The University of Western Ontario  
School of Health Studies

Health Sciences 4202a: Health Behavior

**Instructor:** Tamara Landry  
**Email:** tmlandry@uwo.ca  
**September 2012**

**Office Hours Room Number:** HSB 203  
**Office Hours:** Monday 10:00am-11:00am and Wednesdays 11:00am-12:00pm  
**Course Day/Time/Room:** Mondays 11:30am-1:30pm and Wednesdays 12:30pm-1:30pm, HSB 35

**Prerequisite Checking**

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Prerequisites: Registration in the third or fourth year of the School of Health Studies  
Antirequisites: Health Sciences 4091A section 002 if taken in 2010  
See [www.westerncalendar.uwo.ca](http://www.westerncalendar.uwo.ca) for further details.

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**Course Information**

This course will explore theories/models of health behavior. Students will be introduced to the main tenets of various health behavior theories/models and their applications to selected health (e.g., smoking, exercise, substance use), illness (e.g., HIV/AIDS, Cancer) and preventive (e.g., condom use) behaviors.

Course Objectives:

By the end of this course, you should be able to:

- Describe the major health behavior theories/models we’ve discussed in class
- Identify the main constructs and components of each of those health behavior theories/models
- Describe how the major health behavior theories have been applied to health, illness and preventive behaviors
- Apply the health behavior theories/concepts to health behavior issues
- Understand how health promotion interventions and programs apply theories/models

You will be expected to attend the lectures, complete the readings in advance of the lectures and participate in class discussions. You will also be expected to submit
any required assignments on the due date and write all scheduled exams for this course.

**Course Materials**

The required course textbook for this class is “Health Behavior Theory for Public Health” by DiClemente, Salazar and Crosby, 2013. This text is available in the campus bookstore. There will also be a few additional required articles that will be posted on OWL for this course. I will also post the suggested readings on OWL for anyone interested.

**Evaluation:**

Reflection Questions: (4 reflection pieces x 5% each) 20%
Quizzes (5 quizzes x 2% each) 10%
Billboard/Pamphlet, Essay and Presentation 30%
Final Exam 40%

Please keep a copy of every assignment you hand in just in case you need to provide a back up copy.

**Reflection Questions: (4 reflection pieces x 5% each) 20%**

You will be provided with 4 questions on the health behavior theories course material throughout the semester. You will be required to submit a one-page response to each question. Please see the class timetable for the assigned dates and due dates. These must be submitted during class.

**Quizzes (5 quizzes x 2% each) 10%**

There will be 5 quizzes throughout the semester on the course material and lectures. Each quiz will consist of 10 True and False questions. Please see the class timetable for the quiz dates.

**Billboard/Pamphlet, Essay and Presentation 30%**

Your task is to create a health promoting and behavior changing billboard or pamphlet applying principles learned in class, the textbook and assigned readings and write a 5 page reflective paper. The project must be based on (i.e., incorporate the main tenets or constructs from) one of the following theories:

*Theory of Reasoned Action*
*Theory of Planned Behavior*
*Health Belief Model*
*Information-Motivation-Behavioral Skills Model*
*Diffusion of Innovations*
*Transtheoretical Model*
*Precaution Adoption Process Model*
*Protection Motivation Theory*
Health promotion billboard or Pamphlet

Your task is to design a roadside billboard or a pamphlet that addresses a significant health concern. The billboard should be presented as a projectable poster (i.e., single slide created) in PowerPoint or other appropriate software. You can use text, images, drawings, or whatever you like. Be as creative as you can in your suggested ways to change a health behavior. Please clear your topics and chosen theory with me before proceeding. The DEADLINE to clear your topics is OCTOBER 15, 2012.

Assignment Grading:
Your grade will be based on a short essay, 5 pages, your project design in the form of a billboard or pamphlet and a presentation. Both should describe (a) The specific health problem being addressed, (b) the target audience for the billboard or pamphlet, (c) the specific behavioral change you are trying to achieve, (d) how your billboard or pamphlet relates to one of the above health behaviour theories, and (e) how you would apply your theory to the health behaviour. Please also send me a computer file that contains your billboard or pamphlet with the paper.

Final Exam (40%)

The final examination will be cumulative and will reflect course work since the start of class. Questions will come from material presented in the lectures, as well as from the assigned readings and guest lecturers. The exam will consist of multiple choice, short answer, and two essay questions. Further information regarding the final exam will be provided during class.

Grading scheme:

I use the format provided below for grading, which is the university-wide scale that has been approved by the UWO Senate.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>90-100</td>
<td>Exceptional</td>
</tr>
<tr>
<td>A</td>
<td>80-89</td>
<td>Superior work, above average.</td>
</tr>
<tr>
<td>B</td>
<td>70-79</td>
<td>Good work, meeting all requirements, and eminently satisfactory.</td>
</tr>
<tr>
<td>C</td>
<td>60-69</td>
<td>Competent work, meeting requirements.</td>
</tr>
<tr>
<td>D</td>
<td>50-59</td>
<td>Fair work, minimally acceptable.</td>
</tr>
<tr>
<td>F</td>
<td>below 50</td>
<td>Fail</td>
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</tbody>
</table>

OWL

I will post all reading material and assignments on OWL.

Contacting Me

You can contact me either by email, in class, during office hours or by appointment. Please avoid sending me a message or submitting assignments on OWL, as it can be temperamental sometimes and not work. I will answer emails until 4pm each day.
Emails received after 4pm will be answered the next morning. If you have not received a response email from me within 24 hours, please resend your email.

**Policies**

**Late Material**

All assignments must be turned in on time. Please submit both an electronic copy to my UWO email (tmlandry@uwo.ca) and a hard copy of your assignments during class. If you have a medical reason for not being able to complete an assignment or the final examination a note from your Physician indicating the severity of your condition must be submitted to the Health Sciences office. You may visit Western’s Policy on Accommodation for Medical Illness at: https://studentservices.uwo.ca/secure/index.cfm for further details. If you are given academic accommodation by the Academic Counselling Office for missing an assignment deadline, you will be required to see an academic counsellor in Health Studies to discuss your reasons and provide documentation. If you receive academic accommodation, you will be required to submit the assignment according to the academic accommodation time you receive from the counsellor. If you do not write the final exam on the regularly scheduled exam date and time, you will be required to see an academic counsellor in Health Studies to discuss your reasons and provide documentation. If you receive academic accommodation, you will be required to write a make-up final exam. If you have a non-medical reason for handing in a late assignment 10% will be deducted per day, including weekends. If you have any specific questions or concerns, please do not hesitate to ask me. If you do not have academic accommodation, you will receive a grade of zero on any missed exam or assignment.

**Electronic devices**

Cellular phones must be turned off during class and laptop computers will only be allowed to be open if your work on them pertains to class. You will learn more if you are fully engaged in the materials presented and the discussions. The use of communication equipment (e.g., cell phones, ipods, ipads, laptops) will be prohibited during any exams.

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>REQUIRED READING</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 10</td>
<td>Introduction to Health: The intersection between behavior, health promotion, the environment and prevention</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>September 12</td>
<td>Where does Theory come in and how can we use it to understand Health Behavior?</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>September 17</td>
<td>The Precede-Proceed Model</td>
<td>Chapter 3, QUIZ 1</td>
</tr>
<tr>
<td>September 19</td>
<td>Value-Expectancy Theories-TRA/TPB</td>
<td>Chapter 4, Question 1</td>
</tr>
<tr>
<td>Date</td>
<td>Assignment</td>
<td>Assigned</td>
</tr>
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</tr>
<tr>
<td>September 24</td>
<td>Value-Expectancy Theories-IMB</td>
<td>Chapter 4, Question 1 DUE</td>
</tr>
<tr>
<td>September 26</td>
<td>Fear Based Models-HBM</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>October 1</td>
<td>Fear Based Models-PMT, EPPM</td>
<td>Chapter 5, QUIZ 2</td>
</tr>
<tr>
<td>October 3</td>
<td>Stage Models-TMC, PAPM</td>
<td>Chapter 6, Question 2 Assigned</td>
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<tr>
<td>October 8</td>
<td>Thanksgiving Holiday-NO CLASS</td>
<td>No Readings</td>
</tr>
<tr>
<td>October 10</td>
<td>Stage Models-TMC, PAPM</td>
<td>Chapter 6, Question 2 DUE</td>
</tr>
<tr>
<td>October 15</td>
<td>Behavioral Economics of Health Behavior: Making Choices, Values and Risk Taking</td>
<td>Chapter 7, QUIZ 3, Choose Theory and Topic Deadline</td>
</tr>
<tr>
<td>October 17</td>
<td>Social Cognitive Theory (SCT)</td>
<td>Chapter 8, Question 3 Assigned</td>
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<tr>
<td>October 22</td>
<td>Social Support &amp; Social Networks</td>
<td>Reading on OWL, Question 3 DUE</td>
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<td>October 24</td>
<td>Dr. Fisher’s Guest Lecture</td>
<td>TBA</td>
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<tr>
<td>October 29</td>
<td>Health Communication and Social Marketing</td>
<td>Chapter 9, QUIZ 4</td>
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<tr>
<td>October 31</td>
<td>Diffusion of Innovations Theory (DOI)</td>
<td>Chapter 10, Question 4 Assigned</td>
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<tr>
<td>November 5</td>
<td>Ecological Approaches and Environmental Influences</td>
<td>Chapter 11, Question 4 DUE</td>
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<tr>
<td>November 7</td>
<td>Theory and Measurement</td>
<td>Chapter 12</td>
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<tr>
<td>November 12</td>
<td>To be determined</td>
<td>To be determined</td>
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<tr>
<td>November 14</td>
<td>Evaluating Theory Based Programs</td>
<td>Chapter 13</td>
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<tr>
<td>November 19</td>
<td>Guest Lecture: Leanne Powell</td>
<td>TBA</td>
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<tr>
<td>November 21</td>
<td>From Theory to Practice</td>
<td>Chapter 14, Billboard/Paper DUE</td>
</tr>
<tr>
<td>November 26</td>
<td>Choosing a Theory or Model to Apply</td>
<td>Reading on OWL, QUIZ 5</td>
</tr>
<tr>
<td>November 28</td>
<td>Final Exam Review</td>
<td>No Readings</td>
</tr>
<tr>
<td>December 3</td>
<td>Billboard Presentations</td>
<td>No Readings</td>
</tr>
<tr>
<td>December 5</td>
<td>Billboard Presentations</td>
<td>No Readings</td>
</tr>
<tr>
<td>Final Exam</td>
<td>To be determined</td>
<td>No Readings</td>
</tr>
</tbody>
</table>


**ADDITIONAL STATEMENTS**

**Student Code of Conduct**

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at The University of Western Ontario,
provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For more information, visit http://www.uwo.ca/univsec/board/code.pdf.

**English Proficiency for the Assignment of Grades**


**Accommodation for Medical Illness or Non-Medical Absences**

http://www.uwo.ca/univsec/handbook/appeals/accommodation_medical.pdf

The University recognizes that a student’s ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student’s overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.

A UWO Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An SMC can be downloaded under the Medical Documentation heading of the following website: https://studentservices.uwo.ca/secure/index.cfm.

Documentation is required for non-medical absences where the course work missed is more than 10% of the overall grade. Students may contact their Faculty Academic Counselling Office for what documentation is needed.

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner. Documentation for any request for accommodation shall be submitted, as soon as possible, to the appropriate Academic Counselling Office of the student’s Faculty of registration. For BHSc students, you may go to the School of Health Studies Office in HSB room 222.

**Scholastic Offences**

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website: http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_undergrad.pdf.
Additionally,

1. All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (http://www.turnitin.com).

2. Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Support Services

There are various support services around campus and these include, but are not limited to:

1. Student Development Centre -- http://www.sdc.uwo.ca/ssl/
2. Student Health -- http://www.shs.uwo.ca/student/studenthealthservices.html
3. Registrar’s Office -- http://www.registrar.uwo.ca/
4. Ombuds Office -- http://www.uwo.ca/ombuds/

Creating a “healthy” classroom

Teaching and learning is a two-way process and to ensure the best and most productive experience for us all I ask that we all be considerate of the following: arrive on time, do not be disruptive, respect one another, be attentive, and be willing to challenge yourself.