

Mississippi State University
College of Agriculture and Life Sciences
Department of Food Science, Nutrition, and Health Promotion

DESIGN AND ADMINISTRATION OF HEALTH PROMOTION PROGRAMS
FNH 8613
3 CREDIT HOURS
COURSE SYLLABUS

General Information

Instructor: Dr. Michael Hall, Ph.D.
Class Hours: Distance
Class Location: Mycouses
Office Location: Herzer 160e
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Course Description

Principles of health promotion planning models applicable to school, community, and worksite programs. Investigation of existing programs and current literature.

Course Objectives

Upon completion of this course the student shall be able to:

1. Define and differentiate health information, health education, and health promotion
2. Identify the leading causes of morbidity and mortality
3. Compare and contrast the various levels of prevention (primary, secondary, and tertiary)
4. Identify the major risk factors for the leading forms of mortality
5. Explain the PRECEDE/PROCEED Model and how it can be used in designing programs
6. Explain the roles of health risk appraisals (HRAs) and health fairs in health promotion
7. Explain the variables that need to be considered in conducting a needs assessment
8. Explain the components of designing and marketing a health promotion program
9. Explain the use of health behavior models in changing health behavior models
10. Identify the advantages of having health promotion programs in the workplace (for employers and employees)
11. Identify 10 health promotion community intervention trials and explain their findings
12. Explain the epidemiology of fitness and weight control issues and factors for developing health promotion programs on these topics

13. Explain the epidemiology of nutrition and cholesterol issues and factors for developing health promotion programs on these topics
14. Explain the epidemiology of tobacco use and factors for developing health promotion programs on this topic
15. Explain the epidemiology of stress and violence and factors for developing health promotion programs on these topics
16. Explain the epidemiology of substance abuse and the role of employee assistance programs (EAPs) in the workplace
17. Explain the epidemiology of unintentional injuries and factors for developing health promotion programs on these topics
18. Explain the epidemiology of leading forms of cancers and factors for developing health promotion programs on these topics
19. Explain evaluation strategies that can identify health promotion program effects
20. Explain key ethical issues in health promotion and the future directions for health promotion
21. Provide an overview of the current research and trends in the field of health promotion

Recommended Course Materials (selected chapters will be provided in Mycourses)

Green, L.W., Kreuter, M.W. (2005). Health Promotion Planning: An Educational & Ecological Approach 4th Edition. McGraw Hill Publishing. ISBN# 0072556838

Course Requirements/Evaluation

Health Promotion Paper/Presentation	50 Points
Article Critiques (2 @ 25 pts each)	50 Points
Assignments	100 Points
<u>Final Exam</u>	<u>100 Points</u>
Total	300 Points

Grading Scale

- A = 270 – 300
- B = 240 – 269
- C = 210 – 239
- D = 180 – 209
- F = 179 and below

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Article Review Assignment

You will locate and read one journal article relating to health promotion programs in a community setting and one journal article relating to health promotion programs in a worksite setting. You may NOT use an article that was an assigned reading. Each article should be summarized using APA format a minimum of three pages in length. A copy of the article must be turned in with the review. The review should include:

- The article citation located at the top of the summary
- A summary of the material discussed within the article
- A discussion on how the article relates to what has been discussed in class
- A personal assessment of the article by you as to how the article relates to improving health (your critique)
- A critique of the design utilized for the health promotion program

The assignment should be a minimum of three pages in length, but NO MORE than five pages. Please double-space and use 12 font.

Health Promotion Paper/Presentation 50 points

Your task is to research an effective health promotion program using the scientific literature. During your research of the program you should determine its purpose, methodology, results, and significance to the population itself and the field of health promotion.

You will be expected to turn in a 5-7 page paper that includes:

- A detailed summary of the health promotion program
- Factors studied within the program
- Major results/findings of the program (both initial and long term)
- Significance of the health promotion program to the field
- A comprehensive bibliography of published articles relating to the specific health promotion program and discussion of the findings
- Critique of the strengths and weaknesses of the program
- Possible applications with other populations (discuss any considerations necessary to work with the selected population)

Prepare a Power Point Presentation to accompany your paper.