

The University of Western Ontario, School of Health Studies  
HS2250a, September 2014  
Health Promotion in Canada

Instructor: Dr. Jennifer Irwin

jenirwin@uwo.ca 6612111 ext 88367; HSB 338; office hours Mondays 12:00  
1:30

Class Hours: Mondays 2:30-3:30 & Wednesday 2:30-4:30. Nat Sci Rm 1

Required Course Text McKenzie, J.F., Neiger, B.L. & Thackeray, R. (2013).  
Planning, Implementing and Evaluating Health Promotion Programs. 6<sup>th</sup>  
Toronto: Pearson

exam. Please refer to the Policy on Accommodation for Medical Illness located on page 3 of this syllabus



registration. For BHSc 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 the licensing agreement, currently between The University of Western Ontario and iTurnit.com (<http://www.turnitin.com>)
2. Computemarked multiple choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

### Support Services

There are various support services around campus and these include, but are not limited to:

1. Student Development Centre -- <http://www.sdc.uwo.ca/ssd/>
2. Student Health -- <http://www.shs.uwo.ca/student/studenthealthservices.html>
3. Registrar's Office [http://www.fettpw\(tin\)-8\(g\)12\( \(r \(eat\)-6\(i\)-6\(n\)-1.224/w\)4\(ip 1](http://www.fettpw(tin)-8(g)12( (r (eat)-6(i)-6(n)-1.224/w)4(ip 1)

## Course Content and Required Readings

Unit 1: Health Promotion, Health Education, and Disease Prevention in Canada (September 8 - 24). Readings: Chapter 1

¾ Defining the terms and concepts

¾ Assumptions of health promotion

¾ Exploring some of the major health issues and behaviours in Canada (e.g., heart health, obesity, mental health, cancer, diabetes, physical activity)

Quiz: September 12<sup>th</sup> (in-class, optional)

Unit 2: Models & Theories for Health Promotion and Disease Prevention (September 29<sup>th</sup> - October 8<sup>th</sup>). Readings: Chapter 2 & 7

¾ Importance of using models & theories

¾ PRECEDE-PROCEED, Social Cognitive Theory, etc

¾ Behavioural Change Models (e.g., Health Belief Model, Theory of Planned Behavior, etc)