

Department of: Health and Leisure

New X
Spring 1999

Course Title: HL 672 - Health Promotion Programs

I. Catalog Description: Principles of planning, implementing, and evaluating health promotion programs in various settings. (3)

II. Prerequisites: Graduate standing or consent of instructor

III. Course Objectives:

Upon completion of this course, the student should be able to:

- A. Summarize the fundamental assumptions that underlie health promotion programs in diverse settings.
- B. Identify and describe commonly used theories of health promotion planning and health behavior change.
- C. Propose a philosophy and rationale for health promotion programs.
- D. Analyze the steps and describe factors that affect the planning process for health promotion programs.
- E. Evaluate sources of information that may be used during the assessment phase of a health promotion program.
- F. Describe the important principles behind health screenings and analyze individual screening procedures.
- G. Survey, compare and contrast scholarly literature pertinent to health promotion programs.
- H. Develop a plan for the implementation of health promotion intervention on a selected topic.
- I. Evaluate the effectiveness of health promotion programs.

IV. Expectations of the Student:

- A. Each student will complete all examinations and assignments.
- B. Each student will complete a research paper on a topic approved by the instructor examining current research pertinent to health promotion.

V. Course Content

	<u>Hours</u>
A. Philosophy of health promotion programs	3
1. Models and definitions of health	
2. Defining health promotion	
3. Underlying assumptions	
B. Theories of health behavior change	3
1. Social Learning Theory	
2. The Health Belief Model (HBM)	
3. The Stages of Change Model	
4. Health Locus of Control (HLOC)	
C. Health Screening	3
1. Underlying principles	
2. Screening procedures	
3. Health Risk Appraisals (HRAs)	
D. Planning health promotion programs	6
1. Needs assessment	
2. Marketing and promotion	
3. Incentives for increasing adherence	
4. Outsourcing strategies	
E. Program implementation	3
1. Scope of programs	
2. Sequence of programs	
F. Program of evaluation	3
1. Goals of evaluation	
2. Models of evaluation	
3. Using evaluation data	
G. Sites for health promotion interventions	6
1. The worksite	
2. The hospital	
3. The community	
4. Schools, colleges, and universities	
H. Health promotion programs	12
1. Exercise and weight management	
2. Nutrition Education	
3. Stress management	
4. Smoking cessation	
5. Drugs and alcohol	

- I. Comparison of program characteristics by setting 3
 - 1. Populations served
 - 2. Types of programs
 - 3. Future trends in programming
 - 4. Problem Areas

- J. Professional organizations involved in health promotion legislation, advocacy and certification 3
 - 1. The Association for Worksite Health Promotion (AWHP)
 - 2. The American Alliance for Health, Physical Education, Recreation and Dance (AAPHERD)
 - 3. The American Association for Health Education (AAHE)
 - 4. The National Commission for Health Education Credentialing Inc. (NCHEC)
 - 5. Fitness and Exercise Science organizations
 - a. The American College of Sports Medicine (ACSM)
 - b. The National Strength and Conditioning Association (NSCA)
 - c. The Aerobics and Fitness Association of America (AFAA)
 - d. The American Council on Exercise (ACE)
 - e. The Cooper Institute for Aerobics Research

VI. Textbook

McKenzie, J.F. & Smeltzer, J.L. (1997). Planning, implementing, and evaluating health promotion programs. (2nd ed.). Boston: Allyn and Bacon.

VII. Basis for Student Evaluation:

Examination	65%
Research Paper	20%
Assignments	15%