

THE UNIVERSITY OF WESTERN ONTARIO
LONDON, CANADA

School of Health Studies
Health Sciences 2250A - Introduction to Health Promotion
Fall 2019

COURSE DESCRIPTION

Overview of concepts of health promotion and disease prevention in Canada: health promotion models and theories; health promotion program planning, implementation and evaluation including needs assessments, social marketing and community advocacy.

More specifically:

An overview of concepts of health promotion in Canada: health promotion models and theories; health promotion program planning, implementation and evaluation including needs assessments, social marketing and community advocacy. This *blended* course will provide students with opportunities to engage with the course material using both traditional in-class activities and online/digital resources. There are portions of this course for which additional online supports are provided, and portions where students are expected to use 'traditional' learning aides only (i.e., lectures & readings).

LEARNING OUTCOMES

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

- Define health promotion and differentiate between health promotion and other related disciplines.
- Define prominent health behaviour theories & models and identify their component parts.
- Name and define the processes involved in developing, implementing, and evaluating effective health promotion programs.
- Assess knowledge and understanding through examination of course content.

Prerequisites: Minimum of 60% [mandatory] in each of Health Sciences 1001A/B and Health Sciences 1002A/B.

NOTE: 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

Extra Information: 3 lecture hours.

Course Weight: 0.50

COURSE INFORMATION

Instructor: Dr. Marnie Wedlake, PhD, RP
Email: mwedlak@uwo.ca **(contact me using this email address only)**
Office: HSB 340

Office Hours: Tuesdays - 10:30am to 12:00pm
Thursdays - 2:30pm to 3:30pm

Teaching Assistants: TBA

Course Website: <https://owl.uwo.ca>

Days, Times, and Location of Lectures: Mondays - 3:30pm to 5:30pm - AHB 1R40
Wednesdays - 3:30pm to 4:30pm - AHB 1R40

ASSIGNED READINGS AND OTHER COURSE MATERIALS:

Required Course Text: McKenzie, J.F., Neiger, B.L. & Thackeray, R. (2017). Planning, Implementing and Evaluating Health Promotion Programs: A Primer, 7th Edition. Toronto: Pearson.

Assigned Readings and Other Course Materials: Readings will be assigned for each topic of the course. Most of the required readings will be from the course textbook, but may come from other sources as well, e.g. grey literature, popular press articles, website content, etc. Additional readings may be assigned at any time, and will be posted on the course website. Students are responsible for the content covered in all assigned readings.

A COMPLETE LIST OF LECTURE TOPICS AND ASSIGNED READINGS WILL BE POSTED TO OWL BEFORE THE FIRST CLASS.

LEARNING ENVIRONMENT

This course experience will function according to the assumption that successful learning happens in environments where learning is co-created by the instructor and the students.

As the instructor, I will endeavour to provide students with classes that are optimally engaging, motivating, and interesting. In return, I will expect students to attend all classes, and to contribute to the collaborative nature of the learning experience through their active participation in discussions, by completing the assigned readings, and by offering constructive feedback as will be deemed useful to the overall learning experience. Ideally, we will co-create a learning environment that welcomes and encourages group dialogues that are dynamic, passionate, and open-minded. That is, a learning experience that is vital and engaging for all.

Reading during a lecture, using cell phones/texting, not turning off cell phone ringers, the disturbing consumption of food or drink, littering the classroom, the use of iPods, Facebook, Twitter, and other activities which may impede the ability of you or other students to learn are unacceptable behaviours.

As a collective, we will create a learning environment that is supported by civility and mutual respect. In doing so, we will set the stage for a healthy and stimulating intellectual forum. Finally, if you are having problems with any aspect of the course, please contact me. I am committed to your learning experience, I am approachable, and I welcome your comments, your constructive criticisms and, of course, your questions.

EVALUATION

1. Mid-term Examination #1 - 30% - **In class on Monday September 30th 2019.**
2. Mid-term Examination #2 - 30% - **In class on Monday October 28th 2019.**
3. Final Examination - 40% - **Scheduled by The Registrar, during the final exam period.**

NOTE REGARDING EXAMS:

- **The final exam is not cumulative.**
- 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.
- Makeup exams will be different from those originally scheduled, and may include written and/or short answer questions.
- Examinable materials may include any content covered/presented in classes, including: lecture content, content presented by guest speakers, any/all assigned readings, videos, etc.

GENERAL COURSE NOTES

Academic Consideration

The University recognizes that a student's ability to meet their academic responsibilities may, on occasion, be impaired by extenuating circumstances, including short-term illness or injury. Reasonable academic consideration is a cooperative process between the University, the student, and academic staff. All participants in the process must act in good faith, and fulfil their respective obligations, if it is to succeed.

Students who experience an extenuating circumstance (illness, injury, or other extenuating circumstance) sufficiently significant as to temporarily render them unable to meet academic requirements, may submit a request for academic consideration through the following routes:

- (i) Submitting a Self-Reported Absence form, provided that the conditions for submission are met;
- (ii) For medical absences, submitting a Student Medical Certificate (SMC) signed by a licensed medical or mental health practitioner, in order to be eligible for Academic Consideration; or
- (iii) For non-medical absences, submitting appropriate documentation (e.g., obituary, police report, accident report, court order, etc.) to Academic Counselling in their Faculty of registration, in order to be eligible for academic consideration.

Students seeking academic consideration:

- Are advised to consider carefully the implications of postponing tests or midterm exams or delaying handing in work;
- Are encouraged to make appropriate decisions, based on their specific circumstances, recognizing that minor ailments (e.g., upset stomach) or upsets (e.g., argument with a friend) are not normally an appropriate basis for a self-reported absence;
- **Must communicate with their instructors no later than 24 hours** after the end of the period covered by either the self-reported absence or SMC, or immediately upon their return following a documented absence;
- **Are advised that all necessary documentation, forms, etc. are to be submitted to academic counselling within two business days after the date specified for resuming responsibilities**

Students who experience an unexpected illness or injury or an extenuating circumstance (48 hours or less) that is sufficiently severe as to temporarily render them unable to meet academic requirements (e.g., attending lectures or labs, writing tests or midterm exams, completing and submitting assignments, participating in presentations) should self-declare using the online Self-Reported Absence portal. This option should be used in situations where the student expects to resume academic responsibilities within 48 hours or less. The following conditions are in place for self-reporting of medical or extenuating circumstances:

- a. Students will be allowed a maximum of two self-reported absences between September and April, and one self-reported absence between May and August;
- b. The duration of the excused absence will be for a maximum of 48 hours from the time the Self-Reported Absence form is completed through the online portal, or from 8:30am the following morning if the form is submitted after 4:30pm;
- c. The duration of the excused absence will terminate prior to the end of the 48 hour period, should the student undertake significant academic responsibilities (e.g., write a test, submit a paper) during that time;
- d. The duration of an excused absence will terminate at 8:30am on the day following the last day of classes each semester, regardless of how many days of absence have elapsed;
- e. Self-reported absences will not be allowed for scheduled final examinations; for midterm examinations scheduled during the December examination period; or for final lab examinations (i.e., “bellringers”);
- f. Self-reporting may not be used for assessments (e.g., midterm exams, tests, reports, presentations, or essays) worth more than 30% of any given course;

Students must be in touch with their instructors no later than 24 hours after the end of the period covered by the Self-Reported Absence form, to clarify how they will be expected to fulfil the academic expectations they may have missed.

On the 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 during ANY tests, quizzes, midterms, examinations, or other in-class evaluations.

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. **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.**

Statement on 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 Web site:
http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

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/>

On Health and Wellness:

As part of a successful undergraduate experience at Western, we encourage you to make your health and wellness a priority. Western provides several on-campus health-related services to help you achieve optimum health and engage in healthy living while pursuing your degree. For example, to support physical activity, all students receive membership in Western's Campus Recreation Centre as part of their registration fees. Numerous cultural events are offered throughout the year. Please check out the Faculty of Music web page (<http://www.music.uwo.ca/>), or the McIntosh Gallery (<http://www.mcintoshgallery.ca/>). Further information regarding health and wellness-related services available to students may be found at <http://www.health.uwo.ca/>.

If you are in emotional or mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help. To help you learn more about mental health, Western has developed an interactive mental health learning module, found here: https://uwo.ca/health/mental_wellbeing/education/module.html.

The School of Health Studies grade policy:

The university-wide descriptor of the meaning of letter grades, as approved by Senate:

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work that 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

It is expected that the grades for this course will be in the range of 70-74%. In the event that the course average falls outside this range, a constant may be added (or subtracted) from each student's grade, by the instructor, to bring the class average in line with school policy.