

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 in the Education System
6. Health Communication Design and Delivery

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Readings as Assigned

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignment #1 – 20%
Assignment #2 – 30%
Learning Activities – 20%
Final – 30%

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.	

VI. SPECIAL NOTES:

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may:

- i. issue a verbal reprimand,
- ii. make an assignment of a lower grade with explanation,
- iii. require additional academic assignments and issue a lower grade upon completion to the maximum grade “C”,
- iv. make an automatic assignment of a failing grade,
- v. recommend to the Chair dismissal from the course with the assignment of a failing grade.

In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

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.

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of *March* will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.