

PH576: Education & Communication Techniques

Spring 2019 - Online

Instructor: Nelson Atehortua De la Pena, PhD

Office: Off campus

Office Hours: By appointment only

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Required Text/Materials

1. Robert J. Bensley, Jodi Brookins-Fisher (2019). (4th ed). *Community and Public Health Education Methods: A Practical Guide*. Burlington, MA: Jones and Bartlett Learning, LLC. ISBN: 9781284142174
2. U.S. Department of Health and Human Services (2002). *Making Health Communication Programs Work: 'The Pink Book'* Public Health Service, National Institutes of Health National Cancer Institute. Free at <http://cancer.gov/pinkbook>. Also available in class' Blackboard site

Course Description

Provide concepts and skills in using education and communication techniques in public health promotion programs. Discuss policy advocacy and principles of effectively interacting with community constituents influential in health promotion programs.

Course Goals

1. To provide students with an opportunity to develop the skills required to develop materials for a program regardless of the setting or population.
2. To involve students in the development of program activities (may utilize data to conceptualize program materials, develop materials, plan the sequencing and implementation of materials, develop marketing materials, and develop an evaluation plan to assess effectiveness of the materials) for selected health-related problems in the community.
3. Provide students with an overview of education and communication techniques and social marketing principles used at the community, institutional, and individual levels.
4. Expose students to steps involved in the planning and development of materials as well as marketing of public health education programs.
5. Assist students to develop skills in program planning and development, implementation and evaluation of program materials.

Course Objectives

Upon successful completion of the course, the student will be able to:

1. Discuss the role and importance of involving community representatives in the planning and development of program materials.
2. Retrieve, interpret, and synthesize health-related data and information in the planning and development of program materials.
3. Design ethical, culturally-relevant, communication methods through the application of health education theoretical constructs.
4. Apply communication theory and principles in the development of health education materials; use a logic model to show how program materials/components align to result in the desired end point.
5. Formulate appropriate and measurable health communication / social marketing program objectives.
6. Identify and justify the selection of educational methods, media and resource materials used to provide health information to selected audiences.
7. Design an intervention and marketing plan to address a health problem.

Grading

A standard 10-point scale is used. You will be evaluated on the following assessments:

Internet Assignment	10%
Historical Health Communication Campaign	10%
Quizzes (4@5%)	20%
Exams (2@10%)	20%
Health Education Project Plan Drafts (4 @2%)	8%
Health Education Project Plan Report	20%
Health Education Project Plan Presentation	5%
Participation (see policy on course site)	7%

Academic Dishonesty

Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in a course without possibility of withdrawal. The faculty member may also present the case to the Office of Judicial Affairs for disciplinary sanctions. A student who believes a faculty member has dealt unfairly with him/her in a course involving academic dishonesty may seek relief through the Student Complaint Procedure.

Title IX Sexual Misconduct/Assault

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at

<https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and

Discrimination and Harassment Policy (#0.2040) at

https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and **MUST** report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s Counseling and Testing Center at 270-745-3159.

Disability/ADA Accommodations

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu . Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.