

I. COURSE DESCRIPTION:

The learner will interpret, apply and evaluate health promotion strategies for a variety of situations, including schools, workplaces, health service organizations and entire communities. This course will provide the student with the knowledge of resources and networking opportunities available to create and message a successful health promotion campaign. The student, through analysis of a target market (identified in Health Promotion I) will develop an appropriate health promotion intervention to encourage communities to take personal responsibility for their health.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Explain elements of the key health promotion strategies.

Potential Elements of the Performance:

- List and define types of health communication
- Identify and explain health education
- Identify and explain self help and mutual aid
- Identify and explain organizational change
- Identify and explain policy development
- Identify and explain advocacy

2. Explain how elements of key health promotion strategies are applied to various settings

Potential Elements of the Performance:

- Apply elements of health promotion strategies to the educational setting
- Apply elements of health promotion strategies to the workplace setting
- Apply elements of health promotion strategies to communities

3. Define and explain the elements necessary for the successful implementation and evaluation of a health promotion strategy

Potential Elements of the Performance:

- Identify and explain the twelve step process of successful implementation of health communication campaigns as identified by The Health Communication Unit

4. Identify resources necessary for successful communication of health messages.

Potential Elements of the Performance:

- Define and explain networking
- Identify networking opportunities
- Identify community, national and international organizations associated with health promotion

5. Research and analyze current health promotion messages

Potential Elements of the Performance:

- Review and analyze current health promotion messages
- Evaluate the effectiveness of current health promotion campaigns

6. Identify and explain strategies to create a supportive community environment

Potential Elements of the Performance:

- Identify and analyze supportive social networks
- Identify and analyze supportive physical environments
- Identify and discuss supportive public policies

7. Design, implement and evaluate a health promotion campaign using a previously identified target audience.

Potential Elements of the Performance:

- Review target audience research
- Develop an effective health promotion campaign for a specific target audience
- Identify, explain and analyze evaluation techniques to measure outcomes of health promotion campaigns

III. TOPICS:

1. Elements of Health Promotion Strategies
2. The Health Communication Unit 12 Step Process
3. Supportive Environments
4. The Healthy Workplace
5. Health Communication and the Education System
6. Health Communication Design and Delivery

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Readings as Assigned

V. EVALUATION PROCESS/GRADING SYSTEM:

1. A combination of tests and assignments will be used to evaluate student achievement of the course objectives. A description of the evaluation methods follows and will be discussed by the teacher during the first class.

Assignment #1 – 15%

Assignment #2 – 20%

Assignment #3 – 20%

Learning Activities – 15%

Final Exam – 30%

2. All test/exams are the property of Sault College.

3. Students missing any of the tests or exams because of illness or other serious reason must notify the professor **BEFORE** the test or exam. The professor reserves the right to request to support the student's request.

4. Those students who have notified the professor of their absence that day will be eligible to arrange an opportunity as soon as possible to write the test or exam at another time. Those students who **DO NOT NOTIFY** the professor will receive a zero for that test or exam.

The following semester grades will be assigned to students:

| <u>Grade</u> | <u>Definition</u> | <u>Grade Point Equivalent</u> |
|--------------|-------------------|-------------------------------|
| A+ | 90 – 100% | 4.00 |
| A | 80 – 89% | |
| B | 70 - 79% | 3.00 |
| C | 60 - 69% | 2.00 |
| D | 50 – 59% | 1.00 |
| F (Fail) | 49% and below | 0.00 |

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|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| CR (Credit) | Credit for diploma requirements has been awarded. |
| S | Satisfactory achievement in field /clinical placement or non-graded subject area. |
| U | Unsatisfactory achievement in field/clinical placement or non-graded subject area. |
| X | A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course. |
| NR | Grade not reported to Registrar's office. |
| W | Student has withdrawn from the course without academic penalty. |

NOTE: Mid Term grades are provided in theory classes and clinical/field placement experiences. Students are notified that the midterm grade is an interim grade and is subject to change.

VI. SPECIAL NOTES:

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.