

*The University of Western Ontario
Faculty of Health Sciences
HS 4091A 002 Special Topics: Health Behavior Theories
Course Syllabus Fall 2010*

Instructor: Tamara Landry, MA, PhD Candidate
Email: tmlandry@uwo.ca
Office Hours: Mondays 12:00-1:15pm HSB 217 or by appointment
Class Times: Mondays 1:30-4:30pm HSB 35

Prerequisites

Permission of the Faculty of Health Sciences. "Unless you have either the requisites for this course or written special permission from your Dean (see your academic counsellor) to enrol 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."

Course Description

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 we've discussed in class
- Identify the main constructs and components of each of those health behavior theories
- Discuss empirical support for each health behavior theory
- Describe how the major health behavior theories have been applied to health, illness and preventive behaviors

Evaluation

Class Attendance (5%)	Group Participation (5%)
Mid-term Exam (30%)	Final Exam (40%)
Essay (15%) and Billboard or Pamphlet (5%)	

Class Attendance (5%) and Class/Group Participation (5%)

You are expected to attend lectures and participate in class/group discussions.

Essay (15%) and Billboard or Pamphlet (5%)

Your task is to create a health promoting and behavior changing **billboard or pamphlet** applying principles learned in class 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:

Social Cognitive Theory

Theory of Reasoned Action or Theory of Planned Behavior or BOTH

Health Belief Model

Information-Motivation-Behavioral Skills Model

Self Efficacy Theory

Diffusion of Innovations

Transtheoretical Model or PAPM

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.

Assignment Grading:

Your grade will be based on a short essay, 5 pages, and your project design. 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.

Midterm Exam (30%)

The midterm will cover material from the first day of class until the last class prior to the midterm. The midterm exam will be comprised of multiple choice, short answer and true/false questions.

Final Exam (40%)

The final examination will be not be cumulative, but will reflect course work since the start of class. Although not cumulative, students may need to apply general or specific knowledge learned earlier in the course to help answer questions in the final exam. Questions will come from material presented in the lectures as well as from the assigned readings. The exam will consist of multiple choice, short answers and a broad range of essay questions.

Grading scheme:

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

A+	90-100	Exceptional
A	80-89	Superior work, 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

Textbook and Readings

Essentials Of Health Behavior/Essential Readings Package (Required) ISBN: 9780763761066
Author: Edberg Publisher: Jones + Bartlett Available in the campus bookstore

WebCT

I will post all material on WebCT.

Contacting Me

You can contact me either by email, in class, during office hours or by appointment. I will answer emails until 6pm each night. Emails received after 6pm will be answered the next morning. If you have not received a response email from me within 24 hours, please resend your email.

Tentative Class Schedule and Format

Date	Topic	Required Reading
Week One September 13	Introduction to HBT Intrapersonal/Individual Level Theories Interpersonal or Social, Cultural, and Environmental Theories Community Theories	Essentials of HB Chapters 1-3 Essential Readings in HB Part 1, 2, & 3 Readings 1-11
Week Two September 20	Health Belief Model (HBM) Applying the HBM	Essentials of HB Chapter 1 Page 35-38 Essential Readings Part 4 Reading 12
Week Three September 27	Theory of Reasoned (TRA) Action/Planned Behavior (TPB) Applying the TRA/TPB Integrated Behavioral Model (IBM)	Essentials of HB Chapter 1 Page 39-42 Essential Readings Part 4 Reading 13 Reading on WebCT for Week 3
Week Four October 4	Transtheoretical Model and Stages of Change (TTM) Applying the TTM Precaution Adoption Process Model	Essentials of HB Chapter 1 Page 42-50 Essential Readings Part 4 Reading 14
Week Five October 11	Thanksgiving Holiday	No Class No Readings
Week Six October 18	Midterm Exam Review Information-Motivation-Behavioral Skills Model (IMB) Introduction	Readings on WebCT for Week 6
Week Seven October 25	Midterm Exam 2 hours	No Readings
Week Eight November 1	Information-Motivation-Behavioral Skills Model-Continuation Applying the IMB	Readings on WebCT from Week 6

Week Nine November 8	Self-Efficacy Theory (SET) Social Cognitive Theory (SCT) Applying the SCT Diffusion of Innovations- (DOI) Introduction	Reading on WebCT for Week 9 Essentials of HB Chapter 5 Page 51-56 Essential Readings Part 5 Reading 15 Essentials of HB Chapter 5 Page 59-63 Essential Readings Part 5 Reading 16
Week Ten November 15	Guest Speaker TBA	TBA
Week Eleven November 22 Essay/Assignment Due	Diffusion of Innovations-Continuation Communication Theory Social Network Theory Stress and Coping	DOI previously assigned readings Essentials of HB Chapter 6 Page 65-77 Readings on WebCT for Week 11 Essential Readings Part 5 Reading 17 Essential Readings Part 6 Readings 18-20
Week Twelve November 29	Health Promotion Interventions <i>Applying theory to:</i> Schools and Workplaces Communication and Media Global Health High Risk and Special Populations	Essentials of HB Chapters 8-12 Essential Readings Part 8-12
Week Thirteen December 6	Presentations Exam Review	No Readings

Policies**Late Material**

All material (including the essay) must be turned in on time. Please submit both an electronic copy and a hard copy of your assignments. If you have a medical reason for not being able to complete an assignment or an 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 have a non-medical reason for handing in a late assignment 3% will be deducted per day, including weekends. If you have any specific questions or concerns, please do not hesitate to ask me.

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.

Plagiarism

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar).

“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 Web site: <http://www.uwo.ca/univsec/handbook/appeals/scholoff.pdf>.”

“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>).”

Exam Grading

“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.”

Student Inquiries

If you have any questions or comments regarding the class you may raise them during class or privately through e-mail. If you require information regarding Student Support Services or the Student Development Services, see their Web site: <http://www4.registrar.uwo.ca>.

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.

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