

Western Health Sciences

FF

Brescia School of Food and Nutritional Sciences

FOODNUTR 2266G - NUTRITION EDUC. & COMM.

Winter 2025

Campus Supports

Western University is committed to a **thriving campus**. For help with:

- Both physical and mental health, go to [Wellness & Wellbeing](#)
- Studying with disabilities, go to [Accessible Education](#)
- Writing skills, go to the [Writing Support Centre](#)
- Learning skills and strategies, go to [Learning Development & Success](#)
- Contacting the ombudsperson, go to the [Office of the Ombudsperson](#)



Your course coordinator can also **guide you** to available campus resources and/or services.

Technical Requirements

 Access to a stable internet connection  Access to a computer

Contact Information

Table 1: Course coordinator information

Course Coordinator/instructor	Contact Information	Office Hours
Ashley Wickens	awrightt@uwo.ca	By appointment
Teaching Assistant(s)	Contact Information	Office Hours
Leila McBeth	lmcbeth3@uwo.ca	By appointment
Sereia Hubbard	Shubbar2@uwo.ca	By appointment

NOTE: All course information including grades, assignment outlines, deadlines, etc. are available via [OWL Brightspace](#). Download the Brightspace Pulse App to stay up-to-date on course communication and enable your notification settings within “Communications” in the top toolbar. Check the website regularly for course announcements. If you need assistance, visit [OWL Brightspace Help](#) or contact the [Western Technology Services Helpdesk](#). They can be contacted by phone at 519-661-3800 or ext. 83800.

Calendar Course Description (including prerequisites/anti-requisites):

An analysis of behaviour change and communication theory in the context of nutrition education.

ANTIREQUISITE(S): Human Ecology 2266F/G.

PREREQUISITE(S): Foods and Nutrition 1070A/B or 1030E or 1021.

PRE- or COREQUISITE: Foods and Nutrition 1241A/B or 2241A/B or 2245A/B.

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.

NOTE: If you wish to enroll in this course without the stated pre-requisite(s), you must obtain written approval from the course instructor. The approval should then be forwarded to your academic counsellor.

Delivery Mode: In-person

Table 2: Date and times of course components

Component	Date(s)	Time
Lecture		
Lecture		

Learning Outcomes

1. By the end of this course, students should be able to demonstrate strong written, verbal and nonverbal communication skills.
2. Students should further have a strong understanding of communication and behaviour change theory, and should be able to apply this knowledge to nutrition program planning and evaluation.

Upon successful completion of this course, students will be able to demonstrate the Competencies of Communication, Critical Thinking, Inquiry and Analysis, Problem Solving, Self-Awareness and Development, Social Awareness and Engagement, and Valuing by:

1. Demonstrating knowledge of behaviour change and communication theories used in human communications, mediated communications, small groups, and advocacy;
2. Assessing their own communication strengths and weaknesses;
3. Critically evaluating messages to assess the strengths/weaknesses of the appeal;
4. Developing and delivering effective oral, written, and visual communications; and
5. Improving their confidence in communicating.
6. Demonstrating knowledge of the principles of program planning and apply them to develop a community nutrition program

Course Content and Schedule

Table 3: Course content and schedule

Week	Dates	Topic	Study material	Things due
1	Jan 6-10	<p>JAN.7: LECTURE 1</p> <p>Introduction to course / discuss assignments</p> <ul style="list-style-type: none"> • Introduction to nutrition education and communications <p>JAN. 9: LECTURE 2</p> <p>Determinants of food choice</p>	<p>Chapter 1</p> <p>Chapters 1 & 2</p> <p>Horne. Are we losing sight of the meaning of “evidence-based nutrition?” 2020.</p>	
2	Jan 13-17	<p>JAN. 14: LECTURE 3</p> <p>Communication essentials</p> <ul style="list-style-type: none"> • Mass communications <p>JAN. 16: LECTURE 4</p> <p>Communication essentials</p> <ul style="list-style-type: none"> • Mass communications 	<p>Chapter 16 (page 437-442)</p> <p>Chapter 17 (page 482-496)</p> <p>O’Glasser, Jaffe and Brooks. To Tweet or Not to Tweet, That is the Question, 2020</p>	
3	Jan 20-24	<p>JAN. 21: LECTURE 5</p> <ul style="list-style-type: none"> • Health literacy <p>JAN. 23: LECTURE 6</p> <ul style="list-style-type: none"> • Health literacy 	<p>Hersh, Salzman and Synderman. Health Literacy in Primary Care Practice, 2015.</p>	
4	Jan 27-31	<p>JAN. 28: LECTURE 7</p> <ul style="list-style-type: none"> • Group facilitation <p>JAN. 30: LECTURE 8</p> <ul style="list-style-type: none"> • Group counselling 	<p>Chapter 16 (page 442 – 462)</p>	

Week	Dates	Topic	Study material	Things due
5	Feb 3-7	FEB. 1: LECTURE 9 <ul style="list-style-type: none"> Individual communications FEB. 6: LECTURE 10 Communication with diverse population groups	Chichirez and Purcarea. Interpersonal Communication in Healthcare, 2018. Chapter 18	
6	Feb 10-14	FEB. 11: Independent Study: Use this time to finish your individual assignment FEB. 13: MID-TERM EXAM – in class 3:30-5:30		Individual Assignment Due Tuesday February 11, 2025 by 23:59 MID-TERM EXAM – in class 3:30-5:30
7	Feb 17-21	Reading Week	N/A	
8	Feb 24-28	FEB. 25: LECTURE 11 <ul style="list-style-type: none"> Nutrition program planning and evaluation FEB. 27: LECTURE 12 Nutrition program planning and evaluation	Chapter 7	
9	Mar 3-7	MAR. 4: LECTURE 13 <ul style="list-style-type: none"> Behaviour Change Theories (Part 1) MAR. 6: LECTURE 14 Behaviour Change Theories (Part 1&2)	Chapter 4	

Week	Dates	Topic	Study material	Things due
10	Mar 10-14	MAR. 11: LECTURE 15 <ul style="list-style-type: none"> Behaviour Change Theories (Part 2) MAR. 13: LECTURE 16 INDEPENDENT STUDY <ul style="list-style-type: none"> Use this time to finish your group assignment and practice your presentation 	Chapter 5	
11	Mar 17-21	MAR. 18: LECTURE 17 <ul style="list-style-type: none"> Knowledge Translation MAR. 20: LECTURE 18 <ul style="list-style-type: none"> Policy & Advocacy 	Chapter 6 (page 181-182, 191-201) Chapter 19 (page 564-571)	
12	Mar 24-28	MAR 25: GROUP PRESENTATIONS MAR 27: GROUP PRESENTATIONS		Program Planning/Evaluation Assignment due MARCH 25 before the start of class at 1430.
13	Mar 31-Apr 4	APRIL 1: GROUP PRESENTATIONS		

The lecture schedule is subject to change at the instructor's discretion.

Additional readings are further subject to change at the instructor's discretion.

Course Materials You Must Acquire

- Contento IR. *Nutrition Education: Linking Research, Theory and Practice*. 4th Edition. Jones and Bartlett, 2020.

This textbook can be purchased at The Bookstore or an e-version of the textbook can be purchased through the following link: https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2024B&courses%5B0%5D=001_UW/FDN2266G

Optional Course Materials

- Adler RB, Rodman G, Sévigny, A. *Understanding Human Communication Second Canadian Ed*. Don Mills, ON: Oxford University Press; 2011.
- Holli BB, Maillet JO, Beto JA, Calabrese RJ. *Communication and Education Skills for Dietetics Professionals* (5th Ed). Baltimore, MD: Lippincott Williams & Wilkins; 2009.

Assessments and Evaluation

Below is the evaluation breakdown for the course. Any deviations will be communicated. All assessment components are required for successful completion of the course.

Table 4: Assessments' details

Assessment	Format	Weight	Due Date	Flexibility	Learning Outcome
Social Media Assignment	Written	10%	Feb.11, 2025 by 23:59 submitted online in BrightSpace	72-hour no late penalty ²	1
Midterm Test (Lectures 1-10)	Multiple choice	30%	February 13, 2025 – IN CLASS (3:30-5:30)	Not applicable ¹	1, 2
Program Planning/Evaluation Assignment and Presentation	Written	30%	MARCH 25 before the start of class at 1430 , submitted online in OWL Brightspace	Not applicable	1, 2
Final Exam (Lectures 11-18)	Multiple Choice	30%		Not applicable ¹	1, 2

Notes:

1. This assessment is considered central to the assessment of learning outcomes in this course. Accordingly, students must provide documentation for any absence from this evaluation. If you miss this evaluation, you must complete the makeup assessment as follows: Following receipt of approved accommodation from the counselling office, a makeup examination will be scheduled within one week of the originally scheduled exam. Please note that makeup examinations will differ from the originally scheduled examinations. The makeup assessment is an extension of the Midterm Test, and so you will need to present documentation for this assessment, should you need to miss it. Please note that there is only one makeup assessment for the mid-term. Students approved to miss the makeup will have the weight of this assessment transferred to the final exam. Students must not provide medical or compassionate documentation to the instructor.
2. Students are expected to submit this assignment by the deadline listed. Should extenuating circumstances arise, students are permitted to submit their assignment up to 72 hours past the deadline without a late penalty. No Academic Consideration is required for this extension. Students submitting their assessment beyond the extended deadline will receive a penalty of 1% per hour that it is late. Academic Consideration requests may be granted only for extenuating circumstances that began before the deadline and lasted longer than the extension. Students must not provide medical or compassionate documentation to the instructor.

General information about assessments

- All assignments are due at 23:59 EST unless otherwise specified
- Students are responsible for ensuring that the correct file version is uploaded; incorrect submissions including corrupt files could be subject to late penalties (see below) or a 0
- Written assignments will be submitted to Turnitin (statement in policies below)
- Students will have access to Turnitin reports before their submission is graded. Students may have 2 submissions to Turnitin.
- A student might not receive the same grade as their group members if it is determined that the distribution of work was not equal
- After an assessment is returned, students should wait 24 hours to digest feedback before contacting their evaluator; to ensure a timely response, reach out within 7 days
- Any grade appeals on term work must be initiated with the instructor within 3 weeks of the grade being posted. See the [University Policy on Undergraduate Student Appeals](#) for more information

Request for re-evaluation: If you wish to have an assignment re-evaluated, you must follow these steps:

- Re-read the assignment instructions and carefully review the grading scheme and comments provided.
- If you still wish to have your assignment re-evaluated, prepare a half-page written explanation and submit it with your original assignment and marking scheme.
- Requests for re-evaluations must be submitted within one week of the assignment being returned. If you are absent from the class when assignments are returned, make an appointment with the professor to retrieve your assignment. The deadline for submission of a request for re-evaluation is based solely upon the date the assignment is returned in class.
- Remember to communicate respectfully and clearly when explaining why you believe a grade should be re-considered. The re-evaluation will be based on the strength of your explanation, as well as the assignment instructions and grading scheme. Please note that after re-evaluation, your grade could go up, down, or remain the same.

The table below outlines University-wide grade descriptors.

Table 5: University-wide grade descriptors

Letter grade	Number grade	Description
A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

Information about late or missed assessments:

- ☑ For course components worth 10% or more of the total course grade, please see the Academic Policies and Regulations section at the end of this course outline or consult the Policy on Accommodation for Medical Illness – Undergraduate Students (AIUS) (https://www.uwo.ca/univsec/academic_policies/rights_responsibilities.html).
- ☑ Penalty for Late Assignments: A deduction of 20% from the assignment mark will occur for a late submission. No assignment will be accepted one week after the due date (a mark of 0% for the assignment will be given), except in cases of a confirmed personal illness or a death in a student's immediate family.

INC (Incomplete Standing): If a student has been approved by the Academic Advising Office (in consultation with the instructor/department) to complete term work at a later date, an INC will be assigned. Students with INC will have their course load in subsequent terms reduced to allow them to complete outstanding course work. Students may request permission from Academic Advising to carry a full course load for the term the incomplete course work is scheduled.

SPC (Special examination): If a student has been approved by the Academic Advising Office to write a Special Examination and the final exam is the only outstanding course component, an SPC will be assigned. If the class has a makeup exam, the student is expected to write the makeup exam. If the class doesn't have a makeup exam or the student misses the makeup exam for reasons approved by the Academic Advising Office, the student will write the exam the next time the course is offered. Outstanding SPCs will reduce the course load for the term the exam is deferred as outlined in [Types of Examinations](#) policy

Academic Policies and Statements

Support Services

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

1. Academic Support and Engagement - <http://academicsupport.uwo.ca>
2. Wellness and Well-being - <https://www.uwo.ca/health/>
3. Registrar's Office -- <http://www.registrar.uwo.ca/>
4. Ombuds Office -- <http://www.uwo.ca/ombuds/>

The websites for Registrarial Services (<http://www.registrar.uwo.ca>), and the same for affiliated university colleges when appropriate, and any appropriate Student Support Services (including the services provided by the USC listed here: <http://westernusc.ca/services/>) and the Student Development Services, should be provided for easy access.

Students who are in emotional/mental distress should refer to Mental Health@Western (<https://www.uwo.ca/health/>) for a complete list of options about how to obtain help.

Statement on Gender-Based and Sexual Violence

Western is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at:

https://www.uwo.ca/health/student_support/survivor_support/get-help.html.

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 Western University, 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 <https://www.uwo.ca/univsec/pdf/board/code.pdf>

Absence from Course Commitments

Students must familiarize themselves with the Policy on [Academic Consideration – Undergraduate Students in First Entry Programs](#)

Students missing course work for medical, compassionate, or extenuating circumstances can request academic consideration by completing a request at the central academic consideration portal. Students are permitted one academic consideration request per course per term **without** supporting documentation. Note that supporting documentation is **always** required for academic consideration requests for examinations scheduled by the office of the registrar (e.g., December and April exams) and for practical laboratory and performance tests (typically scheduled during the last week of the term).

Students should also note that the instructor may **designate** one assessment per course per term that requires supporting documentation. This designated assessment is described elsewhere in this document. Academic consideration requests may be denied when flexibility in assessment has already been included. Examples of flexibility in assessment include when there are assessments not required for calculation of the final grade (e.g. 8 out of 10 quizzes), when there is flexibility in the submission timeframe (e.g. 72 hour no late penalty period), or when timed assessments (e.g., quizzes) are available over an extended period of time (e.g., when you are given a 72 hour time period to start – and finish – the assessment).

Please note that any academic considerations granted in this course will be determined by the instructor of this course, in consultation with the academic advisors in your Faculty of Registration, in accordance with information presented in this course syllabus. Supporting documentation for academic considerations for absences due to illness should use the [Student Medical Certificate](#) or, where that is not possible, equivalent documentation by a health care practitioner.

Accommodation for Religious Holidays

Students should review the policy for [Accommodation for Religious Holidays](#). Where a student will be unable to write examinations and term tests due to a conflicting religious holiday, they should inform their instructors as soon as possible but not later than two weeks prior to writing the examination/term test. In the case of conflict with a midterm test, students should inform their instructor as soon as possible but not later than one week prior to the midterm.

Special Examinations

A Special Examination is any examination other than the regular examination, and it may be offered only with the permission of the Dean of the Faculty in which the student is registered, in consultation with the instructor and Department Chair. Permission to write a Special Examination may be given on the basis of compassionate or medical grounds with appropriate supporting documents. To provide an opportunity for students to recover from the circumstances resulting in a Special Examination, the University has implemented Special Examination dates. The Faculty of Health Sciences has set School-specific dates for these Special Examinations. Please speak with your instructor about the date on which the Special Examination for this course will be held.

Academic 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.

Plagiarism

Student work is expected to be original. Plagiarism is a serious academic offence and could lead to a zero on the assignment in question, a zero in this course, or your expulsion from the university. You are plagiarizing if you insert a phrase, sentence or paragraph taken directly from another author without acknowledging that the work belongs to him/her. Similarly, you are plagiarizing if you paraphrase or summarize another author's ideas without acknowledging that the ideas belong to someone else. All 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 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 Western University and Turnitin.com (www.turnitin.com).

Use of Artificial Intelligence for the Completion of Course Work

Within this course, you may only use artificial intelligence tools (e.g., "ChatGPT") in ways that are specifically authorized by the course instructor. All submitted work must reflect your own thoughts and independent written work.

Re-submission of Previously Graded Material

Without the explicit written permission of the instructor, you may not submit any academic work for which credit has been obtained previously, or for which credit is being sought, in another course or program of study in the University or elsewhere.

Use of Statistical Pattern Recognition on Multiple Choice Exams

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.

Accessibility Statement

Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Accessible Education (AE) at 661-2111 x 82147 for any specific question regarding an accommodation or review [The policy on Accommodation for Students with Disabilities](#)

Correspondence Statement

The centrally administered e-mail account provided to students will be considered the individual's official university e-mail address. It is the responsibility of the account holder to ensure that e-mail received from the University at their official university address is attended to in a timely manner. Students are further expected to attend to announcements presented through Brightspace, and to read emails generated in this way.

Use of Electronic Devices

During Exams

Unless you have medical accommodations that require you to do so, or explicit permission from the instructor of the course, you may not use any electronic devices (e.g., cell phones, tablets, cameras, smart glass, smart watches, or iPods) during ANY tests, quizzes, midterms, examinations, or other in-class evaluations. **These devices MUST either be left at home or with your belongings at the front of the room. They MUST NOT be at your test/exam desk or in your pocket. Any student found with a prohibited device will receive an automatic grade of zero on the test or exam.**

During Lectures and Tutorials

Although you are welcome to use a computer during lecture and tutorial periods, you are expected to use the computer for scholastic purposes only, and refrain from engaging in any activities that may distract other students from learning. From time to time, your professor may ask the class to turn off all computers, to facilitate learning or discussion of the material presented in a particular class.

Copyright and Audio/Video Recording Statement

Course material produced by faculty is copyrighted and to reproduce this material for any purposes other than your own educational use contravenes Canadian Copyright Laws. Unless explicitly noted otherwise, you may not make audio or video recordings of lectures – nor may you edit, re-use, distribute, or re-broadcast any of the material posted to the course website.

Contingency Plan for an In-Person Class Pivoting to 100% Online Learning

In the event of a situation that requires this course to pivot to online content delivery, all remaining course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on Brightspace for students to view at their convenience). The grading scheme will **not** change. Any remaining assessments will also be conducted online as determined by the course instructor

Note that disruptive behaviour of any type during online classes, including inappropriate use of the chat function, is unacceptable. Students found guilty of Zoom-bombing a class or of other serious online offenses may be subject to disciplinary measures under the Code of Student Conduct.

Online Proctoring

Tests and examinations in this course may be conducted using a remote proctoring service. By taking this course, you are consenting to the use of this software and acknowledge that you will be required to provide **personal information** (including some biometric data) and the session will be **recorded**. Completion of this course will require you to have a reliable internet connection and a device that meets the technical requirements for this service. More information about this remote proctoring service, including technical requirements, is available on Western's Remote Proctoring website at: <https://remoteproctoring.uwo.ca>.

Appealing a Grade Within this Course

You have the right to appeal any grade within this course. The grounds for a grade appeal may be one or more of: medical or compassionate circumstances, extenuating circumstances beyond the student's control, bias, inaccuracy, or unfairness. All grounds advanced in a request for relief must be supported by a clear and detailed explanation of the reasons for the request together with all supporting documentation.

Appeals generally proceed in this order:

1. Course instructor (informal consultation)
2. Department Chair (submission of written request)
3. The Dean of the Faculty (submission of written request)

In the case of perceived procedural unfairness, steps 2 and 3 are carried out within the Department and Faculty offering the course. In the case of extenuating medical or compassionate circumstances that impact on a grade, steps 2 and 3 are carried out within a student's Home Department and Faculty.

A request for relief against a mark or grade must be initiated with the instructor as soon as possible after the mark is issued. In the event that the instructor is not available to the student, or fails to act, or if the matter is not resolved satisfactorily with the instructor, a written request for relief must be submitted to the Chair of the Department within three weeks of the date that the mark was issued. In the case of a final grade in a course, the written request for relief must be submitted to the Chair of the department by January 31st (for first-term half courses) or June 30th (for second-term half courses or full-year courses)