

The University of Western Ontario
School of Health Studies

Health Sciences 4202a: Health Behavior

Instructor: Tamara Landry

September 2014

Email: tmlandry@uwo.ca

Office Hours Room Number: HSB 207

Office Hours: Tuesday 10:00am-11:00am or by appointment

Course Day/Time/Room: Tuesdays 11:30am-1:30pm and Thursdays 11:30am-12:30pm, HSB-35 (HSB: Health Sciences Building)

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 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:

Midterm Exam: 30%
Health Behavior Change Assignment 35%
Final Exam 35%

Midterm Exam (30%)

The midterm exam will cover material from the first class on September 4th up to and including October 9th, 2014. 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. Further information regarding the final exam will be provided during class. **THE MIDTERM WILL BE IN CLASS ON OCTOBER 14TH, 2014.** 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.

Health Behavior Change Assignment (35%)

This assignment has three parts:

1. Your task is to create a health promoting and behavior changing message. This can be in any one of the following formats: a **billboard, poster, pamphlet, or video**. You must include: (a) the specific health problem being addressed, (b) the target audience, and (c) the specific behavioural change you are trying to achieve. You are also welcome to approach me with another format idea that you have and we can discuss it.
2. You will write a 5-7 page paper applying the principles of health behavior theories learned in class, the textbook and assigned readings to create a health promotion message to change a health behavior that you choose. The essay should describe (a) The specific health problem being addressed, (b) the target audience, (c) the specific behavioral change you are trying to achieve, (d) how your product relates to one of the above health behaviour theories, and (e) how you would apply your theory to the health behaviour. 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
Social Cognitive Theory

3. Presentation during class

Your task is to design a health promotion component to behavior change that addresses a significant health concern. 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 2, 2014. Failure to clear your topic by October 2, 2014 will result in a 5% penalty per day. There will be a limit of 10 students/groups per theory and health behavior choice.

Your grade will be based on a short essay, 5-7 pages, your project design in the form of a billboard, pamphlet, poster or video and a presentation.

Grading Breakdown:

Billboard, poster, pamphlet, or video: 15%

Essay: 15%

Presentation: 5%

Please submit both a hard copy in class and an electronic copy via OWL that contains your billboard, pamphlet, poster or video and your essay.

DUE DATE NOVEMBER 11, 2014 IN CLASS

You can choose to work individually, in pairs or in groups of three to five. If you are working with another person or in a group, you can submit ONE billboard/pamphlet/poster/video and ONE essay.

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. However, there will be terms/concepts and constructs that overlap some of the theories 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. 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

WEEK	DATE	TOPIC	READINGS
1	September 4 (Th)	Introduction to the Course	No Readings
2	September 9 (Tu)	Introduction to Health: The intersection between behavior, health promotion, the environment and prevention Where does Theory come in and how can we use it to understand Health Behavior?	Chapter 1 Chapter 2
2	September 11 (Th)	The Precede-Proceed Model	Chapter 3
3	September 16 (Tu)	Using the Precede-Proceed Model Fear-Based Models-HBM	Chapter 3 Chapter 5
3	September 18 (Th)	Fear Based Models-PMT, EPPM Applying the HBM, PMT, EPPM	Chapter 5
4	September 23 (Tu)	Value-Expectancy Theories-TRA/TPB Applying the TRA/TPB	Chapter 4
4	September 25 (Th)	Intro to the Value-Expectancy Theories: Information-Motivation-Behavioral Skills Model	Chapter 4
5	September 30 (Tu)	IMB: Guest Lecturer: Dr. William Fisher	Chapter 4 Reading on OWL
5	October 2 (Th)	Stage Models-TMC, PAPM	Chapter 6
6	October 7 (Tu)	Applying the TMC, PAPM <i>In Class Work Period for Health Promotion Assignment</i>	Chapter 6
6	October 9 (Th)	MIDTERM EXAM REVIEW	No Readings
7	October 14 (Tu)	MIDTERM EXAM IN CLASS	No Readings
7	October 16 (Th)	Attribution Theory Applying the Attribution Theory	Reading on OWL
8	October 21 (Tu)	Social Cognitive Theory Applying the SCT	Chapter 8
8	October 23 (Th)	Diffusion of Innovations Theory (DOI)	Chapter 10
9	October 28 (Tu)	Guest Lecturer: TBD <i>In Class Work Period for Health Promotion Assignment</i>	TBD
9	October 30 (Th)	NO CLASS: FALL STUDY BREAK	No Readings
10	November 4 (Tu)	Health Communication Social Marketing	Chapter 9
10	November 6 (Th)	Communities and Health Promotion	Reading on OWL
11	November 11 (Tu)	Guest Lecturer: TBD <i>Health Promotion Project Due Date</i>	TBD
11	November 13 (Th)	Evaluating Theory	Chapter 13
12	November 18 (Tu)	Choosing a Theory or Model to Apply	Reading on OWL
12	November 20 (Th)	From Theory to Practice	Chapter 14
13	November 25 (Tu)	Presentations	No Readings
13	November 27 (Th)	Presentations	No Readings
14	December 2 (Tu)	Final Exam Review	No Readings
	Final Exam	TBD	Room TBD

This schedule is subject to changes. I will notify you immediately of any changes

THEORY ABBREVIATIONS:

HBM: Health Belief Model, TRA: Theory of Reasoned Action, TPB: Theory of Planned Behavior, TMC: Transtheoretical Model of Change, PAPM: Precaution Adoption Process Model, DOI: Diffusion of Innovation, SCT: Social Cognitive Theory, IMB: Information-Motivation-Behavioral Skills Model, EPPM: Expanded Parallel Process Model, AT: Attribution Theory

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

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 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 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 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> 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>.

English Proficiency for the Assignment of Grades

Visit the website <http://www.uwo.ca/univsec/handbook/exam/english.pdf>.

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 Counseling 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 Counseling office in a timely manner. Documentation for any request for accommodation shall be submitted, as soon as possible, to the appropriate Academic Counseling 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/ssd/>
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. 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.