



COURSE OUTLINE: FIT221 - HEALTH PROMOTION II

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Approved: Bob Chapman, Dean, Health

Course Code: Title	FIT221: HEALTH PROMOTION II
Program Number: Name	3040: FITNESS AND HEALTH
Department:	FITNESS & HEALTH PROMOTION
Academic Year:	2024-2025
Course Description:	In this course students will develop the necessary skills needed to conduct a health promotion intervention. Students will explore health promotion in various settings and learn the basics of fund development. In groups, students will research, design, implement and evaluate an appropriate health promotion intervention.
Total Credits:	4
Hours/Week:	4
Total Hours:	56
Prerequisites:	FIT213
Corequisites:	There are no co-requisites for this course.
Substitutes:	FIT252
Vocational Learning Outcomes (VLO's) addressed in this course:	3040 - FITNESS AND HEALTH
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 6 Support community health promotion strategies for active healthy living in the general population.
	VLO 7 Establish and maintain positive working relationships with clients, staff, allied health professionals and volunteers in the delivery of programs, activities, and the use of facilities.
	VLO 9 Develop plans and implement strategies for ongoing professional growth and development.
	VLO 10 Communicate information persuasively and accurately in oral, written, and other media formats.
Essential Employability Skills (EES) addressed in this course:	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.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	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%, D

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 development, implementation and evaluation of a health promotion strategy.	1.1 Identify and explain the steps necessary to plan, implement, and evaluate a health promotion strategy. 1.2 Review and analyze current health promotion initiatives and evaluate for effectiveness.
Course Outcome 2	Learning Objectives for Course Outcome 2
2. Research and discuss the elements of a community health needs assessment.	2.1 Identify the components of a community health needs assessment. 2.2 Research a community health needs assessment 2.3 Present the findings of a community health needs assessment.
Course Outcome 3	Learning Objectives for Course Outcome 3
3. Identify and create resources necessary for successful communication of health messages.	3.1 Identify the components of effective health communication. 3.2 Create messages based on target population analysis. 3.3 Evaluate effectiveness of health communication messages.
Course Outcome 4	Learning Objectives for Course Outcome 4
4. Demonstrate the skills necessary for fund development.	4.1 Complete a sample grant application. 4.2 Participate in fund development activities.
Course Outcome 5	Learning Objectives for Course Outcome 5
5. Research, design, implement and evaluate a health promotion event using an identified target audience.	5.1 Conduct target audience research. 5.2 Develop, design, implement and evaluate a health promotion event for a specific target audience.

Evaluation Process and Grading System:

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

Date:

August 20, 2024

Addendum:

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

