

Western University  
School of Health Studies

Health Sciences 4202a: Health Behavior

Instructor : Dr. Tamara Thompson

September 2016

Email: tlandry4@uwo.ca

Office Hours Room Number: To be determined

Office Hours : By appointment

Course Day/Time/Room : Tuesday 11:30am-1:30pm (in class) HSB-35 (HSB: Health Sciences Building) and Friday 12:30pm-1:30pm (online).

Prerequisite Checking

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Prerequisites: Registration in the third or fourth year of the School of Health Studies

Antirequisites: Health Sciences 4091A section 002 if taken in 2010

See [www.westerncalendar.uwo.ca](http://www.westerncalendar.uwo.ca) for further details.

Course Information

This course will explore theoretical frameworks of health behavior. Students will be introduced to the main constructs of various health behavior

## Course Materials

The required course textbook for this class is “Theoretical Foundations of Health Education and Health Promotion” by Manoj Sharma, Third Edition, 2017.

This text is available in the campus bookstore. There will also be a few additional required articles that will be posted on OWL for this course. I will also post suggested readings on OWL for anyone interested.

## Guest Lecturers

Attendance in class with the guest lecturers is MANDATORY. Guest lecturers take time out of their busy schedules to come and speak in our class so we need to show them respect by attending on the day they are here. I will take attendance on these days and if you do not attend the guest lecturer classes, you will lose 5% of your grade. If you have a reason for not attending, please obtain academic accommodation from the Health Sciences Counseling office.

## Evaluation:

Midterm Exam: 25%  
Media Campaign Critical Assessments: 20%  
Developing a Campaign or Intervention 20%  
Final Exam 35%

## Midterm Exam (25%)

The midterm exam will cover material from the first class on September 13<sup>th</sup> up to and including October 11<sup>th</sup>, 2016. The midterm exam will consist of multiple choice, T/F and short answer questions. Questions will come from material presented in the lectures, as well as from the assigned readings and guest lecturers (if applicable). Further information regarding the final exam will be provided during class. **THE MIDTERM WILL BE IN CLASS ON OCTOBER 18<sup>th</sup>, 2016.** There is **NO MAKE UP MIDTERM EXAM.** If you do not write the midterm exam 20%



## TENTATIVE COURSE SCHEDULE

WEEK	DATE	TOPIC	READINGS
1	September 9 (F)	E-Introductions Online Via OWL	Postings on OWL
2	September 13 (T)	Introduction to the Course Health, Behavior and Health Behavior	Chapter 1
	September 16 (F)	Media Campaign Critical Assessments	OWL Assignment Tab
3	September 20 (T)	Precede-Proceed Model	Chapter 2
	September 23 (F)	Media Campaign Critical Assessments	OWL Assignment Tab
4	September 27 (T)	Health Belief Model	Chapter 3
	September 30 (F)	Media Campaign Critical Assessments	OWL Assignment Tab
5	October 4 (T)	Theory of Reasoned Action/Theory of Planned Behavior	Chapter 5
	October 7 (F)	Media Campaign Critical Assessments	OWL Assignment Tab
6	October 11 (T)	Transtheoretical Model/ Precaution Adoption Process Model	Chapter 4 Reading on OWL
	October 14 (F)	Media Campaign Critical Assessments	OWL Assignment Tab
7	October 18 (T)	Midterm Exam	
	October 21 (F)	Media Campaign Critical Assessments	OWL Assignment Tab
8	October 25 (T)	Social Cognitive Theory	Chapter 7
	October 28 (F)	NO ONLINE CLASS, Fall Study Break	No Readings
9	November 1 (T)	Information-Motivation-Behavioral Skills Model: Guest Lecturer Dr. Bill Fisher	Chapter 11 (Pg. 38-40) Reading on OWL
	November 4 (F)	Work on Campaign/Intervention	No Readings
10	November 8 (T)	Diffusion of Innovations	Chapter 9
	November 11 (F)	Media Campaign Critical Assessments	OWL Assignment Tab
11	November 15 (T)	Social Marketing	Chapter 8
	November 18 (F)	Media Campaign Critical Assessments	OWL Assignment Tab
12	November 22 (T) Campaign/Intervention Due 11:30am	Guest Lecturer: Leanne Powell, MLHU	TBD
	November 25 (F)	Media Campaign Critical Assessments	OWL Assignment Tab
13	November 29 (T)	Using Theory in Public Health	Reading on OWL
	December 2 (F)	Media Campaign Critical Assessments	OWL Assignment Tab
14	December 6 (T)	Last Day of Class: Final Exam Review	Final Exam Review Powerpoint
	December 8-9	Study Days	
	December 10-21	Examination Period	

\*\*\*This schedule is subject to changes. I will notify you immediately of any changes\*\*\*

Grading scheme:

I use the format provided below for grading, which is the university-wide scale that has been approved by the UWO Senate.

A+	90-100	Exceptional
A	80-89	Superior work, above average.
B	70-79	Good work, meeting all requirements, and eminently satisfactory.
C	60-69	Competent work, meeting requirements.
D	50-59	Fair work, minimally acceptable.
F	below 50	Fail

### OWL

I will post all reading material and assignments on OWL.

### Contacting Me

You can contact me either by email, in class, or by appointment. I will respond to emails until 5pm during the week. Please avoid sending me a message through OWL as it can be temperamental sometimes and not work. I will answer emails within 24 hrs of receipt. If you have not received a response email from me within 24 hours (except over the weekend), please resend your email.

### Policies

#### Late Material

All assignments must be turned in on time. Please submit both an electronic copy to OWL and a hard copy of your assignment in class. If you have a medical reason for not being able to complete any assignments or exams, a note from your Physician indicating the severity of your condition must be submitted to the Health Sciences office. You may visit Western's Policy on Accommodation for Medical Illness at:

<https://studentservices.uwo.ca/secure/index.cfm> for further details. If you are given academic accommodation by the Academic Counselling Office for missing an assignment deadline or exam, you will be required to see an academic counsellor in Health Studies to discuss your reasons and provide documentation. If you receive academic accommodation, you will be required to submit the assignment according to the academic accommodation time you receive from the counsellor. If you do not have academic accommodation, all late assignments will receive an automatic 5% deduction if not handed in by the end of class on the assigned due date and a subsequent 10% deducted for every 24-hr period after the due date, including weekends. If you do not write the midterm exam on the regularly scheduled exam date and time, you will be required to see an academic counsellor in Health Studies to discuss your reasons and provide documentation. If you receive academic accommodation, your midterm exam will be re-weighted to your final exam. If you have any specific questions or concerns,

please do not hesitate to ask me. If you do not have academic accommodation, you will receive a grade of zero on any missed exam or assignment.

### Electronic devices

Cellular phones must be turned off during class and laptop computers will only be allowed to be open if your work on them pertains to class. You will learn more if you are fully engaged in the materials presented and the discussions. The use of communication equipment (e.g., cell phones, ipods, ipads, laptops) will be prohibited during any exams.

fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.

A UWO Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An SMC can be downloaded under the Medical Documentation heading of the following website:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

Documentation is required for non-medical absences where the course work missed is more than 10% of the overall grade. Students may contact their Faculty Academic Counselling Office for what documentation is needed.

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 BHSc students, you may go to the School of Health Studies Office in HSB room 222.

#### Scholastic Offences

Scholastic offences are

