

George Mason University
College of Education and Human Development

HEAL 372 DL1 Health Communication
3 credit hours, Fall 2016
Distance Learning
Duration: Aug 29, 2016 - December 11, 2016

Faculty

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Prerequisites/Corequisites: (None)

University Catalog Course Description

Applies research-based models and theories of health assessment and promotion at individual, organizational, agency, and community levels. Uses communication approaches and skills in context of behavior change strategies, including policy and program development.

Course Overview

This interactive course blends theoretical and applied approaches for communicating effectively about health issues. Classes will incorporate a variety of methodologies, including lecture, discussion, and applied projects. The assignments and discussions are primarily applied in nature. Participation in all aspects of the course is expected to gain the breadth of content and achieve course objectives. Readings and assignments are due by specified dates in the syllabus.

Course Delivery Method

This course will be delivered online using a format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on Aug 25, 2016.

Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students will need a headset microphone for use with the Blackboard Collaborate web conferencing tool.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
Adobe Acrobat Reader: <https://get.adobe.com/reader/>
Windows Media Player: <https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>
Apple Quick Time Player: www.apple.com/quicktime/download/

Expectations

- **Course Week:** [Include only the asynchronous sentence (first sentence) below if your course is asynchronous or the synchronous sentence (second sentence) if your course is synchronous. Delete the sentence that is not applicable.] Because asynchronous courses do not have a "fixed" meeting day, our week will start on Monday and finish on Sunday. Our course week will begin on the day that our synchronous meetings take place as indicated on the Schedule of Classes.
- **Log-in Frequency:** Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least one time per week.
- **Participation:** Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- **Technical Competence:** Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- **Technical Issues:** Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- **Workload:** Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- **Instructor Support:** Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- **Netiquette:** The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- **Accommodations:** Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

Learner Outcomes or Objectives

Upon completion of this course, students will have met the following professional standards:

1. Incorporate theories and models of health assessment, including health belief, stages of change, social learning, diffusion of innovations, and organization change and apply to health communication.
2. Define program planning strategies helpful for preparing organizational and communitywide initiatives. Implement communication strategies of media relations, media advocacy, social marketing, and
3. counteradvertising.
4. Utilize the health communications processes model to design a range of communication initiatives,
5. including public service announcements, advertising, campaigns, promotions, and sponsorship. Implement evaluation design strategies in the planning, implementation and review of

components of communication strategy implementation.

6. Assist individuals and organizations in collaborative problem-solving, conflict resolution and solution-
7. finding as they prepare health assessment, health education, and health communications initiatives. Design and implement a communications product with specific objective, resources, and evaluation. Describe how policy and legislative processes are used, and can be used, to make determinations
8. regarding health education and health communication.
9. Prepare and conduct selective in-service training programs for targeted groups.
10. Articulate clearly program needs, strategies, resources, and accomplishments for specific health issues.

Required Texts

Anderson, D.A. and Miller, R.E. (2016). Forward! A Health Communication Guide. Center for the Advancement of Public Health, George Mason University, Fairfax, VA

Requirements	Possible Points
<u>Tests</u> Test 01 (covers chapters 1-6) Test 02 (covers chapters 7-13) Each Blackboard online test is composed of 50 multiple-choice questions. The tests are based on the content of the text as organized and presented in PowerPoint lectures. Each test will be graded 0-100 points with each test weighted .20. To best prepare for the tests, students should use their online textbook as well as PowerPoint lecture slides. Multiple-choice items will measure students' abilities to identify/recall, differentiate, apply and analyze subject material.	40 points
<u>Print Health Media Production</u> Each student will produce a print medium (e.g., poster series, pamphlet, etc.) designed to promote, protect and/or preserve the health of an intended audience. Guidelines are provided at Blackboard.	20 points
<u>Electronic Health Media Production</u> Each student will produce an electronic medium (e.g., social media, public service announcement, etc.) designed to promote, protect and/or preserve the health of an intended audience. Guidelines are provided at Blackboard.	20 points
<u>Health Campaign Participation Journal</u> Each student will participate (approximately 20 hours) in a campus-based health campaign (via WAVES or Student Life) and chronicle his/her observations and experiences in an online journal. Guidelines are provided at Blackboard.	20 points

TOTAL	100 points
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Grading Scale

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

Core Values Commitment

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

Students must adhere to the guidelines of the University Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).

Students must follow the university policy for Responsible Use of Computing

- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing (see <http://writingcenter.gmu.edu/>).
- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance (see <http://caps.gmu.edu/>).
- The George Mason University Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student. **For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.**

Class Schedule

Week	Topic	Readings/Assignment Due
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1	Aug 29-Sep 4	Introduction to the course Health Communication Model	Chapter 1 Health Communication
2	(Sep 5)-Sep 11	Step 1	Chapter 2 The Audience
3	Sep 12-18	Step 2	Chapter 3 Aims and Goals
4	Sep 19-25	Step 3	Chapter 4 Know-Feel-Do Strategies
5	Sep 26-Oct 2	Step 4	Chapter 5 Approaches
6	Oct 3-9	Step 5	Chapter 6 Evaluation Print Health Media Production due Oct 9 (end of day)
7	(Oct 10 & 12)-16	Campaigns	Chapter 7 Campaigns (start) Test 1 due Oct 16 end of day (covers chs 1-6)
8	Oct 17-23	Printed Material	Chapter 7 Campaigns (finish)
9	Oct 24-Oct 30	Working with the Media	Chapter 8 Printed Materials
10	Oct 31-Nov 6	Public Presence	Chapter 9 Working with the Media
11	Nov 7-13	Workshops	Chapter 10 A Public Presence Electronic Media Production due Nov 13th (end of day)
12	Nov 14-20	Social Media	Chapter 11 Workshops
13	Nov 21-(24 & 25)-Nov 27		Chapter 12 Social Media
14	Nov 28-Dec 4	Putting it all Together	Chapter 13 Putting it all Together
15	Dec 5-11	Wrap-up	Health Campaign Journal due Dec 11 (end of day) Test 2 due Dec 11 end of day covers chs 7-13

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

Assessment Rubric(s)

Print Health Media Production

Criteria	Levels of Achievement			
	Unsatisfactory	Needs improvement	Competent	Highly competent
Print health media produced and submitted by deadline	0 Points	4 Points	6 Points	8 Points
Step 1 - Your audience questions answered	0 Points	1 Points	1 Points	2 Points
Step 2 - Your aim/goal questions answered	0 Points	1 Points	1 Points	2 Points
Step 3 - Your strategy questions answered	0 Points	1 Points	1 Points	2 Points
Step 4 - Your approach questions answered	0 Points	1 Points	1 Points	2 Points
Step 5 - Your evaluation questions answered	0 Points	1 Points	1 Points	2 Points
Each question answered in 1-2 complete and grammatically correct sentences	0 Points	1 Points	1.5 Points	2 Points

Electronic Health Media Production

Criteria	Levels of Achievement			
	Unsatisfactory	Needs improvement	Competent	Highly competent
Electronic health media produced and submitted by deadline	0 Points	4 Points	6 Points	8 Points
Step 1 - Your audience questions answered	0 Points	1 Points	1 Points	2 Points
Step 2 - Your aim/goal questions answered	0 Points	1 Points	1 Points	2 Points
Step 3 - Your strategy questions answered	0 Points	1 Points	1 Points	2 Points
Step 4 - Your approach questions answered	0 Points	1 Points	1 Points	2 Points
Step 5 - Your evaluation questions answered	0 Points	1 Points	1 Points	2 Points
Each question answered in 1-2 complete and grammatically correct sentences	0 Points	1 Points	1.5 Points	2 Points

Health Campaign Participation and Journal

Criteria	Levels of Achievement			
	Unsatisfactory	Needs improvement	Competent	Highly competent
Participated at least 15 hours in health campaign	2 Points	3 Points	4 Points	6 Points
Submitted complete journal by deadline	2 Points	4 Points	6 Points	8 Points
Provided the minimal number of necessary entries	0 Points	1 Points	1 Points	2 Points
Wrote each entry with substantive content	0 Points	1 Points	1 Points	2 Points
Each entry dated (with hours included) and written in at least 5 complete and grammatically correct sentences	0 Points	1 Points	1.5 Points	2 Points