College of Public Health & Health Professions

Proposed Syllabus

Communication Techniques in Environmental & Public Health

PHC 6937 – 3 Credit Hours - Summer A
Schedule: M-Th 8:30-Noon (May 11 – June 4, 2015)
Cancer Genetics Research Building, Room 133

Coursemaster:
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College of Public Health and Health Professions
Aquatic Pathobiology Laboratories, Building 1379
(352) 213-8407; kane@ufl.edu
Office hours: By appointment

Course overview:
This graduate-level course will provide an overview of techniques relevant to developing and delivering successful platform, poster and written scientific presentations. Presentation styles covered will include outreach at regional and national professional society meetings, interviewing, proposal writing, and short communications. Emphasis will be on oral presentation delivery, content organization, and successful content delivery based on target audience perspective. The course consists of lectures, student presentations and intensive constructive critique.

Justification:
New scientific and medical methods, therapies and technology is dependent on rigorous scientific methods and research efforts. Excellent science in a vacuum, however, is meaningless. It is critical for graduate students to be able to communicate their science to a variety of audiences as an integral part of their professional education and training. Although communication techniques are incorporated into many courses taught at the graduate level, this class uniquely provides focus on the different scientific presentation formats (i.e., oral, poster, written), and the opportunity examine the mechanical techniques to support optimal delivery of the scientific content for different audiences, both explicitly and tacitly. The need to communicate science is paramount in a range professional arenas including academic science, environmental and public health, human and veterinary medicine, and in state and federal management. Excellence in communication has direct application at scientific meetings, developing manuscripts for professional journals, submitting successful grant applications, drafting resumes, interviewing, and sharing techniques with piers and the public. This course is designed to build communication proficiency by focusing on organizational skills, confidence building, application of appropriate techniques and technology, and actual presentation “flight time” with focus on environmental health topics.

Students are expected to be on time, attend and participate in all classes, and complete all assignments. Each student is required to develop an oral and poster presentation on an assigned/approved topic. The approved topic will focus on some aspect of the student’s area of interest, thesis or dissertation research, or another topic as agreed upon with the instructor. A PowerPoint “notes” presentation on the same topic will also be developed and submitted by the student as the written component of this assignment. Other in-class presentations and assignments will also be included.
Learning objectives:
Upon successful completion of this course students will have enhanced preparedness to:

1. Critically review scientific literature pertinent to environmental health and public health;
2. Recognize the needs of different target audiences with focus on communicating what needs to be perceived, rather than what needs to be shared;
3. Dialog with reporters and the media;
4. Integrate different graphical presentation styles that reveal data trends, and appropriately show cause and effect;
5. Organize and optimize presentation elements including the use of software tools (e.g., PowerPoint, Photoshop, QuickTime) and digital cameras;
6. Develop and deliver effective poster and oral scientific presentations;
7. Develop an effective résumé or curriculum vitae;
8. Write an effective grant proposal from a review standpoint;
9. Constructively critique oral scientific presentations;
10. Organize and deliver well-synthesized scientific discussions, using oral, written and visual techniques on topics relevant to environmental and public health.

Topical Outline

Getting the most from this course
Why we present as scientists: getting our audience(s) to think differently
Presenting for different audiences
Presentation venues, opportunities and preparedness
Mechanics of presenting and use of AV equipment
Working with Word and PowerPoint; Introduction to Photoshop and QuickTime
Interacting with the media, and team interviews
Elevator presentations #1 and #2
10-minute presentation development: constructs and examples
Constructive critique of literature and presentations
Scientific presentations by world leaders: examples and applications
Grantsmanship overview and exercises
Graphing data and revealing relationships
Presentation metaphors and constructs
Poster presentations and handouts
Final presentations

NB: Scheduling will be dynamic throughout the 3½ weeks of in-person class gatherings.

Course materials:
Handouts for lectures and other reading materials will be distributed via a course website or will be provided in class.
Course requirements and grading:
Letter grades will be assigned according to the following scale:

<table>
<thead>
<tr>
<th>Percentage or points earned in class</th>
<th>93%-100%</th>
<th>90%-92%</th>
<th>87%-89%</th>
<th>83%-86%</th>
<th>80%-82%</th>
<th>77%-79%</th>
<th>73%-76%</th>
<th>70%-72%</th>
<th>67%-69%</th>
<th>63%-66%</th>
<th>60%-62%</th>
<th>&lt;60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter Grade equivalent</td>
<td>A</td>
<td>A-</td>
<td>B+</td>
<td>B</td>
<td>B-</td>
<td>C+</td>
<td>C</td>
<td>C-</td>
<td>D+</td>
<td>D</td>
<td>D-</td>
<td>E</td>
</tr>
</tbody>
</table>

Letter grades for this course translate to the following grade points at the University of Florida:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>A</th>
<th>A-</th>
<th>B+</th>
<th>B</th>
<th>B-</th>
<th>C+</th>
<th>C</th>
<th>C-</th>
<th>D+</th>
<th>D</th>
<th>D-</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade Points</td>
<td>4.0</td>
<td>3.67</td>
<td>3.33</td>
<td>3.0</td>
<td>2.67</td>
<td>2.33</td>
<td>2.0</td>
<td>1.67</td>
<td>1.33</td>
<td>1.0</td>
<td>0.67</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Code of conduct: All students are expected to abide by the University of Florida’s honor code and code of conduct. Cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior. Information pertaining to these codes can be viewed via the two website below, respectively:

http://www.dso.ufl.edu/judicial/honorcode.php
http://www.dso.ufl.edu/studentguide/studentconductcode.php

Policy related to class attendance, make-up exams and other work: Students are expected to attend and be prepared to participate in all class sessions. Personal issues with respect to class attendance or fulfillment of course requirements will be handled on an individual basis.

Statement Related to Accommodations for Students with Disabilities: If you require classroom accommodation because of a disability, you must first register with the Dean of Students Office (http://oss.ufl.edu/). The Dean of Students Office will provide documentation to you, which you then give to the instructor when requesting 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 University of Florida Counseling Center, 352-392-1575, or Student Mental Health Services, 352-392-1171. Visit their web sites for more information:
http://www.counsel.ufl.edu/ or http://www.health.ufl.edu/shcc/smhs/index.htm#urgent

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.health.ufl.edu/shcc

Crisis intervention is always available 24/7 from the Alachua County Crisis Center: (352) 264-6789.

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.