



# COURSE OUTLINE

## FIT252

Prepared: Heather Pusch, Tania Hazlett    Approved: Bob Chapman

<b>Course Code: Title</b>	FIT252: HEALTH PROMO II-COMMUNITY MOBILIZATION
<b>Program Number: Name</b>	3040: FITNESS AND HEALTH
<b>Department:</b>	FITNESS & HEALTH PROMOTION
<b>Semester/Term:</b>	17F
<b>Course Description:</b>	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.
<b>Total Credits:</b>	4
<b>Hours/Week:</b>	4
<b>Total Hours:</b>	60
<b>Prerequisites:</b>	FIT202
<b>Vocational Learning Outcomes (VLO's):</b>  Please refer to program web page for a complete listing of program outcomes where applicable.	<p>#2. Prescribe appropriate physical activity, fitness, active living, and lifestyle programs to enhance health, fitness, and well-being of clients.</p> <p>#4. Collaborate with individuals in the selection and adoption of strategies that will enable them to take control of and improve their health, fitness, and well-being.</p> <p>#5. Develop, implement, and evaluate activities, programs, and events which respond to identified needs and interests of clients and maximize the benefits of health, fitness, and well-being.</p> <p>#6. Train individuals and instruct groups in exercise and physical activities.</p> <p>#7. Contribute to community health promotion strategies.</p> <p>#10. Develop and implement risk management strategies for health and fitness programs, activities and facilities.</p> <p>#11. Interact effectively with clients, staff, and volunteers in health and fitness programs, activities and facilities.</p>
<b>Essential Employability Skills (EES):</b>	<p>#1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>#2. Respond to written, spoken, or visual messages in a manner that ensures effective</p>



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communication.

#4. Apply a systematic approach to solve problems.

#5. Use a variety of thinking skills to anticipate and solve problems.

#7. Analyze, evaluate, and apply relevant information from a variety of sources.

#8. Show respect for the diverse opinions, values, belief systems, and contributions of others.

#9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.

#10. Manage the use of time and other resources to complete projects.

#11. Take responsibility for ones own actions, decisions, and consequences.

### Course Evaluation:

Passing Grade: 50%,

### Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	65%
Group Fitness Class	20%
Health Promotion Event Participation	15%

### Course Outcomes and Learning Objectives:

#### Course Outcome 1.

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

#### Learning Objectives 1.

- 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

#### Course Outcome 2.

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

#### Learning Objectives 2.

- Identify and explain the process of successful implementation of health communication



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campaigns

- identify and explain the process of successful evaluation of health communication campaigns

### **Course Outcome 3.**

Identify resources necessary for successful communication of health messages.

### **Learning Objectives 3.**

- Define and explain networking
- Identify networking opportunities

### **Course Outcome 4.**

Research and analyze current health promotion messages

### **Learning Objectives 4.**

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

### **Course Outcome 5.**

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

### **Learning Objectives 5.**

- 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

**Date:**

Wednesday, August 30, 2017



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Please refer to the course outline addendum on the Learning Management System for further information.