



## COURSE OUTLINE: FIT252 - HEALTH PROMOTION II

Prepared: Heather Pusch

Approved: Bob Chapman, Chair, Health

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| <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>  | 22W  |
| <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 6 Support community health promotion strategies for active healthy living in the general population.</p> <p>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.</p> <p>VLO 10 Communicate information persuasively and accurately in oral, written, and other media formats.</p>  |
| <b>Please refer to program web page for a complete listing of program outcomes where applicable.</b> |  |
| <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 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</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 2021-2022 academic year.



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|  | EES 11 Take responsibility for ones own actions, decisions, and consequences.   |                  |  |  |  |                               |  |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |
|--|---|------------------|--|--|--|-------------------------------|--|---|---|------------------|--|---|---|------------------|--|---|--|------------------|--|--|--|
| <b>Course Evaluation:</b>  | <p>Passing Grade: 50%,</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>   |                  |  |  |  |                               |  |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |
| <b>Course Outcomes and Learning Objectives:</b>  | <table> <tr> <th>Course Outcome 1</th><th>Learning Objectives for Course Outcome 1</th></tr> <tr> <td>1. Define and explain the elements necessary for the successful implementation and evaluation of a health promotion strategy</td><td>           1.1 Identify and explain the process of successful implementation of health communication campaigns<br/>           1.2 Identify and explain the process of successful evaluation of health communication campaigns         </td></tr> <tr> <th>Course Outcome 2</th><th>Learning Objectives for Course Outcome 2</th></tr> <tr> <td>2. Identify and create resources necessary for successful communication of health messages.</td><td>           2.1 Perform a communication analysis<br/>           2.2 Create messages based on target market analysis         </td></tr> <tr> <th>Course Outcome 3</th><th>Learning Objectives for Course Outcome 3</th></tr> <tr> <td>3. Research and analyze current health promotion initiatives.</td><td>           3.1 Review and analyze current health promotion initiatives<br/>           3.2 Evaluate the effectiveness of current health promotion campaigns         </td></tr> <tr> <th>Course Outcome 4</th><th>Learning Objectives for Course Outcome 4</th></tr> <tr> <td>4. Demonstrate the skills necessary for fund development.</td><td>           4.1 Complete a sample grant application.<br/>           4.2 Participate in fund development activities (eg. donation letter writing)         </td></tr> <tr> <th>Course Outcome 5</th><th>Learning Objectives for Course Outcome 5</th></tr> <tr> <td>5. Research, design, implement and evaluate a health promotion initiative using an identified target audience.</td><td>           5.1 Conduct target audience research<br/>           5.2 Develop an effective health promotion campaign for a specific target audience<br/>           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. 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<br>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 and create resources necessary for successful communication of health messages. | 2.1 Perform a communication analysis<br>2.2 Create messages based on target market 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<br>3.2 Evaluate the effectiveness of current health promotion campaigns | Course Outcome 4 | Learning Objectives for Course Outcome 4 | 4. Demonstrate the skills necessary for fund development. | 4.1 Complete a sample grant application.<br>4.2 Participate in fund development activities (eg. donation letter writing) | Course Outcome 5 | Learning Objectives for Course Outcome 5 | 5. Research, design, implement and evaluate a health promotion initiative using an identified target audience. | 5.1 Conduct target audience research<br>5.2 Develop an effective health promotion campaign for a specific target audience<br>5.3 Identify, explain and analyze evaluation techniques to measure outcomes of health promotion campaigns |
| 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<br>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 and create resources necessary for successful communication of health messages.                                  | 2.1 Perform a communication analysis<br>2.2 Create messages based on target market 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<br>3.2 Evaluate the effectiveness of current health promotion campaigns   |                  |  |  |  |                               |  |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |
| Course Outcome 4   | Learning Objectives for Course Outcome 4  |                  |  |  |  |                               |  |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |
| 4. Demonstrate the skills necessary for fund development.  | 4.1 Complete a sample grant application.<br>4.2 Participate in fund development activities (eg. donation letter writing)  |                  |  |  |  |                               |  |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |
| Course Outcome 5   | Learning Objectives for Course Outcome 5  |                  |  |  |  |                               |  |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |
| 5. Research, design, implement and evaluate a health promotion initiative using an identified target audience.               | 5.1 Conduct target audience research<br>5.2 Develop an effective health promotion campaign for a specific target audience<br>5.3 Identify, explain and analyze evaluation techniques to measure outcomes of health promotion campaigns  |                  |  |  |  |                               |  |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |
| <b>Evaluation Process and Grading System:</b>  | <table> <tr> <th>Evaluation Type</th><th>Evaluation Weight</th></tr> <tr> <td>Assignments</td><td>60%</td></tr> <tr> <td>Health Promotion Intervention</td><td>40%</td></tr> </table>   | Evaluation Type  | Evaluation Weight                        | Assignments  | 60%  | Health Promotion Intervention | 40%                                      |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |
| Evaluation Type  | Evaluation Weight   |                  |  |  |  |                               |  |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |
| Assignments  | 60%   |                  |  |  |  |                               |  |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |
| Health Promotion Intervention  | 40%   |                  |  |  |  |                               |  |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |
| <b>Date:</b>   | December 8, 2021  |                  |  |  |  |                               |  |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |
| <b>Addendum:</b>   | Please refer to the course outline addendum on the Learning Management System for further information.  |                  |  |  |  |                               |  |   |   |                  |  |   |   |                  |  |   |  |                  |  |  |  |

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