

Community Health Promotion (POPM*6510)

Master of Public Health, Ontario Veterinary College, University of Guelph
Fall 2011

Professor	Dr. Andrew Papadopoulos
Time	Tuesday and Thursday, between 10:30 am and 12:00 pm
E-mail	apapadop@uoguelph.ca
Telephone	519.824.4120, x53894

Course Description and Delivery

The objective of this course is to provide students with an understanding of public health, population health and health promotion. Topics will include perspectives on health and illness, injury prevention, determinants of health, population diversity, social marketing and public health ethics.

This course will consist of two-90 minute classroom sessions per week. In-class time will be devoted to didactic lectures, participatory dialogue and student presentations. Readings and any additional background material will be announced in the advance. It is expected that students will come to class prepared to discuss any of the background material and to provide solutions.

Objectives

At the end of this course, graduate students will be able to:

1. Describe the major elements of health promotion.
2. Describe the core activities of public health.
3. Discuss the integration of multiple perspectives to understanding human health, including the demographic, family, and community contexts.
4. Explain the relationship of population health determinants (biological, social, cultural, economic and physical) to health in specific population groups.
5. Discuss an approach to the health of populations other than a disease-based approach.
6. Develop a social marketing campaign to shift health behaviours in an individual and a community.
7. Understand the role of ethics in health promotion and public health.

Required Textbooks

Edberg, Mark. *Essentials of Health Behaviour*. Jones and Bartlett, 2007.

Siegel, Michael and Lotenberg, Lynne Doner. *Marketing Public Health*. Jones and Bartlett, 2007.

Other readings as noted. Readings will be added throughout the term.

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Course Structure

Session	Date	Topic	Readings	Classroom
Introduction to Health Promotion				
1	Sept 8	Introduction to public health	WHO Health Promotion Glossary (http://www.who.int/hpr/NPH/docs/hp_glossary_en.pdf) 10 Great Public Health Achievements (http://www.cdc.gov/about/history/tengpha.htm)	1713 LLC
2	Sept 13	Introduction to public health	10 Essential Public Health Services (http://www.cdc.gov/od/ocphp/nphpsp/essentialphservices.htm) Ontario Public Health Standards (http://www.health.gov.on.ca/english/providers/program/pubhealth/oph_standards/ohs/ohsprotocols.html)	1713 LLC
3	Sept 15	Social Norms vs. Market Norms	Ariely, Dan. <i>Predictably Irrational</i> . HarperCollins. 2008. http://www.chapters.indigo.ca/books/Predictably-Irrational-Revised-Expanded-Edition-Dan-Ariely/9780061353246-item.html (Optional)	1713 LLC
4	Sept 20	Introduce Assignment 1 Case Study - Childhood Obesity		1810 PAHL
Health Promotion Theories				
5	Sept 22	Introduction to health promotion	Essentials of Health Behaviours - Chapters 1 and 2 Marketing Public Health - p 5-9, 18-22	1810 PAHL

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6	Sept 27	Determinants of health	Essentials of Health Behaviours - Chapter 14 Marketing Public Health - p 10-17	1713 LLC
7	Sept 29	Determinants of health	Essentials of Health Behaviours - Chapter 14 Marketing Public Health - p 10-17	1810 PAHL
8	Oct 4	Individual health behaviours	Essentials of Health Behaviours - Chapters 3 and 4 <i>Efficacy of the Health Belief model for predicting the intention to pursue genetic testing for colorectal cancer.</i> http://journals2.scholarsportal.info/tmp/15409160180514132685.pdf	1713 LLC
9	Oct 6	Social, cultural and environmental theories	Essentials of Health Behaviours - Chapters 5 and 6	1713 LLC
10	Oct 11	Ecological perspective	Essentials of Health Behaviours - Chapter 7	1713 LLC
11	Oct 13	Global health	Essentials of Health Behaviours - Chapter 11	1713 LLC
12	Oct 18	Unique populations	Essentials of Health Behaviours - Chapter 12	1713 LLC

Social Marketing

13	Oct 20	Introduce Assignment 2 Introduction to social marketing and major cognitive variables	Marketing Public Health - Chapter 9	1713 LLC
14	Oct 25	Learning from commercial marketing	Marketing Public Health - Chapter 9	1810 PAHL

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15	Oct 27	Planning a campaign	Marketing Public Health – Chapter 10	1810 PAHL
16	Nov 1	Formative research	Marketing Public Health – Chapter 11	1713 LLC
17	Nov 3	Communication strategy	Marketing Public Health – Chapter 12	1810 PAHL
			Essentials of Health Behaviours - Chapter 10	
18	Nov 8	Case Study - TBA		1713 LLC

Advocacy and Ethics

19	Nov 10	Introduce Final Assignment		1713 LLC
		Advocacy and working with partners	Marketing Public Health – Chapter 14	
20	Nov 15	Public health ethics	Principles of Public Health Practice http://www.apha.org/NR/rdonlyres/1CED3CEA-287E-4185-9CBD-BD405FC60856/0/ethicsbrochure.pdf	1713 LLC
21	Nov 17	Case Study - TBA		1713 LLC

Case Study Presentations

22	Nov 22	Case study presentations		1713 LLC
23	Nov 24	Case study presentations		1713 LLC
24	Nov 29	Case study presentations		1810 PAHL

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Assessment

		Grade (% of course)
Assignment 1	An assignment will be introduced during week two. It will consist of an individual written submission. The assignment is due on October 20 th .	25%
Assignment 2	A case will be introduced during week seven. The case will consist of a group written submission and an in-class presentation. The assignment will be completed in groups of three to four. The written portion is due on November 22 nd at 10:30 am. The oral presentation will be completed on either Nov 22 nd , 24 th , or 29 th .	40%
Final Paper	A take-home assignment will be given during week ten and is due on December 10 th .	35%

Rules and Regulations

All policies of the University of Guelph, the Ontario Veterinary College and the Department of Population Medicine apply. It is the responsibility of each student to be familiar with these policies.

In-Class Behaviour

Students are expected to come to lectures prepared for the class. Questions are encouraged at any time during lecture provided that they do not interfere with the other students' ability to take in the material presented. Students are expected to treat each other with the utmost respect; disruptions to the class will not be permitted.

Environmental Policy

We would like to minimize the use of paper in this course and therefore, encourage you to hand in assignments electronically.

Deadlines

Late assignments will be penalized at 5% of the value of the assignment each day late, weekends included. Extensions will *only* be granted with appropriate documentation (i.e. for medical reasons supported by a medical note or upon the written recommendation of Counseling Services).

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Academic Integrity

Academic dishonesty, which includes plagiarism and cheating, is an extremely serious academic offence and carries penalties varying from a zero (0) grade on an assignment to expulsion from the University. Definitions, penalties, and procedures for dealing with plagiarism and cheating are set out in University of Guelph's *Academic Integrity Policy*. You have a responsibility to educate yourself – unfamiliarity with the policy is not an excuse. You are strongly encouraged to visit to learn more <http://www.academicintegrity.uoguelph.ca/> to learn more.

Referencing Policy

Written work that is not properly referenced will be considered to be below the standard expected in this course and will be returned to the student with no mark. The student will be expected to re-submit the paper during the next class, fully and properly referenced in order to have the paper accepted for grading. Failure to re-submit the paper will result in a grade of zero (0) on the assignment. Among other things, proper referencing involves the consistent use of a single referencing style.

Access to Instruction

It is the University of Guelph's intent to create an inclusive learning environment. If a student has a disability and/or health consideration and feels that he/she may need accommodations to succeed in this course, the student should contact the Centre for Students with Disabilities (CSD) <http://www.uoguelph.ca/csd/> CSD offers specialized programs and services to students with disabilities registered at the University of Guelph (full-time or part-time undergraduate and graduate).

Counselling Services

<http://www.counselling.uoguelph.ca/counselling/>

Counselling Services offer individual counselling sessions to help support students as they work through the personal challenges that impair their ability to succeed at school and in other areas of their lives.

Student Health Services

<http://www.studenthealth.uoguelph.ca/index2.shtml>

Student Health Services offers a variety of health care services, including primary health care, a walk-in clinic and on-site laboratory testing.

The Learning Commons

<http://www.learningcommons.uoguelph.ca/>

The Learning Commons brings together services that support students in their learning, writing, research, numeracy and the use of technology. In addition, they provide expertise and resources for faculty, staff and teaching assistants to support and enhance learning in their courses and across the curricula.

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Health and Performance Centre

<http://www.uoguelph.ca/hpc/>

Health and Performance Centre specializes in the diagnosis, treatment and rehabilitation of acute and chronic orthopedic, musculoskeletal, sport and activity related injuries. The Centre also provides a variety of health promotion services including fitness and nutrition expertise and professional bicycle fitting.

University of Guelph Maps

Map of Campus

<http://www.uoguelph.ca/campus/map/>

Parking Map

http://www.parking.uoguelph.ca/images/Parking_Map_2008-09.pdf