UNIVERSITY OF FLORIDA
College of Public Health & Health Professions
PHC 6146: Public Health Program Planning and Evaluation (3 credit hours)
Fall 2018
UF e-Learning in Canvas at http://elearning.ufl.edu/

Instructor Name: Elizabeth Wood, DHS, MPH
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Office Hours: By appointment

Course Overview:
The course is designed to provide students an overview to develop culturally competent public health programs to address the most important health issues affecting our communities at local, national, and international levels. Students will learn the process of public health programming including assessment, design, planning, and implementations and evaluation. The course will also include an overview of effective public health interventions using the socio-ecologic framework (individual/behavioral, environmental/social/community and policy) as a foundation to explore various levels of interventions.

Course Objectives:
Upon completion of this course, students will:
1. Explain the role of environmental (social and physical) and behavioral interventions for improving public health.
2. Identify at least five examples of effective human interventions at community, policy, and organizational levels.
3. Describe the purpose of the public health program, its process from the assessment, design, planning, implementation, and evaluation.
4. Elaborate public health program missions, objectives and goals, according with the target group's needs.
5. Apply behavioral and social science and health education theory and experience to develop a health program and public health interventions.

Course Outline:
1) Program planning models
2) Assessing needs of target populations
3) Developing mission statements, goals and objectives
4) Public Health interventions and implementation
5) Community engagement
6) Marketing
7) Identification and allocation of resources for public health programs
8) Program Evaluation

Course Materials:
Required: Planning, implementing, and Evaluating Health Promotion Programs: A Primer (7th Edition) (Paperback). By James F. McKenzie. Publisher: Pearson; 7 Ed. (2016); ISBN-13: 978-0134219929, ISBN-10: 0134219929

Webcam and Microphone
Students are REQUIRED to have a microphone and webcam in place during the test-taking period.

Browser Requirements

Check regularly to be sure that your browser is compatible with e-Learning in Canvas and ProctorFree. Links to the supported browsers and related information can be found from the Student Computing Requirements page at http://studentlife.online.mph.ufl.edu/e-learning-support/e-learning/e-learning-in-canvas-technical-requirements/

For technical support for this class, please contact the UF Help Desk at:
- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- https://elearning.ufl.edu/help.shtml

What is expected of you?
You are expected to actively engage in the course throughout the semester. As we do not meet weekly, it is the sole responsibility of the student in online courses to keep up with course requirements. **Late work is not accepted**. To unlock course content, you must take a quiz on the syllabus and course procedures which can be found under the "Start Here" link in eLearning. While you receive no formal grade for this quiz, you must pass the quiz with 100% correct answers in order to unlock the course materials. After this, you will be able to access the course modules during their assigned week.

Lectures & Videos: Posted within each module on the course website.

Course Website: The course website is available at http://elearning.ufl.edu. The weekly schedule, all modules, and all course materials (including links for quizzes and exams) are available through this website. Grades will be posted on this website, and you will be expected to participate in discussion posts on this website weekly. You will log into the course website using your Gatorlink ID and password; if you have trouble logging in, please contact the Help Desk at 352-392-HELP.

Announcements: Class announcements will be sent via the announcements tool in eLearning. Depending on your CANVAS notification settings, you may or may not be notified via email; you are responsible for all information in these announcements whether or not you see them in your email.

Technology Requirements: Students are REQUIRED to have a webcam and microphone. Browser requirements may change; please consult https://wiki.helpdesk.ufl.edu/FAQs/SupportedBrowsersForUFWebsites#elearning to see a list of supported browsers and recommendations for browser configuration.

For technical support for the course eLearning site, activities, and assessments, please contact the Online Course Coordinator:
Truly Hardemon, MEd
Room Number: HPNP 4173
Phone Number: 352-273-5822
Email Address: hardemont@ufl.edu
Office Hours: Monday – Friday, 8:00 AM to 5:00 PM EST.

For **other technical support** for this class, please contact the UF Help Desk at:
- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- https://elearning.ufl.edu/help.shtml

Academic Requirements:

Course Components: (Note: Detailed instructions will be provided on eLearning as due dates get closer)

Exams: 45 points per exam; 135 total points (15% of grade per exam; 45% total)

Students are required to complete three exams (short answer) and will be given a three-day window:

       Exam #1 10/1 – 10/3

       Exam #2 10/29 – 10/31

       Exam #3 12/3 – 12/5

Exam questions will be drawn from the review questions at the end of each of the assigned chapters. All exams will be completed using ProctorFree, a test proctoring service that lets you schedule your exam at a time that is convenient to you. You should pick a time where you will not be distracted as you must complete the exam in one sitting. You will be required to take a practice test with ProctorFree **prior to the first exam** to make sure that you system is set up correctly. Exams taken outside the allotted window will not be accepted unless prior arrangements have been made with Dr. Wood BEFORE the exam opening date.

Group Project – Design of Health Promotion Project: 75 points (25% of grade)

In groups, students will plan a health promotion project during the semester. After the drop-add period ends, students will be divided into groups within Canvas. The groups will remain the same throughout the semester. Each group will have a Group Site within Canvas with tools available for discussions, conferences, file sharing, etc. The groups will use these tools to complete the regularly scheduled assignments and the preparations for the final group project presentation at the end of the semester.

These intermediate assignments will be submitted in the Canvas course site (not the group site), and students are responsible for meeting the deadlines in the course site. They will guide the project development and are expected to be completed on time.

- Topic Rationale and Needs Assessment Plan – Due 9/7 (5 points)
- Planning Model, Goals and Objectives, and Theory - Due 9/28 (5 points)
- Intervention, Logic Model and Resources Needed – Due 10/19 (5 points)
- Marketing and Evaluation Plan – 11/16 (5 points)

The culmination of the group project is a presentation that is to be completed by Friday, November 30, 2018 (55 points). Peer review of projects must be completed by Friday, December 7, 2018.

The presentations will take place in the Discussion tool of the Canvas course site. Each group will upload a PowerPoint file with embedded media or a link to an Office Mix PowerPoint or YouTube video of their presentation. The class project presentation should be in PowerPoint and contain the following elements:

- Group Member Names and Project Title
- Background of project importance/need and theoretical framework
- Project purpose
- Project method
- Evaluation plan
- Lessons learned from designing the project

The PowerPoint presentation should be no more than 15 slides, and the presentation should be no more than 15 minutes in length. All group members must participate in the presentation and be prepared to answer any questions from the class. The technical issues associated with embedding audio and/or video within PowerPoint can take time and patience, so please allow time for the technical aspects of the project. The process of creating your individual pitch recordings for the grant application project should provide some basic technical skills for the final group presentation.

Here are additional technical resources:

- [PowerPoint Help for PowerPoint 2016](#)
- [PowerPoint Help for PowerPoint 2010](#)

- How to Create an Office Mix Presentation in PowerPoint
- How to Submit a Media Project via YouTube

Class members will post questions as a part of the peer review process described below. Group members should respond as appropriate.

Individual Project: Public Health Planning Proposal (Grant): 75 points total (25% of grade)
Written Proposal (50 Points)
Students are expected to write a Public Health Planning grant, using the provided Grant Application Template as their guide. The proposal should be no more than 10 pages, single spaced and 1 inch margins, 12 inch font.

The written project proposals are due Friday 12/7 by 11:59 PM (EST) in the assignment in the Assignment tool within the Canvas course site. Proposals received after the deadline will not be graded and no points will be assigned for this activity.

Draft Proposal Pitch (10 Points)
Students are expected to complete a draft "proposal pitch" by Thursday, October 11, 2018. Peers are expected to provide peer feedback within 1 week, Friday, October 19, 2018 (see below).

The draft pitch will be a rough video and will not be critiqued as strictly on the productions quality. The pitch should be 1 minute in length and convey why your project is important and should be funded. The recording will be presented as a YouTube video on a private link. You will submit your link in the assignment and your peers will review the video and provide meaningful feedback. You will then use the feedback as you develop your final pitch. Instructions for creating a YouTube video submission can be found at Online Student Resources: How to Submit a Media Project via YouTube.

Final Proposal Pitch (15 Points)
Final "proposal pitch" is due by Friday, November 16, 2018. Peers are expected to provide peer feedback by Friday, November 30, 2018 (see below).

The final pitch will be a polished video and will include criteria for production quality as well as content. The pitch should be 1 minute in length, incorporate what you have learned since creating your draft pitch, and make a convincing argument as to why your project is important and should be funded. It will be presented as a YouTube video on a private link. You will submit your link in the appropriate discussion. Your peers will review the video and provide meaningful feedback on the final product. Final requirements for number of peer reviews will be made based on the final size of the class. Instructions for creating a YouTube video submission can be found at Online Student Resources: How to Submit a Media Project via YouTube.

Peer Review: 15 points (5% of grade)
Students are responsible for engaging in peer review of classmates' work at specific times during the semester:
     a) Draft grant proposal "pitch" – Due October 19, 2018
     b) Final grant proposal "pitch" - Due November 30, 2018
     c) Group project presentations - Due December 7, 2018

The peer review points will be based on completion of peer review and evidence of thoughtful review based on use of rubric. Each peer review activity is worth 5 points.

Grading

Requirement	Due Date	Points
Syllabus Quiz	8/29 at 11:59 PM EST	---
Group Project Components:		

Topic Rationale & Needs Assessment	9/7 at 11:59 PM EST	5
Planning Model, Goals and Objectives, & Theory	9/28 at 11:59 PM EST	5
Intervention, Logic Model & Resources Needed	10/19 at 11:59 PM EST	5
Marketing & Evaluation Plan	11/16 at 11:59 PM EST	5
Group Project Presentation	11/30 at 11:59 PM EST	55
Peer Review of Group Project Presentation	12/7 at 11:59 PM EST	5
Exam 1	10/1 – 10/3 at 11:59PM EST	45
Individual Project Components		
Draft Proposal Pitch	10/11 at 11:59PM EST	10
Peer Review of Draft Proposal Pitch	10/19 at 11:59PM EST	5
Final Proposal Pitch	11/16 at 11:59PM EST	15
Peer Review of Final Proposal Pitch	11/30 at 11:59PM EST	5
Written Proposal	12/7 at 11:59PM EST	50
Exam 2	10/29 -10/31 at 11:59PM EST	45
Exam 3	12/3 – 12/5 at 11:59PM EST	45
TOTAL		**300**

Point System

Points earned	≥279	270-278	261-269	249-260	240-248	231-239	219-230	210-218	201-209	189-200	180-188	≤179
Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E

ONLINE FACULTY COURSE EVALUATION PROCESS:
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/

ProctorFree:
This course will be using ProctorFree, a proctoring service for graded exams. ProctorFree ensures exam integrity and enables administration of remote online exams. All exam sessions will be reviewed as part of your final grade. Instances of cheating or appropriate behavior will be considered violations of the Student Honor Code and will result in disciplinary action. ProctorFree is a user-friendly system, but you must follow these guidelines to register and take your exams:

1. You must first create a profile with ProctorFree, which will be your permanent student record with the service.
2. When it is available (watch out for an announcement on eLearning), follow the link to launch your practice quiz in ProctorFree.
3. Exams will be administered 12:00 AM EST on the Friday of exam week through 11:59 AM EST on the following Sunday to accommodate schedules.
4. Students will need to have a microphone and webcam in place during the test-taking period. An inexpensive webcam and microphone should work fine. Students will NOT be allowed to take an exam without a webcam. (Note: a microphone and webcam are program requirements for the online MPH program, see computer requirements on the program website).

5. Exams may be taken at a student's home. **Students must plan to take their exams in an environment where other people are not in the room during the exam.** You will be asked for two forms of ID. You may be asked some questions to identify yourself, to test your microphone and camera, and you will be asked to pan your desk and clear it of anything not allowed in the exam.
6. Students will need to have some administrative rights on the computer they are using for the exam to enable the proctoring service to function. Please plan on extra time to complete your exam to accommodate connection time and any technical issues that arise.
7. The program will pay your proctoring fees.
8. It is recommended that students not use a wireless Internet connection for exams. Please consider wire connecting your wireless laptop to your modem for a more reliable Internet signal during the exam. Inexpensive modem cables are available in most electronic stores and online.

ACADEMIC INTEGRITY:
Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. " You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."*

It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code, the Graduate Student Handbook and these web sites for more details:

https://www.dso.ufl.edu/sccr/honorcodes/conductcode.php
http://www.graduateschool.ufl.edu/

POLICY ON MAKE-UP WORK/EXAM:
Students are allowed to make up work only if they missed as a result of an illness or other unanticipated circumstances warranting a medical excuse, consistent with College policy. You must notify the instructor in advance if you will miss and exam or project deadline. Documentation from a health care provider is required upon your return to class. Project extensions requested for medical reasons must be negotiated at the time of the illness.
Conduct violations in any form are unacceptable and inexcusable behavior and can result in dismissal from the College and/or the University.

Inclusive Learning Environment
Public health and health professions are based on the belief in human dignity and on respect for the individual. As we share our personal beliefs inside or outside of the classroom, it is always with the understanding that we value and respect diversity of background, experience, and opinion, where every individual feels valued. We believe in, and promote, openness and tolerance of differences in ethnicity and culture, and we respect differing personal, spiritual, religious and political values. We further believe that celebrating such diversity enriches the quality of the educational experiences we provide our students and enhances our own personal and professional relationships. We embrace The University of Florida's Non-Discrimination Policy, which reads, "The University shall actively promote equal opportunity policies and practices conforming to laws against discrimination. The University is committed to non-discrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, gender identity and expression, marital status, national origin, political opinions or affiliations, genetic information and veteran status as protected under the Vietnam Era Veterans' Readjustment Assistance Act." If you have questions or concerns about your rights and responsibilities for inclusive learning environment, please see your instructor or refer to the Office of Multicultural & Diversity Affairs website: www.multicultural.ufl.edu

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:
If you required academic accommodation, you must first register with the Dean of Students' Office. The Dean of Students' Office will provide you with documentation that you must then provide to me as the faculty member for this course at the time you request the accommodation. The College is committed to providing reasonable accommodations to assist students in their coursework.

COUNSELING AND STUDENT HEALTH:
Students may occasionally have personal issues that arise in the course of pursuing higher education or that may interfere with their academic performance. If you find yourself facing problems affecting your coursework, you are encouraged to talk with an instructor and to seek confidential assistance at the UF Counseling & Wellness Center, 352-392-1575. Visit their web site for more information: http://www.counseling.ufl.edu.
The Student Health Care Center at Shands is a satellite clinic of the main Student Health Care Center located on Fletcher Drive on campus. Student Health at Shands offers a variety of clinical services, including primary care, women's health care, immunizations, mental health care, and pharmacy services. The clinic is located on the second floor of the Dental Tower in the Health Science Center. For more information, contact the clinic at 392-0627 or check out the web site at: www.shcc.ufl.edu

Crisis intervention is always available 24/7 from:

Alachua County Crisis Center:
(352) 264-6789
http://www.alachuacounty.us/DEPTS/CSS/CRISISCENTER/Pages/CrisisCenter.aspx

BUT – *Do not wait until you reach a crisis to come in and talk with us. We have helped many students through stressful situations impacting their academic performance. You are not alone so do not be afraid to ask for assistance.*

Fall 2018 Schedule: PHC 6146 Public Health Program Planning and Evaluation

Date	Topic	Class Assignment Due Dates	*Individual Project: Public Health Planning Proposal (Grant)*
Week 1 8/22 – 8/24	Course Introduction and Starting the Planning Process Chapters 1 and 2		Develop: • Grant topic area • Population of interest • Potential organization
Week 2 8/27 – 8/31	Planning and Models for planning Process Chapter 3		Develop: • Organization Description • Target Audience
Week 3 9/4 – 9/7	Assessing needs Chapter 4 Kleinman A, Eisenberg L, Good B. Culture, Illness, and Care. Annals of Internal Medicine 1978;88:251- 258.	Group Project work: Topic rationale and needs assessment plan Due 9/7	Develop • Rationale for project need (under Project Description)
Week 4 9/10 – 9/14	Measurement, Measures, Measurement Instruments and Sampling Chapter 5		Develop • Intervention plan (under Project Description)
Week 5 9/17 – 9/21	Mission statement, goals and objectives Chapter 6		Develop • Goals and objectives for project (under Project Description)
Week 6 9/24 – 9/28	Theories and Models for Health Promotion Chapter 7	Group Project work: Planning model, goals and objectives and theory Due 9/28	Develop • Theory and model supporting proposed project (under Project Description)
Week 7 10/1 – 10/5	Designing Interventions Chapter 8 **Exam #1** (Chapters 2, 3, 4, 5, 6 and 7) Opens 10/1 Closes 10/3		Develop • Community partnership engagement (Partnerships)

Date	Topic	Class Assignment Due Dates	*Individual Project: Public Health Planning Proposal (Grant)*
Week 8 10/8 – 10/11	Community Organizing and Community Building Chapter 9	Draft Grant Proposal Pitch Due 10/11	Develop • Logic model for program (under Measurable Goals)
Week 9 10/15 – 10/19	Identifying Needed Resources and Marketing Part 1 Chapter 10	Group Project work: Intervention, Logic model, and Resources Needed Due 10/19 Peer Review Feedback on Draft Grant Proposal Pitch Due 10/19	Develop • Logic Model (under Measurable Goals) • Marketing plan (under Project Description)
Week 10 10/22 – 10/26	Identifying Needed Resources and Marketing Part 2 Chapter 11		

Week 11 10/29 – 11/2	Implementation: Strategies and Associated Concern Chapter 12
	
	Exam #2 (Chapters 8, 9, 10, 11)
	  Opens 10/29
	  Closes 10/31
			Develop
			• Resources needed and sustainability plans (Sustainability)

Week 12 11/5 – 11/9	Evaluation: An Overview Chapter 13		Develop • Evaluation Plan (Measurable Goals)
Week 13 11/13 – 11/16	Evaluation Approaches and Designs Chapter 14 Prepare for Exam #3	Group Project work: Marketing and Evaluation Plan Due 11/16 Final Proposal Pitch Due 11/16	Work on draft of proposal

Date	Topic	Class Assignment Due Dates	*Individual Project: Public Health Planning Proposal (Grant)*
Week 14 11/19 – 11/20	Thanksgiving Holiday		Work on draft of proposal
Week 15 11/26 – 11/30	Data Analysis & Reporting Chapter 15 Present Group Projects	Peer Review Feedback on Final Grant proposal Pitch Due 11/30 Group Project Presentations Due 11/30	Finalize Proposal

Week 16 12/3 – 12/5	**Submit individual projects by Friday, December 8, 11:59 PM EST**
	
	Exam #3 (Chapters 12, 13, 14 and 15)
	  Opens 12/3
	  Closes 12/5
		Peer Review of Group Project Presentations Due 12/07
		
		Individual Project Written Proposals Due 12/07	