

Syllabus

UNIVERSITY OF FLORIDA
College of Public Health & Health Professions
PHC 6146: Public Health Program Planning and Evaluation
Thursday, from 1:55 to 4:55 pm (periods 7-9th), **Room:** G307

[Course web location](#)

Credits: 3

Faculty: Amy Blue, PhD
College of Public Health and Health Professions
HPNP Building, room 4115
Telephone: (352) 294-4981
Email: amy.blue@php.ufl.edu
Office hours: By appointment – please email.

COURSE PROSPECTUS:

The course is designed to provide students an overview to develop culturally competent public health programs to address the most important health issues affecting our communities at local, national, and international levels. Students will learn the process of public health programming including assessment, design, planning, and implementations and evaluation. The course will also include an overview of effective public health interventions using the socio-ecologic framework (individual/behavioral, environmental/social/community and policy) as a foundation to explore various levels of interventions.

COURSE OBJECTIVES:

Upon completion of this course, students will:

1. Explain the role of environmental (social and physical) and behavioral interventions for improving public health.
2. Identify at least five examples of effective human interventions at community, policy, and organizational levels.
3. Describe the purpose of the public health program, its process from the assessment, design, planning, implementation, and evaluation.
4. Elaborate public health program missions, objectives and goals, according with the target group's needs.
5. Apply behavioral and social science and health education theory and experience to develop a health program and public health interventions.

COURSE TOPIC OUTLINE:

- 1) Program planning models
- 2) Assessing needs of target populations
- 3) Developing mission statements, goals and objectives
- 4) Public Health interventions and implementation
- 5) Community engagement
- 6) Marketing
- 7) Identification and allocation of resources for public health programs
- 8) Program Evaluation

COURSE MATERIALS:

Required: Planning, implementing, and Evaluating Health Promotion Programs: A Primer (6th Edition) (Paperback). By James F. McKenzie. Publisher: Benjamin Cummings; 6 Ed. (2013); ISBN – 10:: 0-32178850-8, ISBN-13: 978-0-32178850-4

COURSE EVALUATION:

The course will be conducted as a seminar that features discussion, application of learning, and active participation. Attendance is required for each class session unless an excused absence is obtained prior to class. During class time, students are expected to engage in debate and discussion of the assigned readings, work in groups on “application activities” and provide project updates as assigned.

Evaluation Components:

Participation in Class Discussion: 30 points (10% of grade)

Students are responsible for the readings in advance and will need to participate in class discussions about the readings. There will be points awarded *each class session* for participation in discussions of readings. The discussion points will be based on knowledge you bring from the course and readings. [Note, if you miss classes, you cannot make up these points and will be given a score of 0 for that day.] **25 points** (can skip 1 without penalty, there are 10 opportunities at 3 points each week)

Participation in Application Exercises: 30 points (10% of grade)

During each class, students will work in groups on application exercises, followed by presentations of group work. There will be points awarded each class session for participation in the application exercises and group discussion. [Note, if you miss classes, you cannot make up these points and will be given a score of 0 for that day.] **25 points** (can skip 1 without penalty, there are 10 opportunities at 3 points each week)

Exams: 60 points per each exam (20% of grade per exam); 180 exam total points (60 % of grade combined)

Students are required to complete three exams (multiple choice and short answer): Exam #1 9/25; Exam #2 10/23 and Exam #3 12/4. Exam questions will be drawn from the review questions at the end of each of the assigned chapters. The exams will be administered on-line.

Public Health Planning Proposal: 60 points total (20% of grade)

Students are expected to write a Public Health Planning grant per the class instructions. A program application template will be provided and students are expected to complete the template. The proposal should be no more than 10 pages, single spaced and 1 inch margins, 12 inch font. **Project proposals are due Wednesday, 12/10 by 5 PM by email to the Professor at amy.blue@php.ufl.edu. Proposals received after the deadline will not be graded and no points will be assigned for this activity.** During class sessions, students will provide their peers updates to the class on grant preparation activities.

Points and Grades

300 points total

A 279 and above
A- 270-278

B+	261-269
B	249-260
B-	240-248
C+	231-239
C	219-230
C-	210-218
D+	201-209
D	189-200
D-	180-188
Fail	179 and below

INSTRUCTIONAL METHODS:

Class Discussion: Following the professor's presentation, beginning on August 28th, the class will engage in a class discussion about the chapters and associated presentation.

Application Exercises: During each class session, students will work in groups to apply material read and discussed during class to a case study with associated questions. Each group will be assigned a specific health issue and will work on that issue throughout the semester. Following small group work, groups will present to each other their completed work.

ONLINE FACULTY COURSE EVALUATION PROCESS:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

ACADEMIC INTEGRITY:

Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. " You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."*

It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code, the Graduate Student Handbook and these web sites for more details:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>
<http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php>
<http://www.dso.ufl.edu/studenthandbook/studentrights.php>
<http://gradschool.ufl.edu/students/introduction.html>

CLASS ATTENDANCE:

You are responsible for all information presented in class. As indicated above, class attendance and participation are important components of the grade. All students are expected to participate in the class.

POLICY ON MAKE-UP WORK/EXAM:

Students are allowed to make up work only if they missed as a result of an illness or other unanticipated circumstances warranting a medical excuse, consistent with College policy. You must notify the instructor in advance if you will miss an exam or project deadline. Documentation from a health care provider is required upon your return to class. Project extensions requested for medical reasons must be negotiated at the time of the illness.

Conduct violations in any form are unacceptable and inexcusable behavior and can result in dismissal from the College and/or the University.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:

If you require academic accommodation, you must first register with the Dean of Students' Office. The Dean of Students' Office will provide you with documentation that you must then provide to me as the faculty member for this course at the time you request the accommodation. The College is committed to providing reasonable accommodations to assist students in their coursework.

COUNSELING AND STUDENT HEALTH:

Students may occasionally have personal issues that arise in the course of pursuing higher education or that may interfere with their academic performance. If you find yourself facing problems affecting your coursework, you are encouraged to talk with an instructor and to seek confidential assistance at the UF Counseling & Wellness Center, 352-392-1575. Visit their web site for more information:

<http://www.counseling.ufl.edu>

The Student Health Care Center at Shands is a satellite clinic of the main Student Health Care Center located on Fletcher Drive on campus. Student Health at Shands offers a variety of clinical services, including primary care, women's health care, immunizations, mental health care, and pharmacy services. The clinic is located on the second floor of the Dental Tower in the Health Science Center. For more information, contact the clinic at 392-0627 or check out the web site at: www.shcc.ufl.edu

Crisis intervention is always available 24/7 from:

Alachua County Crisis Center:

(352) 264-6789

<http://www.alachuacounty.us/DEPTS/CSS/CRISISCENTER/Pages/CrisisCenter.aspx>

BUT – *Do not wait until you reach a crisis to come in and talk with us. We have helped many students through stressful situations impacting their academic performance. You are not alone so do not be afraid to ask for assistance.*

CLASS DEMEANOR EXPECTED BY THE PROFESSOR:

- **Cell phones** – on silent
- **Laptops** – Are encouraged as they may be useful during group project. Laptops are to be ***used only during group project work time*** during the class.

Fall 2014 Schedule: PHC 6146 Public Health Program Planning and Evaluation

Date	Topic	In class work	Reading assignment for next class	Project tasks for next class
8/28	Course Introduction		Chapter 2 (Starting the Planning Process) Chapter 3 (Models for Program Planning in Health Promotion)	Develop: <ul style="list-style-type: none"> • Project topic area • Population of interest • Potential organization
9/4	Planning and Models for planning Process- (Chapters 2 & 3)	Select a planning model Project Reports: Ideas and population of interest	Chapter 4 (Assessing Needs)	Develop: <ul style="list-style-type: none"> • Organization Description • Target Audience
9/11	Assessing needs (Chapter 4)	Outline a needs assessment plan outline Project reports: Project Rationale	Chapter 6 (Mission Statement, Goals, and Objectives)	Develop <ul style="list-style-type: none"> • Rationale for project need (under Project Description)
9/18	Mission statement, goals and objectives (Chapter 6)	Determine goals and objectives for program planning Project reports: Goals and objectives	Review chapters 2, 3, 4 and 6	Develop <ul style="list-style-type: none"> • Goals and objectives for project (under Project Description) Study for Exam #1
9/25	No class meeting. Exam #1 (Chapters 2, 3, 4, 6) – taken online	Online lecture Review of Measurement	Chapter 7 (Theories and Models Commonly Used for Health Promotion Interventions) Review Chapter 5	Develop <ul style="list-style-type: none"> • Theory and model supporting proposed project (under Project Description)

Date	Topic	In-class work	Reading assignment for next class	Project tasks for next class
10/2	Theories and Models for Health Promotion (Chapter 7)	Select a Theory for an Intervention Project reports: Theories and models for project	Chapter 8 (Interventions)	Develop <ul style="list-style-type: none"> Intervention plan (under Project Description)
10/9	Designing interventions (Chapter 8)	Outline an intervention plan Project Reports: Intervention plans	Chapter 9 (Community Organizing and Community Building) Chapter 12 (Implementation: Strategies and Associated Concerns)	Develop <ul style="list-style-type: none"> Community partnership engagement (Partnerships)
10/16	Community and Implementation Issues (Chapter 9 and 12)	Use of logic models in implementation planning Project Reports: Community partnership engagement	Review Chapters 7, 8, 9, 12 for exam	Develop <ul style="list-style-type: none"> Logic model for program (under Measurable Goals) Prepare for Exam #2
10/23	No class meeting Exam #2 (Chapters 7, 8, 9 12,) - online	Online lecture Data Analysis and Reporting	Chapter 11 (Marketing: Developing Programs that Respond to the Wants and Needs of the Priority Population) Review Chapter 15	Develop <ul style="list-style-type: none"> Logic Model (under Measurable Goals) Marketing plan (Under Project Description)
11/6	Marketing (Chapter 11)	Design a marketing plan Project Reports	Chapter 10 (Identification and Allocation of Resources)	Develop <ul style="list-style-type: none"> Resources needed and sustainability plans (Sustainability)

Date	Topic	In class work	Reading assignment for next class	Project Tasks for next class
		Logic Models		
11/13	Identifying Needed Resources (Chapter 10)	Identify resources needed Project Reports Resources needed and sustainability plans	Chapter 13 (Evaluation: An Overview) Chapter 14 (Evaluation Approaches and Designs)	Develop <ul style="list-style-type: none"> Evaluation Plan (Measurable Goals)
11/20	Evaluation approaches (Chapters 13 & 14)	Outline evaluation design elements Project Reports: Evaluation approaches	Review for Exam #3 (Chapters 10, 11 13 and 14)	Work on draft of proposal
11/27	Thanksgiving Holiday		Holiday – No class Review for Exam #3 (Chapters 10, 11 13 and 14)	Work on draft of proposal Prepare for Exam #3
12/4	Final class session	Course Review Exam #3 (Chapters 10, 11, 13 and 14)		Finalize Proposal
12/10	Project proposals due by 5 PM			