Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should <u>not</u> be used to purchase course materials.

LIBERTY UNIVERSITY.

COURSE SYLLABUS

HLTH 634
HEALTH COMMUNICATION AND ADVOCACY

COURSE DESCRIPTION

This course examines the principles and practices of effective interpersonal, organizational, and community-based communication to shape attitudes and actions about health and health care. Students will explore the use of counseling, public campaigns, social media, and political processes to advocate for health among diverse populations.

RATIONALE

This course is required in the Health Promotion concentration of the Master of Public Health curriculum at Liberty University. It prepares students to serve as competent communicators of health information across multiple media and to serve in advocacy roles to advance the profession and to promote the public's health.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. ADDITIONAL MATERIALS FOR LEARNING

A. Computer with basic audio/video output equipment

B. Internet access (broadband recommended)

C. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)

IV.   MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

A.   Describe how societal, organizational, and individual factors influence and are influenced by public health communications.

B.   Apply evidence-based approaches in the communication and evaluation of public health information.

C.   Apply theory and strategy-based communication principles across different settings and audiences.

D.   Use logic models and ecological frameworks in program development, implementation, communication, and evaluation.

E.   Demonstrate effective written, oral, and technical skills for communicating health information with diverse audiences.

F.   Advocate for community health programs and policies through media, politics, agencies, and churches.

G.   Differentiate the purposes and methods of formative, process, and outcome evaluation.

H.   Define a biblical basis for personal and public health practice.

V.   COURSE REQUIREMENTS AND ASSIGNMENTS

A.   Textbook readings and lecture presentations/notes

Each module/week will be introduced by a video presentation overviewing the content to be covered. Textbook readings provide the core content necessary for mastery of the subject area and prepare the student for the related assessments and activities. Completion of the required readings is necessary to successfully complete the quizzes. Follow the syllabus carefully, as textbook readings are not always in consecutive chapter order. To find examples of forms and products being discussed, be sure to refer to appendices of the texts when asked to do so.

B.   Course Requirements Checklist

After reading the Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C.   Discussion Board Forums (4)

The student will complete 4 Discussion Board Forums which progressively build components of the Program Plan. Each Discussion Board Forum will have specifications as outlined in the Assignment Instructions folder in the course; some will require replies to other students and some will not. When replies are required, the instructor is looking for substantive comments reflecting critical analysis of the material and thoughtful reflection of classmates' posts.

D.   e-Portfolio (8)

The e-Portfolio is a collection of web repositories for products and activities demonstrating the knowledge and skills the student has gained throughout the course. The collection may also serve as a tool for future professional use and possible career advancement.

E.   Quizzes (8)

There will be 8 open-book/open-notes quizzes given during this course. The student will have 1 hour to complete each quiz.

VI.   **COURSE GRADING AND POLICIES**

A.   Points

Course Requirements Checklist	10
Discussion Board Forums (4 at 100 pts ea)	400
e-Portfolio (7 at 20 pts ea; 1 at 60 pts)	200
Quizzes (8 at 50 pts ea)	400
Total	1010

B.   Scale

A = 940–1010   A- = 920–939   B+ = 900–919   B = 860–899   B- = 840–859
C+ = 820–839   C = 780–819   C- = 760–779   D+ = 740–759   D = 700–739
D- = 680–699   F = 679 and below

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

C.   Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

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U N I V E R S I T Y.

COURSE SCHEDULE

HLTH 634

Textbook: Parvanta et al., *Essentials of Public Health Communication* (2011).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Parvanta et al: chs. 1–2, 8 1 presentation 2 websites	Course Requirements Checklist DB Forum 1 e-Portfolio 1 Quiz 1	10 0 20 50
2	Parvanta et al: chs. 3–5 3 presentations 2 websites	DB Forum 2 e-Portfolio 2 Quiz 2	100 20 50
3	Parvanta et al: chs. 9–10 1 presentation 1 website	e-Portfolio 3 Quiz 3	20 50
4	Parvanta et al: chs. 11–12 1 presentation 2 websites	DB Forum 3 e-Portfolio 4 Quiz 4	100 20 50
5	Parvanta et al: ch. 13 1 presentation 1 website	e-Portfolio 5 Quiz 5	20 50
6	Parvanta et al: ch. 14 1 presentation 1 website	DB Forum 4 e-Portfolio 6 Quiz 6	100 20 50
7	Parvanta et al: chs. 6–7 1 presentation	e-Portfolio 7 Quiz 7	20 50
8	Parvanta et al: chs. 15–16 1 presentation	DB Forum 5 e-Portfolio 8 Quiz 8	100 60 50
		TOTAL	1010

DB = Discussion Board

NOTE: Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.