td>
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<td>Week 15</td>
<td>Health Communication in Resource-Poor Countries; CH 16 Quiz</td>
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<tr>
<td>Week 16</td>
<td>Final objective exam</td>
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