

THE UNIVERSITY OF WESTERN ONTARIO  
LONDON, CANADA

School of Health Studies  
Health Sciences 250A- Introduction to Health Promotion  
Fall 2019

COURSE DESCRIPTION

Overview of concepts of health promotion and disease prevention in Canada: health promotion models and theories; health promotion program planning, implementation and evaluation including needs assessments, social marketing and community advocacy.

More specifically:

An overview of concepts of health promotion in Canada: health promotion models and theories; health promotion program planning, implementation and evaluation including needs assessments, social marketing and community advocacy. This blended course will provide students with opportunities to engage with the course material using both traditional class activities and online/digital resources. There are portions of this course for which additional online supports are provided, and portions where students are expected to use 'traditional' learning aids only (i.e., lectures & readings).

LEARNING OUTCOMES

By the end of this course, students should be able to:

- Define health promotion and differentiate between health promotion and other related disciplines.
- Define prominent health behaviour theories & models and identify their component parts.
- Name and define the processes involved in developing, implementing, and evaluating effective health promotion programs.
- Assess knowledge and understanding through examination of course content.

Prerequisites: Minimum of 60% [mandatory] in each of Health Sciences 1001A/B and Health Sciences 1002A/B.

NOTE: 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.

## COURSE INFORMATION

Instructor: Dr. Marnie Wedlake PhD RP

Email: [mwedlak@uwo.ca](mailto:mwedlak@uwo.ca) *(contact me using this email address only)*  
Office: HSB 340

Office Hours: Tuesdays 10:30am to 12:00pm  
Thursdays 2:30pm to 3:30pm

Teaching Assistant: TBA

Course Website: <https://owl.uwo.ca>

Days, Times and Location of Lectures: Mondays- 3:30pm to 5:30pm - AHB 1R40  
Wednesdays 3:30pm to 4:30pm - AHB 1R40

## ASSIGNED READINGS AND OTHER COURSE MATERIALS:

Required Course Text:

As a collective, we will create a learning environment that is supported by civility and mutual respect. In doing so, we will set the stage for a healthy and stimulating intellectual forum. Finally, if you are having problems with any aspect of the course, please contact me. I am committed to your learning experience, I am approachable, and I welcome your comments, your constructive criticisms and, of course, your questions.

## EVALUATION

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Students seeking academic consideration:

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particular class. Unless explicitly noted otherwise, you may not make audio or video recordings of lectures—nor may you edit, reuse, distribute, or rebroadcast any of the material posted to the course website.