

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 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

2. 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 process of successful implementation of health communication campaigns
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3. Identify resources necessary for successful communication of health messages.

Potential Elements of the Performance:

- Define and explain networking
- Identify networking opportunities

4. 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

5. Design, implement and evaluate a health promotion campaign using an identified target audience.

Potential Elements of the Performance:

- Conduct 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. Health Promotion in Different Environments
2. Elements of Health Promotion Strategies
3. The Healthy Workplace
4. Health Promotion Messaging
5. Health Promotion Design and Delivery
6. Health Promotion Evaluation

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Readings as Assigned

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments – 60%

Event Participation – 20%

Group Fitness Class – 20%

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
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.	

If a faculty member determines that a student is at risk of not being successful in their academic pursuits and has exhausted all strategies available to faculty, student contact information may be confidentially provided to Student Services in an effort to offer even more assistance with options for success. Any student wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member.

VI. SPECIAL NOTES:

Attendance:

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.

Late Assignments:

Assignments will be accepted up to three days after the due date. Students will be deducted 3% for each calendar day that it is late. Assignments submitted after three calendar days of the assigned due date will not be accepted.

Missed Tests/Exams:

Students will receive a 0 for missed tests or exams. If the student cannot write the exam due to unforeseen circumstances the student must notify the instructor BEFORE the exam date. If a student missed the test/exam, did not notify the instructor prior to the exam, and still requests to write the test, the instructor *may* only accept this request if the student can provide proof of an extreme circumstance.

Missed Events:

Students who miss an event will receive a zero mark. The student can make up this mark if they find a similar event and participate in the event. The event must be approved by the instructor prior to their participation.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located in D2L and on the portal form part of this course outline.