Western University
School of Health Studies

Health Sciences 4202a: Health Behavior

Instructor: Dr. Tamara Thompson
Email: tlandry4@uwo.ca
Office Hours Room Number: To be determined
Office Hours: By appointment
Course Day/Time/Room: Tuesday 11:30am-1:30pm (in class) HSB-35 (HSB: Health Sciences Building) and Friday 12:30pm-1:30pm (online).

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 for further details.

Course Information

This course will explore theoretical frameworks of health behavior. Students will be introduced to the main constructs of various health behavior theoretical frameworks and their applications to selected healthy/unhealthy behaviors, such as tobacco use, exercise, eating lifestyle, substance use, condom use/safer sex practices, vaccines, hygiene, oral health.

Course Objectives:

By the end of this course, you should be able to:
- Describe the major health behavior theoretical frameworks discussed in class
- Identify the main constructs and components of each of those health behavior theoretical frameworks
- Describe how the major health behavior theoretical frameworks have been applied to health, illness and preventive behaviors
- Apply the health behavior theoretical frameworks to health behavior issues
- Understand how to use theoretical frameworks in research and public health

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 “Theoretical Foundations of Health Education and Health Promotion” by Manoj Sharma, Third Edition, 2017.

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 suggested readings on OWL for anyone interested.

**Guest Lecturers**

Attendance in class with the guest lecturers is MANDATORY. Guest lecturers take time out of their busy schedules to come and speak in our class so we need to show them respect by attending on the day they are here. I will take attendance on these days and if you do not attend the guest lecturer classes, you will lose 5% of your grade. If you have a reason for not attending, please obtain academic accommodation from the Health Sciences Counseling office.

**Evaluation:**

Midterm Exam: 25%
Media Campaign Critical Assessments: 20%
Developing a Campaign or Intervention 20%
Final Exam 35%

**Midterm Exam (25%)**

The midterm exam will cover material from the first class on September 13\textsuperscript{th} up to and including October 11\textsuperscript{th}, 2016. The midterm exam will consist of multiple choice, T/F and short answer questions. Questions will come from material presented in the lectures, as well as from the assigned readings and guest lecturers (if applicable). Further information regarding the final exam will be provided during class. THE MIDTERM WILL BE IN CLASS ON OCTOBER 18\textsuperscript{th}, 2016. There is NO MAKE UP MIDTERM EXAM. If you do not write the midterm exam and you receive academic accommodation, your midterm exam will be re-weighted to your final exam.

**Media Campaign Critical Assessments (20%)**

Every Friday during the online component of this course, I will post a series of Health Behavior campaigns, social media messages, interventions, billboards, etc. for you to review and critically appraise. There will be 10 of these worth 2% each for a total of 20% towards your course grade. More detail will be provided in class regarding the assessments and the expectations.
Developing a Campaign or Intervention 20%: Due November 22\textsuperscript{nd}, 2016 in class.

This assignment has two parts:

1. Your task is to develop a campaign message or intervention to change a health behaviour.
   a. Choose any behavior.
   b. Choose any format (e.g., video, social media, \textit{billboard}, \textit{poster}, \textit{pamphlet}, etc).
   c. You must include: (1) the specific behavior you are trying to change, and (2) the target audience.

2. Write a 3 page report explaining what theory you are applying to your campaign or intervention and how you plan to get people to change their behavior. The report should describe (a) The specific behavior being addressed, (b) the target audience, (c) and how you would apply your chosen theory to the behavior. Please follow APA Publication Guidelines when writing and formatting your report. The project must be based \textbf{one} of the theoretical models from this course.

This is an individual assignment, NO group work.

Please email me your health behavior and theoretical framework choices by November 1\textsuperscript{st}. Failure to email these by November 1\textsuperscript{st} will result in a 5% loss of your final grade.

Please submit both a hard copy in class and an electronic copy via OWL that contains your campaign/intervention and your report.

**DUE DATE NOVEMBER 22\textsuperscript{nd}, 2016 IN CLASS**

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

**Final Exam (35%)**

The final examination will NOT be cumulative from the beginning of September and will reflect course work that began after the MIDTERM EXAM (October 25\textsuperscript{th} to December 6\textsuperscript{th}). However, there will be terms/concepts and constructs that overlap some of the theoretical frameworks we covered prior to the midterm exam. Questions will come from material presented in the lectures, as well as from the assigned readings and guest lecturers (where applicable). The exam will consist of multiple choice, short answer, and essay questions. Further information regarding the final exam will be provided during class.
# TENTATIVE COURSE SCHEDULE

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>TOPIC</th>
<th>READINGS</th>
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<tbody>
<tr>
<td>1</td>
<td>September 9 (F)</td>
<td>E-Introductions Online Via OWL</td>
<td>Postings on OWL</td>
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<tr>
<td>2</td>
<td>September 13 (T)</td>
<td>Introduction to the Course Health, Behavior and Health Behavior</td>
<td>Chapter 1</td>
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<td></td>
<td>September 16 (F)</td>
<td>Media Campaign Critical Assessments</td>
<td>OWL Assignment Tab</td>
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<tr>
<td>3</td>
<td>September 20 (T)</td>
<td>Precede-Proceed Model</td>
<td>Chapter 2</td>
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<td></td>
<td>September 23 (F)</td>
<td>Media Campaign Critical Assessments</td>
<td>OWL Assignment Tab</td>
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<tr>
<td>4</td>
<td>September 27 (T)</td>
<td>Health Belief Model</td>
<td>Chapter 3</td>
</tr>
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<td></td>
<td>September 30 (F)</td>
<td>Media Campaign Critical Assessments</td>
<td>OWL Assignment Tab</td>
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<tr>
<td>5</td>
<td>October 4 (T)</td>
<td>Theory of Reasoned Action/Theory of Planned Behavior</td>
<td>Chapter 5</td>
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<td></td>
<td>October 7 (F)</td>
<td>Media Campaign Critical Assessments</td>
<td>OWL Assignment Tab</td>
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<tr>
<td>6</td>
<td>October 11 (T)</td>
<td>Transtheoretical Model/Precaution Adoption Process Model</td>
<td>Chapter 4, Reading on OWL</td>
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<td>October 14 (F)</td>
<td>Media Campaign Critical Assessments</td>
<td>OWL Assignment Tab</td>
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<tr>
<td>7</td>
<td>October 18 (T)</td>
<td>Midterm Exam</td>
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<td></td>
<td>October 21 (F)</td>
<td>Media Campaign Critical Assessments</td>
<td>OWL Assignment Tab</td>
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<tr>
<td>8</td>
<td>October 25 (T)</td>
<td>Social Cognitive Theory</td>
<td>Chapter 7</td>
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<td></td>
<td>October 28 (F)</td>
<td>NO ONLINE CLASS, Fall Study Break</td>
<td>No Readings</td>
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<tr>
<td>9</td>
<td>November 1 (T)</td>
<td>Information-Motivation-Behavioral Skills Model: Guest Lecturer Dr. Bill Fisher</td>
<td>Chapter 11 (Pg. 38-40), Reading on OWL</td>
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<td></td>
<td>November 4 (F)</td>
<td>Work on Campaign/Intervention</td>
<td>No Readings</td>
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<td>10</td>
<td>November 8 (T)</td>
<td>Diffusion of Innovations</td>
<td>Chapter 9</td>
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<td></td>
<td>November 11 (F)</td>
<td>Media Campaign Critical Assessments</td>
<td>OWL Assignment Tab</td>
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<tr>
<td>11</td>
<td>November 15 (T)</td>
<td>Social Marketing</td>
<td>Chapter 8</td>
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<td></td>
<td>November 18 (F)</td>
<td>Media Campaign Critical Assessments</td>
<td>OWL Assignment Tab</td>
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<tr>
<td>12</td>
<td>November 22 (T)</td>
<td>Campaign/Intervention Due 11:30am</td>
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<td></td>
<td>November 25 (F)</td>
<td>Media Campaign Critical Assessments</td>
<td>OWL Assignment Tab</td>
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<tr>
<td>13</td>
<td>November 29 (T)</td>
<td>Using Theory in Public Health</td>
<td>Reading on OWL</td>
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<td></td>
<td>December 2 (F)</td>
<td>Media Campaign Critical Assessments</td>
<td>OWL Assignment Tab</td>
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<tr>
<td>14</td>
<td>December 6 (T)</td>
<td>Last Day of Class: Final Exam Review</td>
<td>Final Exam Review, Powerpoint</td>
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<td></td>
<td>December 8-9</td>
<td>Study Days</td>
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<td></td>
<td>December 10-21</td>
<td>Examination Period</td>
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***This schedule is subject to changes. I will notify you immediately of any changes***
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>
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</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>
</tr>
</tbody>
</table>

OWL

I will post all reading material and assignments on OWL.

Contacting Me

You can contact me either by email, in class, or by appointment. I will respond to emails until 5pm during the week. Please avoid sending me a message through OWL as it can be temperamental sometimes and not work. I will answer emails within 24 hrs of receipt. If you have not received a response email from me within 24 hours (except over the weekend), please resend your email.

Policies

Late Material

All assignments must be turned in on time. Please submit both an electronic copy to OWL and a hard copy of your assignment in class. If you have a medical reason for not being able to complete any assignments or exams, 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 or exam, 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 have academic accommodation, all late assignments will receive an automatic 5% deduction if not handed in by the end of class on the assigned due date and a subsequent 10% deducted for every 24-hr period after the due date, including weekends. If you do not write the midterm 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, your midterm exam will be re-weighted to your final exam. 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.

**Statement on Use of Personal Response Systems (“Clickers”)**

If Personal Response Systems (“Clickers”) are used in the course, a reference to the Guidelines for their use is at [http://www.uwo.ca/univsec/handbook/exam/courseoutlines.pdf](http://www.uwo.ca/univsec/handbook/exam/courseoutlines.pdf) on page 4. Instructors are to communicate clearly to students information on how clickers are used including: how the student’s privacy will be protected, how clickers may be used by the instructor for data gathering and for evaluating the student, and why they cannot be used by anyone but the student (since the students involved in misuse of a clicker may be charged with a scholastic offence).

**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](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.westerncalendar.uwo.ca/2016/pg117.html](http://www.westerncalendar.uwo.ca/2016/pg117.html)

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: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

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/pdf/academic_policies/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/](http://www.sdc.uwo.ca/)
2. Student Health – [http://www.uwo.ca/health/services/students/index.html](http://www.uwo.ca/health/services/students/index.html)

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. Behavior during class such as talking during lectures, wearing headphones, using cell phones, facebooking, emailing, texting and surfing the Internet for non-class purposes is considered disrespectful and disruptive behavior. The professor will use her discretion in deciding the best way to deal with any situation that may arise.