



**Course Project** (worth 70% of your course grade) *\*\*see lecture material and course website for additional information on each component of the project, the marking keys, and the 'how to' guide\*\**

In teams of approximately 4-6 people (no exceptions, groups randomly selected by course staff to make it as “real life” as possible), you are required to conduct

**2. Epidemiological Assessment: (15%) *Due exactly two weeks following the due date of your needs assessment write-up by 2:30pm, via online submission.***

You are responsible for identifying a minimum of 5 pieces of pertinent (and as current as possible; last 5-10 years) academic journal articles regarding the population and health topic you have chosen to research (Statistics Canada info also may be useful as additional sources). Provide a brief literature review (approx 5 pages) of the major prevalence data from the literature regarding your topic area (e.g., prevalence of students who are inactive, numbers impacted by inactivity-related disorders, costs associated with this population's inactivity, etc). It is helpful if you can provide some epidemiologic data on your major theme(s) from the needs assessment (e.g., students in your focus group identify the importance of "time" when promoting physical activity programs – What can you tell the reader about how often "time" is cited as important for physical activity programs, according to previous research?).



Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner. Documentation for any request for accommodation shall be submitted, as soon as possible, to the appropriate Academic Counselling Office of the student's Faculty of registration. For SHS students, you may go to the School of Health Studies Office in HSB room 222.

### **Scholastic Offences**

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website: [http://www.uwo.ca/univsec/handbook/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_undergrad.pdf) .

Additionally,

1. All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to th

## Tentative Course Schedule

In the first 7 weeks of the course we will review and delve deeper into the concept of population-based health promotion program planning. Specifically, we will look at needs assessments, epidemiological assessments, social marketing as an intervention, and evaluation. Then, we will discuss individual-based health promotion. Specifically, we will explore coaching for individual-based health-related behaviour change.

<b>Date</b>	<b>Topic</b>	<b>Date</b>	<b>Topic</b>
January 8	<b>Intro to Course:</b> * project description * group work * Population-based health promotion programming	March 5	<b>Individual-based health promotion program planning;</b> rapport, agendas, assessment, building confidence, exchanging information and reducing resistance, coaching foundation and skills
		March 12	
January 15	<b>Needs assessments;</b> what they are and how we do them; including their data	March 19 & March 26	<b>Group Presentations</b> (social marketing)
January 22			
January 29 <i>**focus group</i>			
February 5 <i>**focus group</i>	<b>Social marketing;</b> historical roots, what it is, how to use it as an intervention, lessons from the corporate world	April 2	Course evaluations, course wrap-up, exam review
February 12			
February 19  February 26	<b>READING WEEK</b> - No class	<i><b>Final exam scheduled by the Registrar's Office</b></i>	