



COURSE OUTLINE: FIT252 - HEALTH PROMOTION II

Prepared: Heather Pusch, Tania Hazlett

Approved: Bob Chapman, Chair, Health

Course Code: Title	FIT252: HEALTH PROMO II-COMMUNITY MOBILIZATION
Program Number: Name	3040: FITNESS AND HEALTH
Department:	FITNESS & HEALTH PROMOTION
Semesters/Terms:	19W
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 population will develop an appropriate health promotion intervention to encourage communities to take personal responsibility for their health.
Total Credits:	4
Hours/Week:	4
Total Hours:	60
Prerequisites:	FIT202
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course: Please refer to program web page for a complete listing of program outcomes where applicable.	3040 - FITNESS AND HEALTH VLO 2 Prescribe appropriate physical activity, fitness, active living, and lifestyle programs to enhance health, fitness, and well-being of clients. 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. 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. VLO 6 Train individuals and instruct groups in exercise and physical activities. VLO 7 Contribute to community health promotion strategies. VLO 10 Develop and implement risk management strategies for health and fitness programs, activities and facilities. VLO 11 Interact effectively with clients, staff, and volunteers in health and fitness programs, activities and facilities.
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 4 Apply a systematic approach to solve problems. 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



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	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%,																				
Course Outcomes and Learning Objectives:	<table><tr><th>Course Outcome 1</th><th>Learning Objectives for Course Outcome 1</th></tr><tr><td>1. Explain how elements of key health promotion strategies are applied to various settings</td><td>1.1 Apply elements of health promotion strategies to the educational setting 1.2 Apply elements of health promotion strategies to the workplace setting 1.3 Apply elements of health promotion strategies to communities</td></tr><tr><th>Course Outcome 2</th><th>Learning Objectives for Course Outcome 2</th></tr><tr><td>2. Define and explain the elements necessary for the successful implementation and evaluation of a health promotion strategy</td><td>2.1 Identify and explain the process of successful implementation of health communication campaigns 2.2 Identify and explain the process of successful evaluation of health communication campaigns</td></tr><tr><th>Course Outcome 3</th><th>Learning Objectives for Course Outcome 3</th></tr><tr><td>3. Identify resources necessary for successful communication of health messages.</td><td>3.1 Define and explain networking 3.2 Identify networking opportunities 3.3 Perform a communication analysis</td></tr><tr><th>Course Outcome 4</th><th>Learning Objectives for Course Outcome 4</th></tr><tr><td>4. Research and analyze current health promotion messages</td><td>4.1 Review and analyze current health promotion messages 4.2 Evaluate the effectiveness of current health promotion campaigns</td></tr><tr><th>Course Outcome 5</th><th>Learning Objectives for Course Outcome 5</th></tr><tr><td>5. Design, implement and evaluate a health promotion campaign using an identified target audience.</td><td>5.1 Conduct target audience research 5.2 Develop an effective health promotion campaign for a specific target audience 5.3 Identify, explain and analyze evaluation techniques to measure outcomes of health promotion campaigns</td></tr></table>	Course Outcome 1	Learning Objectives for Course Outcome 1	1. Explain how elements of key health promotion strategies are applied to various settings	1.1 Apply elements of health promotion strategies to the educational setting 1.2 Apply elements of health promotion strategies to the workplace setting 1.3 Apply elements of health promotion strategies to communities	Course Outcome 2	Learning Objectives for Course Outcome 2	2. Define and explain the elements necessary for the successful implementation and evaluation of a health promotion strategy	2.1 Identify and explain the process of successful implementation of health communication campaigns 2.2 Identify and explain the process of successful evaluation of health communication campaigns	Course Outcome 3	Learning Objectives for Course Outcome 3	3. Identify resources necessary for successful communication of health messages.	3.1 Define and explain networking 3.2 Identify networking opportunities 3.3 Perform a communication analysis	Course Outcome 4	Learning Objectives for Course Outcome 4	4. Research and analyze current health promotion messages	4.1 Review and analyze current health promotion messages 4.2 Evaluate the effectiveness of current health promotion campaigns	Course Outcome 5	Learning Objectives for Course Outcome 5	5. Design, implement and evaluate a health promotion campaign using an identified target audience.	5.1 Conduct target audience research 5.2 Develop an effective health promotion campaign for a specific target audience 5.3 Identify, explain and analyze evaluation techniques to measure outcomes of health promotion campaigns
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Evaluation Process and Grading System:	<table><tr><th>Evaluation Type</th><th>Evaluation Weight</th><th>Course Outcome Assessed</th></tr><tr><td>Assignments</td><td>80%</td><td>All</td></tr><tr><td>Group Fitness Class</td><td>20%</td><td>2,5</td></tr></table>	Evaluation Type	Evaluation Weight	Course Outcome Assessed	Assignments	80%	All	Group Fitness Class	20%	2,5											
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Date:	December 11, 2018																				
	Please refer to the course outline addendum on the Learning Management System for further information.																				