



## COURSE OUTLINE: FIT252 - HEALTH PROMOTION II

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Approved: Bob Chapman, Chair, Health

<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>Semesters/Terms:</b>	21W
<b>Course Description:</b>	This course will build practical health promotion skills based on health promotion theory learned in Health Promotion I. The student will practice skills related to fund development. In groups, students will research, design, implement and evaluate an appropriate health promotion intervention to encourage individuals/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>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<p><b>3040 - FITNESS AND HEALTH</b></p> <p>VLO 2 Prescribe appropriate physical activity, fitness, active living, and lifestyle programs to enhance health, fitness, and well-being of clients.</p> <p>VLO 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>VLO 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>VLO 6 Train individuals and instruct groups in exercise and physical activities.</p> <p>VLO 7 Contribute to community health promotion strategies.</p> <p>VLO 10 Develop and implement risk management strategies for health and fitness programs, activities and facilities.</p> <p>VLO 11 Interact effectively with clients, staff, and volunteers in health and fitness programs, activities and facilities.</p>
<b>Essential Employability Skills (EES) addressed in this course:</b>	<p>EES 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>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 4 Apply a systematic approach to solve problems.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p>

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.



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- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%,

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Course Outcomes and Learning Objectives:**

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Define and explain the elements necessary for the successful implementation and evaluation of a health promotion strategy	1.1 Identify and explain the process of successful implementation of health communication campaigns 1.2 Identify and explain the process of successful evaluation of health communication campaigns
Course Outcome 2	Learning Objectives for Course Outcome 2
2. Identify resources necessary for successful communication of health messages.	2.1 Define and explain networking 2.2 Identify networking opportunities 2.3 Perform a communication analysis
Course Outcome 3	Learning Objectives for Course Outcome 3
3. Research and analyze current health promotion initiatives.	3.1 Review and analyze current health promotion initiatives 3.2 Evaluate the effectiveness of current health promotion campaigns
Course Outcome 4	Learning Objectives for Course Outcome 4
4. Research, design, implement and evaluate a health promotion initiative using an identified target audience.	4.1 Conduct target audience research 4.2 Develop an effective health promotion campaign for a specific target audience 4.3 Identify, explain and analyze evaluation techniques to measure outcomes of health promotion campaigns

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
Assignments	60%
Health Promotion Intervention	40%

**Date:**

January 5, 2021

**Addendum:**

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

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