

## Marshall University

Course Title/Number	<b>CMM 479: Public Health Communication</b>
Semester/Year	Spring 2014
Days/Time	Tuesdays from 4:00 – 6:20 pm
Location	Smith Hall Room 227
Instructor	Cynthia Torppa, Ph.D.
Office	Smith Hall Room 227
Phone	304-696-3901
E-Mail	<a href="mailto:torppa@marshall.edu">torppa@marshall.edu</a>
Office/Hours	Tuesdays 10:00 am – 11:00 am 1:45 pm – 4:00 pm Wednesdays 10:00 am – noon 1:00 pm – 4:00 pm Thursdays 10:00 am – 11:00 am
University Policies	By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to <a href="http://www.marshall.edu/academic-affairs">www.marshall.edu/academic-affairs</a> and clicking on “Marshall University Policies.” Or, you can access the policies directly by going to <a href="http://www.marshall.edu/academic-affairs/?page_id=802">http://www.marshall.edu/academic-affairs/?page_id=802</a>  Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment

### Course Description: From Catalog

Examines communication processes that influence human behavior and public policy through health promotion campaigns, including theories and practices of health behavior change and designing, implementing, and evaluating health communication interventions.
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### Course Student Learning Outcomes

Students will:	How Practiced in this Course	How Assessed in this Course
know the theories of health behavior choice and change used to design and implement health communication campaigns and programs.	Lecture, assigned readings, class discussion, in-class activities, and library research.	demonstrate knowledge of theories and concepts and ability to classify, describe, and restate concepts about communication processes in discussions and in-class activities, on examinations, and in analysis papers and health campaign project/presentation.
recognize effective and ineffective communication strategies that community groups, organizations, and agencies use for health promotion and prevention campaigns and programs.	Lecture, assigned readings, class discussion, in-class activities, and library research.	demonstrate ability to analyze the quality of health communication campaigns and programs in discussions and in-class activities, on examinations, and in analysis papers and health campaign project/presentation.
know current research findings and best practices used to implement successful and unsuccessful health	Lecture, assigned readings, class discussion, in-class activities, and library research.	demonstrate ability to synthesize and evaluate information about communication processes in health campaigns and programs

campaigns and programs.		on examinations, discussions, and in analysis papers and health campaign project/presentation.
be able to apply the theories and research based practices in planning the design, implementation, and evaluation of a health campaign or program.	Lecture, assigned readings, class discussion, in-class activities, and library research.	demonstrate ability to apply concepts and in analysis papers and health campaign project/presentation.

**Required Texts, Additional Reading, and Other Materials**

DiClemente, R. J., Salazar, L. F., & Crosby, R. A. (2013). *Health behavior theory for public health: Principles, foundations, and applications*. Burlington, MA: Jones and Bartlett Publishers.

**Course Requirements**

Assignment	Points Possible	Date Due
1. Exam #1	30 points	February 4
2. Analysis Paper #1	30 points	February 18
3. Exam #2	50 points	March 11
4. Analysis Paper #2	50 points	April 1
5. Presentations and Written Reports	75 points	April 29
6. Final Exam	50 points	May 6

**Grading Policy**

Grades will be calculated on a straight scale:  
 A = 90 -100%    C = 70 - 79%    F = 59% or less  
 B = 80 - 89%    D = 60 - 69%

**Attendance Policy**

The goal of this course is to help you understand how to plan, implement, and evaluate health promotion and disease prevention campaigns. You must be engaged in our in-class discussions and participate in our in-class activities to develop the depth of knowledge and important skills this course is designed to teach. It is highly likely that missing classes will limit your ability to understand expectations for assignments (which will result in a reduction in your ability to earn high scores on your assignments) and will make learning the content of this course more difficult (and so will result in poor performance on your midterm and final exams and on your projects and papers).

How many absences will be tolerated?  
 Because we meet only once a week, you may miss only one class without a university excused absence without penalty. Each additional unexcused absence will result in a 5% reduction in your final course grade. Absences that are determined to be excused by the University must be reported to the instructor and so we can discuss opportunities for make-up work.

## Course Schedule

Week	Date	Assignment
1	January 14	Introduction and Orientation to the Course Chapter 1: Health Behavior in the Context of the “New” Public Health
2	January 21	Chapter 2: How Theory Informs Promotion and Public Health Practice Begin Chapter 3: PRECEDE-PROCEED Planning Model
3	January 28	Chapter 3: PRECEDE-PROCEED Planning Model
4	February 4	<b>Exam #1</b>
5	February 11	Chapter 4: Value Expectancy Theories <i>Watch Jamie Oliver’s Food Revolution, Episode 1</i>
6	February 18	Chapter 5: Models Based on Perceived Threat and Fear Appeals <i>Analysis Paper #1 Due</i>
7	February 25	Chapter 6: Stage Models for Health Promotion
8	March 4	Chapter 7: The Behavioral Economics of Health Promotion
9	March 11	<b>Exam #2</b>
	March 18	<b>Spring Break</b>
10	March 25	Forks Over Knives
11	April 1	Chapter 8: Social Cognitive Theory Applied to Health Behavior <i>Analysis Paper #2 Due</i>
12	April 8	Chapter 9: Health Communication: Theory, Social Marketing, and Tailoring
13	April 15	Chapter 10: Diffusion of Innovations Theory
14	April 22	Chapter 11: Ecological Approaches to the New Public Health
15	April 29	<i>Student Presentations of Projects and written projects are due</i>
Finals Week	May 6	<i>Final Exam 4:00 – 6:00 pm</i>