

**Syllabus**

**UNIVERSITY OF FLORIDA**  
**COLLEGE OF PUBLIC HEALTH & HEALTH PROFESSIONS**  
**PHC 6146: PUBLIC HEALTH PROGRAM PLANNING AND EVALUATION**  
Fall 2013

Thursday, from 1:55 to 4:55 PM (periods: 7-9<sup>th</sup>)

**Room:** G210

**Credits:** 3

**Faculty:** Dr. Alba Amaya-Burns MD, MSc.

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Office hours: Fridays by appointment.

**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, 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. Recognize and describe at least five examples of effective public health 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 groups needs.
5. Apply behavioral and social science and health education theory and experience to develop a public health program and public health interventions.

**COURSE TOPIC OUTLINE:**

1. What are Health Education, Health Promotion and Program Planning?
2. Program Planning Models
3. Assessing Needs of the Priority Population
4. Public Health Interventions
5. Identification and Allocation of Resources for Public Health Programs
6. Marketing
7. Implementing a Public Health Program
8. Evaluation Public Health Programs

**READING/TEXT:****1- 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, attendance and active participation. The professor will introduce topics for each class and the students are expected to engage in debate and discussion of the readings. In the first class, each student will be assigned readings to answer review questions and perform the activities assigned in each designated chapter of the textbook.

Students are required to complete two exams (multiple choice and short answer): Mid-Term 10/17 (15%) and 12/7 Final Exam (15%).

In teams of TBD, students will participate prepare a presentation to deliver to the class. Students are also expected to make a final project and power point presentation on a Public Health Program Planning and Evaluation proposal that they design during the term. Each student will also prepare a final paper on the subject. Attendance will be taken each class and will be a determinant of class participation.

Mid-term Exam:	15%
Final Exam:	15%
Team Presentation:	15%
Written Final Paper:	20%
Final Presentation	25%
Class Participation:	10%

**Instructional Methods:**

Team presentation (15%): Following the professor's presentation, beginning on August 29th, the class will have twenty minutes to answer the chapter questions. The team for that day will lead the discussion of the questions, and then present how they will develop the portion of the project corresponding to the class topic. I recommend you use a power point for your presentation and questions segment; the manner in which you implement the activities will be at your discretion.

**Power point presentation of the final project (25%)**

Each student will present a power point presentation of their final project.

Students will be required to complete an evaluation for all student presentations (except their own). Final Project presentation grades will be based on: 1. Preparation of project; 2. Presentation; 3. Effectiveness in leading class discussion and 4. Peer evaluation of presentation.

**Written Final Paper (20%):**

This project will be a document of 20-25 single space pages, including references, on a Public Health Program Planning and Evaluation proposal that each student design during the term. DUE DATE: November 21th. The following are suggested topics:

1. Cervical cancer screening
2. Healthy aging
3. Mental health
4. Physical activity
5. Multicultural health

6. Reduction of Health Disparities
7. Safety promotion and injury prevention
8. Tobacco control
9. Workplace health

**Class participation (10%):**

Participation is based on daily class attendance and engagement in daily discussions of topics, activities and projects.

The grading system for this course will be the standard scale below:

93-100	A
89-92	A-
87-88	B+
83-86	B
79-82	B-
77-78	C+
73-76	C
69-72	C-
67-68	D+
63-66	D
59-62	D-
58 and below	Fail

**Policy on make-up work/exams:**

Students are allowed to make up work only if they missed as a result of 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 you return to class. Project extensions requested for medical reasons must be negotiated at the time of illness.

**Academic Integrity:**

Each student is bound by the academic honesty guidelines of the University and the Code of Student Conduct, printed in the Student Guide and published on the University website. The Honor Code states: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity." Cheating, plagiarism, and other academic dishonesty or conduct violations in any form are unacceptable and inexcusable behavior and can result in dismissal from the College and/or University.

**Cell phones:** On Silence

**Laptops:** NOT permitted. It may be used with permission of instructor when necessary.

**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 and evaluate colleagues in classes.

**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.

<b>Fall 2013 Schedule: PHC 6146 Public Health Program Planning and Evaluation</b>		
<b>DATE</b>	<b>TOPIC</b>	<b>ASSIGMENT</b>
8/22	1-Introduction Course overview. Student division of tasks.	Chapter 1 <a href="http://www.cdc.gov/programs/health.htm">http://www.cdc.gov/programs/health.htm</a> <a href="http://www.cdc.gov/DHDSP/library/action_plan/pdfs/action_plan_full.pdf">http://www.cdc.gov/DHDSP/library/action_plan/pdfs/action_plan_full.pdf</a> CARMEN: <a href="http://www.paho.org/english/ad/dpc/nc/carmen-info.htm">http://www.paho.org/english/ad/dpc/nc/carmen-info.htm</a>
8/29	2- Planning process	Chapter 2  Team 1: Student presentation
9/5	3- Models for program planning in Public Health	Chapter 3 <a href="http://www.cdc.gov/std/healthcomm/cdcynergy.htm">http://www.cdc.gov/std/healthcomm/cdcynergy.htm</a> <a href="http://www.cdc.gov/communication/cdcynergy">http://www.cdc.gov/communication/cdcynergy</a> .  Team 2-Student presentation
9/12	4- Assessing needs of the target community	Chapter 4 <a href="http://pdf.dec.org/pdf_docs/pnadc351.pdf">http://pdf.dec.org/pdf_docs/pnadc351.pdf</a> <a href="http://www.theglobalfund.org/search/docs/2SLVH_164_160_full.pdf">http://www.theglobalfund.org/search/docs/2SLVH_164_160_full.pdf</a>  Team 3-Student presentation
9/19	5-.The foundation for an effective health promotion program: Mission Statement, Goals, and Objectives	Chapter 6 <a href="http://www.aed.org/About/mission.cfm">http://www.aed.org/About/mission.cfm</a> <a href="http://www.gatesfoundation.org/GlobalHealth/">http://www.gatesfoundation.org/GlobalHealth/</a>  Team 4-Student presentation
09/26	6- Public Health Program Theories and Interventions.	Chapter 7 &8  Team 5-Student presentation
10/3	7-Community Organization and Participation in Health Promotion Program	Chapter 9 Susana Hennessey Lavery, Mele Lau Smith,Alma Avila Esparza, Alyonik Hrushow, Melinda Moore, & Diane F. Reed. The Community Action Model: A Community-Driven Model Designed to Address Disparities in Health. April, 2005, Vol. 95, No. 4   American Journal of Public Health 611-616.  Team 6-Student presentation
10/10	8-Program Implementation I: Resources, timeline, budget	Chapter:10  Team 7-Student presentation
10/17	<b>MID EXAM</b>	<b>MID EXAM</b>
10/24	9- Program Implementation II: Marketing, Social Marketing & Implementation Strategies	Chapter : 11 & 12 <a href="http://www.psi.org/resources/pubs/PSIChangingBehavior.pdf">http://www.psi.org/resources/pubs/PSIChangingBehavior.pdf</a> <a href="http://www.chesapeakeclub.org/media.htm">http://www.chesapeakeclub.org/media.htm</a> Georgia's Cancer Awareness and Education Campaign: Combining Public Health Models and Private Sector Communications Strategies. <a href="http://www.cdc.gov/ped/issues/2004/jul/04_0030.htm">http://www.cdc.gov/ped/issues/2004/jul/04_0030.htm</a>  Team 8-Student presentation
10/31	10-Process Evaluation Implementation Strategies	Chapter 13 and 14 <a href="http://www.theglobalfund.org/en/">http://www.theglobalfund.org/en/</a>  <b>Team 9- Student presentation (2 students)</b>
11/07	11-Outcome and Impact Evaluation	Chapter 13 and 14 <a href="http://www.theglobalfund.org/en/">http://www.theglobalfund.org/en/</a> <b>Team 10-Student presentation (2 students)</b>

11/14	<b>Final Presentations</b>	<b>Final Presentations: Teams 1, 2, 3 &amp; 4</b>
11/21	<b>Final Presentations</b>	<b>Final Presentations &amp; PAPER DUE Teams: 5, 6, 7 &amp; 8</b>
11/28	Thanksgiving Holiday	<b>NO CLASS</b>
12/5	Reading day	<b>NO CLASS</b>
Saturday, 12/ 7: 11 AM to 1 PM	<b>FINAL EXAM</b>	<b>Room: G-112</b>