

UNIVERSITY OF FLORIDA  
College of Public Health & Health Professions  
PHC 6146: Public Health Program Planning and Evaluation  
UF e-Learning in Canvas at <http://elearning.ufl.edu/>

**Credits:** 3

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**COURSE PROSPECTUS:**

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 TOPIC 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 (7<sup>th</sup> 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](mailto:Learning-support@ufl.edu)
- (352) 392-HELP - select option 2
- <https://elearning.ufl.edu/help.shtml>

**COURSE EVALUATION:**

The course will be conducted to emphasize application of learning through group and individual work.

**Evaluation Components:**

**Syllabus/Academic Integrity Quiz:** The quiz is available from August 21<sup>st</sup> - September 2<sup>nd</sup>. It is the student's responsibility to keep up with course lectures, assignments, and readings. The quiz will cover the course syllabus. **NOTE:** While this quiz is ungraded, you must receive a 100% to unlock course materials. You will NOT be able to access course materials without passing the quiz.

***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 9/8 (5 points)
- Planning Model, Goals and Objectives, and Theory - Due 9/29 (5 points)
- Intervention, Logic Model and Resources Needed – Due 10/20 (5 points)
- Marketing and Evaluation Plan – 11/17 (5 points)

The culmination of the group project is a presentation that is to be completed by Friday, December 1, 2017. Peer review of projects must be completed by Friday, December 8, 2017. (55 points)

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.

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

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

Exam #1 10/1

Exam #2 10/29

Exam #3 12/3

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 your 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.

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 12/8 by 5 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 Friday, October 13, 2017. Peers are expected to provide peer feedback within 1 week, Friday, October 20, 2017 (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 17, 2017. Peers are expected to provide peer feedback by Friday, December 1, 2017 (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 20, 2017
- b) Final grant proposal “pitch” - Due December 1, 2017
- c) Group project presentations - Due December 8, 2017

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.

#### Points and Grades

300 points total

A	279 and above
A-	270-278
B+	261-269
B	249-260
B-	240-248
C+	231-239

C	219-230
C-	210-218
D+	201-209
D	189-200
D-	180-188
Fail	179 and below

#### **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 an 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](http://www.multicultural.ufl.edu)

#### **ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:**

If you require 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](http://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 2017 Schedule: PHC 6146 Public Health Program Planning and Evaluation

Date	Topic	Class Assignment Due Dates	<i>Individual Project: Public Health Planning Proposal (Grant)</i>
Week 1 8/21 – 8/25	Course Introduction and Starting the Planning Process Chapters 1 and 2		Develop: <ul style="list-style-type: none"> <li>• Grant topic area</li> <li>• Population of interest</li> <li>• Potential organization</li> </ul>
Week 2 8/28 – 9/1	Planning and Models for planning Process Chapter 3		Develop: <ul style="list-style-type: none"> <li>• Organization Description</li> <li>• Target Audience</li> </ul>
Week 3 9/4 – 9/8	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 9/8	Develop <ul style="list-style-type: none"> <li>• Rationale for project need (under Project Description)</li> </ul>
Week 4 9/11 – 9/15	Measurement, Measures, Measurement Instruments and Sampling Chapter 5		Develop <ul style="list-style-type: none"> <li>• Intervention plan (under Project Description)</li> </ul>
Week 5 9/18 – 9/22	Mission statement, goals and objectives Chapter 6		Develop <ul style="list-style-type: none"> <li>• Goals and objectives for project (under Project Description)</li> </ul>
Week 6 9/25 – 9/29	Theories and Models for Health Promotion Chapter 7  <b>Exam #1</b> (Chapters 2, 3, 4, 5, 6 and 7) Opens 9/29 Closes 10/1	Group Project work: Planning model, goals and objectives and theory Due 9/29	Develop <ul style="list-style-type: none"> <li>• Theory and model supporting proposed project (under Project Description)</li> </ul>
Week 7 10/2 – 10/6	Designing Interventions Chapter 8		Develop <ul style="list-style-type: none"> <li>• Community partnership engagement (Partnerships)</li> </ul>



Date	Topic	Class Assignment Due Dates	<i>Individual Project: Public Health Planning Proposal (Grant)</i>
Week 8 10/9 – 10/13	Community Organizing and Community Building Chapter 9	Draft Grant Proposal Pitch Due 10/13	Develop <ul style="list-style-type: none"> <li>• Logic model for program (under Measurable Goals)</li> </ul>
Week 9 10/16 – 10/20	Identifying Needed Resources and Marketing Part 1 Chapter 10	Group Project work: Intervention, Logic model, and Resources Needed Due 10/20  Peer Review Feedback on Draft Grant Proposal Pitch Due 10/20	Develop <ul style="list-style-type: none"> <li>• Logic Model (under Measurable Goals)</li> <li>• Marketing plan (under Project Description)</li> </ul>
Week 10 10/23 – 10/27	Identifying Needed Resources and Marketing Part 2 Chapter 11  <b>Exam #2</b> (Chapters 8, 9, 10, 11) Opens 10/27 Closes 10/29		
Week 11 10/30 – 11/3	Implementation: Strategies and Associated Concern Chapter 12		Develop <ul style="list-style-type: none"> <li>• Resources needed and sustainability plans (Sustainability)</li> </ul>
Week 12 11/6 – 11/10	Evaluation: An Overview Chapter 13		Develop <ul style="list-style-type: none"> <li>• Evaluation Plan (Measurable Goals)</li> </ul>
Week 13 11/13 – 11/17	Evaluation Approaches and Designs Chapter 14  Prepare for Exam #3	Group Project work: Marketing and Evaluation Plan Due 11/17  Final Proposal Pitch Due 11/17	Work on draft of proposal

Date	Topic	Class Assignment Due Dates	<i>Individual Project: Public Health Planning Proposal (Grant)</i>
Week 14 11/20 – 11/24	Thanksgiving Holiday		Work on draft of proposal
Week 15 11/27 – 12/1	Data Analysis & Reporting Chapter 15  Present Group Projects  Exam 3# Chapters 12, 13 and 14 Opens 12/1 Closes 12/3	Peer Review Feedback on Final Grant proposal Pitch Due 12/01  Group Project Presentations Due 12/01	Finalize Proposal
<b>Week 16 12/4 – 12/8</b>	<b>Submit individual projects by Friday, December 8, 5 PM EST</b>	Peer Review of Group Project Presentations Due 12/08  Individual Project Written Proposals Due 12/08	