

**Assurance of Student Learning  
2018-2019**

College of Health & Human Services

Department of Public Health

Worksite Health Promotion Certificate 1707

**Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.**

- **Student Learning Outcome 1:** Design a comprehensive workplace health promotion intervention to address priority health issues.

<b>Instrument 1</b>	PH 402 - Workplace Health Promotion Program Paper
<b>Instrument 2</b>	PH 402 - Workplace Health Promotion Program Presentation
<b>Instrument 3</b>	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	<b>Met</b>	Not Met
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- **Student Learning Outcome 2:** Demonstrate ability to effectively communicate the need for raising awareness of lifestyle behaviors including their benefits and consequences

<b>Instrument 1</b>	PH 402 - Workplace Health Promotion Program Newsletter
<b>Instrument 2</b>	PH 402 – Workplace Health Promotion Program Newsletter Presentation
<b>Instrument 3</b>	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	<b>Met</b>	Not Met
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- **Student Learning Outcome 3:** Assess workplace needs and identify resources to address health issues.

<b>Instrument 1</b>	PH 261 – Health Promotion Planning Project
<b>Instrument 2</b>	
<b>Instrument 3</b>	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.	<b>Met</b>	Not Met
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**Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)**

Although goals for learning outcomes were met, the assessment process led to changes for enhanced student learning. Related to SLO 1, the content in PH 402 has been modified to include a reflection paper discussing the company’s values and culture. The paper will allow students to review the company’s environment and how it can contribute to employee’s well-being. The reflection paper discussing the company’s values and culture will be an additional presentation in Spring 2020 course. The students will be required to have more detailed knowledge of the company’s working and cultural environment. For SLO 2, the PH 402 – Workplace Health Promotion Newsletter has been modified to

require links must be part of the content of the newsletter. This skill will enhance the efficiency of the designer of the newsletter with the ability to disseminate more information in a more condense area. For SLO 3, students will present in both paper and presentation sources of secondary needs data and justification for their choice in Spring 2020. Since primary data collection is not feasible in a class setting and with time restrictions of a semester, secondary data sources are identified to justify the acknowledged health needs of the company.

### Student Learning Outcome 1

<b>Student Learning Outcome</b>	<ul style="list-style-type: none"> <li>Design a comprehensive workplace health promotion interventions to address priority health issues.</li> </ul>		
<b>Measurement Instrument 1</b>	<b>PH 402 - Workplace Health Promotion Program Paper</b> Students will design a workplace health promotion program at a workplace of their choice. The paper will describe the processes of program design including assessment, planning, implementation and evaluation.		
<b>Criteria for Student Success</b>	See PH 402 rubric for full credit requirements:		
<b>Program Success Target for this Measurement</b>	90% receive an 80 or above on this project	<b>Percent of Program Achieving Target</b>	100% received an 80 or above on this project
<b>Methods</b>	Student breakdown of grades for the project will be reported by instructor of record at the end of each semester.		
<b>Measurement Instrument 2</b>	<b>PH 402 - Workplace Health Promotion Program Presentation</b> Students will complete a 15 minute PowerPoint Presentation of their Workplace Health Promotion Project. This will include a company profile and a summary of each phase in the workplace health promotion project design process.		
<b>Criteria for Student Success</b>	See PH 402 rubric for full credit requirement on presentation		
<b>Program Success Target for this Measurement</b>	90% receive an 80 or above on this project	<b>Percent of Program Achieving Target</b>	100% received an 80 or above on this project
<b>Methods</b>	Student breakdown of grades for the project will be reported by instructor of record at the end of each semester.		
<b>Measurement Instrument 3</b>			
<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			

<b>Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.</b>		<b>Met</b>	<b>Not Met</b>
<b>Actions</b> (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
The content in PH 402 has been modified to include a reflection paper discussing the company's values and culture. The paper will allow students to review the company's environment and how it can contribute to employee's well-being.			
<b>Follow-Up</b> (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
The reflection paper discussing the company's values and culture will be an additional presentation in Spring 2020 course. The students will be required to have more detailed knowledge of the company's working and cultural environment.			

### Student Learning Outcome 2

<b>Student Learning Outcome</b>	Demonstrate ability to effectively communicate the need for raising awareness of lifestyle behaviors including their benefits and consequences.		
<b>Measurement Instrument 1</b>	PH 402 - Workplace Health Promotion Program Newsletter: Students will design a newsletter which will address the three health issues determined by secondary data from their company. Design, layout and graphics as well as content accuracy and creativity will be evaluated.		
<b>Criteria for Student Success</b>	See Newsletter rubric for full credit requirement		
<b>Program Success Target for this Measurement</b>	80% will receive an 80 or above on project	<b>Percent of Program Achieving Target</b>	100% received an 80 or above on this project
<b>Methods</b>	Student breakdown of grades for the newsletter will be reported by instructor of record at the end of each semester.		
<b>Measurement Instrument 2</b>	PH 402 – Workplace Health Promotion Program Newsletter Presentation: Student must present newsletter in a PowerPoint presentation, describing content and visuals as well as how this newsletter will provide health awareness and education to workforce.		
<b>Criteria for Student Success</b>	See Newsletter presentation rubric for full credit requirements		
<b>Program Success Target for this Measurement</b>	80 % will receive an 80 or above on paper	<b>Percent of Program Achieving Target</b>	100% received an 80 or above on this project
<b>Methods</b>	Student breakdown of grades for the newsletter presentation will be reported by instructor of record at the end of the semester.		
<b>Measurement Instrument 3</b>			
<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			
<b>Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.</b>			<b>Met</b>
<b>Not Met</b>			
<b>Actions</b> (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
The PH 402 – Workplace Health Promotion Newsletter has been modified to require links must be part of the content of the newsletter. This skill will enhance the efficiency of the designer of the newsletter with the ability to disseminate more information in a more condense area.			
<b>Follow-Up</b> (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
During newsletter presentation in Spring 2020 class, links must be exhibited as evidence that relevant information is available to workers through this method of marketing.			

**Student Learning Outcome 3**

<b>Student Learning Outcome</b>	Assess workplace needs and identify resources to address health issues.		
<b>Measurement Instrument 1</b>	PH 261 – Health Promotion Planning Project: Students will use a planning model to plan a health promotion to reduce or improve health outcomes for one of the following (topics will be assigned by the instructor): sports injuries, poisoning, fire safety, or drowning. Planning models include PRECEDE-PROCEED, MATCH, Intervention Mapping, CDCynergy, SMART, MAPP, Generalized Model for Program Planning.		
<b>Criteria for Student Success</b>	See PH 261 Health Promotion Planning Project rubric for full credit requirements		
<b>Program Success Target for this Measurement</b>	90% receive an 80 or above on this project	<b>Percent of Program Achieving Target</b>	100% received an 80 or above on this project
<b>Methods</b>	Student breakdown of grades for the Health Promotion Planning Project will be reported by instructor of record at the end of each semester.		
<b>Measurement Instrument 2</b>			
<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			
<b>Measurement Instrument 3</b>			
<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			
<b>Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.</b>			<b>Met</b>
<b>Actions</b> (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			<b>Not Met</b>
Each student will present the secondary sources that they established for their company and discuss the reasons for priorities over other sources.			
<b>Follow-Up</b> (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			

In the Spring of 2020 class, students will present in both paper and presentation sources of secondary needs data and justification for their choice. Since primary data collection is not feasible in a class setting and with time restrictions of a semester, secondary data sources are identified to justify the acknowledged health needs of the company.

# Newsletter Presentation Rubric

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Scoring Criteria	Score
Speaker maintains good eye contact with the audience	Poor 1 ___ Fair 2 ___ Average 3 ___ Good 4 ___ Excellent 5 ___
Speaker uses a clear, audible voice	Poor 1 ___ Fair 2 ___ Average 3 ___ Good 4 ___ Excellent 5 ___
Delivery is poised, controlled and smooth	Poor 1 ___ Fair 2 ___ Average 3 ___ Good 4 ___ Excellent 5 ___
Good language skills and pronunciation are used	Poor 1 ___ Fair 2 ___ Average 3 ___ Good 4 ___ Excellent 5 ___
Visual aids are well prepared, informative, effective and not distracting	Poor 1 ___ Fair 2 ___ Average 3 ___ Good 4 ___ Excellent 5 ___
Length of presentation is within the assigned time limits	Poor 1 ___ Fair 2 ___ Average 3 ___ Good 4 ___ Excellent 5 ___
Information was well communicated	Poor 1 ___ Fair 2 ___ Average 3 ___ Good 4 ___ Excellent 5 ___



**PH 261 Critical Performance – Health Promotion Program Planning**

**Graded Product:** Written Paper and Presentation

**Task:** In groups of 3-4, students will outline the planning model, theory/ies and the rationale used to plan a health promotion program to reduce a current health problem affecting children or adolescents. A ten minute powerpoint presentation and a 3-4 page paper is required.

**Scoring Rubric:**

<b>PH 261 – Health Promotion program Planning</b>	<b>Beginning (1)</b>	<b>Developing (2)</b>	<b>Proficient (3)</b>	<b>Distinguished (4)</b>
<b>Introduction X2</b>	Health problem does not affect children or adolescents	Brief description of current of current health problem affecting children or adolescents. National, state or local statistics not provided	Clear description of current of current health problem affecting children or adolescents. National, state or local statistics not provided	Clear description of current health problem affecting children or adolescents including statistics
<b>Selected model or theory X2</b>	Brief description of model or theory with no rationale for its selection	Brief description of model or theory and rationale for its selection. Section has few errors	Brief description of model or theory and rationale for its selection	Detailed description of model or theory and rationale for its selection
<b>Planned program X4</b>	Brief description of planned program including benefits with no ways of reducing barriers. Steps to program planning have not been followed	Brief description of planned program including benefits with no ways of reducing barriers	Detailed description of planned program including benefits no ways of reducing barriers	Detailed description of planned program including benefits and ways to reduce barriers
<b>Program implementation plan</b>	Brief description of program implementation. Procedures not followed	Brief description of program implementation	Detailed description of program implementation. Procedures not followed	Detailed, step-by-step description of program implementation
<b>Program evaluation</b>	Brief description of program evaluation. Procedures mixed up	Brief description of program evaluation	Detailed description of program evaluation. Procedures mixed up	Detailed, step-by-step evaluation of program
<b>TOTAL POINTS POSSIBLE = 40</b>	<b>TOTAL POINTS EARNED:</b>			<b>_____ 40/40</b>

## GUIDELINES and GRADING CRITERIA

PH 402

### Workplace Health Promotion Program Project

**Description of Assignment:**

Students will select a company and design a workplace health promotion program which will focus on needed health issues within that workplace. A workplace profile (with reflection paper to be discussed in class on company's values & culture) will be required as well as a detailed program including assessment, design, implementation and evaluation. **Please reference all borrowed information: APA style.** The final report will be a **minimum of five pages. (100 points).** A **ten minute presentation using PowerPoint is also required.**

Criteria	Points awarded	Full Credit	Partial Credit	No credit
<b>Company Profile</b>	<b>10</b>	<p><b>Company profile is complete</b></p> <ul style="list-style-type: none"> <li>-name</li> <li>-location</li> <li>-type of industry / business (what does the company produce or services provided)</li> <li>-company mission (how can it be linked to wellness?)</li> <li>-CEO/management (also does management support wellness?)</li> <li>-workforce demographics                             <ul style="list-style-type: none"> <li>number of employees</li> <li>gender makeup</li> <li>ethnic makeup</li> <li>average age</li> <li>union or nonunion</li> </ul> </li> <li>-built environment</li> <li>-work rotation</li> <li>-major work activities</li> <li>-profit trends (last 5-10 years)</li> <li>-types of health promotion programs already available</li> <li>-1 page reflection paper on company's values &amp; culture to be discussed in class</li> </ul>	Company profile does not clearly discuss the company's details	Not addressed
<b>Assessment</b>	<b>20</b>	<p><b>Assessment is complete</b></p> <p><b><u>-identification</u></b></p> <ul style="list-style-type: none"> <li>-identifies health-related problems (ex: obesity, tobacco use, high blood pressure, joint injury, low-back pain, etc....)</li> <li>-list the identification strategies used, and why (ex: workforce demographic data, employee health records, health care claims and costs, workers' compensation claims and cost data, worksite environment and health risk appraisal data)</li> </ul> <p><b><u>-Assessment</u></b></p> <ul style="list-style-type: none"> <li>-assesses employee's interest survey</li> <li>-feasibility study</li> </ul>	Provides minimal details of the assessment process. Does not explain the company's health issue and how that issue was chosen in a comprehensive manner.	Not addressed.

		<p>5 questions for a feasibility study:</p> <ol style="list-style-type: none"> <li>1) What are the organization's motives for considering the development of a program? (Ex. absenteeism, aging workforce, image, productivity, etc.....) and what are the organization's goals for considering the development of a program? (Ex. lower health cost, more productive employees, etc.....)</li> <li>2) Is this program cost effective for the organization? Yes or no and why.</li> <li>3) What is the level of support, need, and interest among employees, middle managers and top managers?</li> <li>4) Does organization have access to resources needed?</li> <li>5) What are the key factors to be considered during the design of the program?</li> </ol>		
<b>Design/Planning</b>	<b>20</b>	<p>Review collected data in previous section to answer the following four questions:</p> <ol style="list-style-type: none"> <li>1) How prevalent is the problem?</li> <li>2) What are the consequences of the problem?</li> <li>3) What are the causes of the problem?</li> <li>4) Which workers in the company are at greatest risk?</li> </ol> <p>-Develop vision and mission statement          -Develop goals and objectives (these should be specific and measurable) and activities.          -Budget clearly established with justifications.</p>	<p>Minimally addresses how the health issue will affect the company and the employees. Improper vision and mission. Poor development of goals, objectives not SMART and/or activities do not tie in with goals and objectives. Budget not clearly established with justifications.</p>	Not addressed
<b>Implementation</b>	<b>20</b>	<p>-Develop a marketing strategy using the 4 Ps of marketing          -Develop a promotion poster or newsletter          -Describe methods to promote program adherence and recruitment of employees that do not participate and high risk employees:          -verbal support          -written feedback          -discuss incentives          -discuss how to identify employee's values, interests and readiness to participate (surveys, incentives, rewards)          -Discuss how these influencing factors might affect implementation:          -management support          -employee support          -wellness committee member's responsibility</p>	<p>Minimal marketing strategy. Newsletter poorly designed with no information and/or poor visuals as well as no links for additional resources and no social media opportunities. Minimal discussion of methods to support implementation of program.</p>	Not addressed

		-knowledge and experience of wellness director		
<b>Evaluation</b>	<b>20</b>			
		<p>-Review your program's goals and objectives. establish a time frame, measurement intervals design.(questionnaires, health risk appraisals, health care claims data report, absenteeism logs, productivity reports, etc....)</p> <p>-Perform measurement <u>process evaluation:</u> Questionnaires designed for feedback from employees about the program to determine if changes are needed to be more effective <u>outcome evaluation:</u> Data which will determine if the program actually improves the health/lifestyles/productivity of employees. This can be obtained by health risks appraisals, healthcare claims data report, absenteeism logs, productivity reports or specific results such as fitness level, weight, etc....</p> <p>-Discuss how you will provide feedback to employee and management</p>	Evaluation strategies presented are not feasible or lack clarity	Not addressed
<b>References APA Format &amp; Presentation Style</b>	<b>10</b>	Provides reference for the materials being reviewed. Presentation was presented with knowledge of content.	Provides link only for the materials reviewed. Presentation was presented with some reading and hesitation of knowledge.	No citation or link Read most of presentation. Did not know content.
<b>Possible</b>	<b>100</b>			
<b>TOTAL</b>				