

**Armstrong Atlantic State University
Department of Health Sciences**

**PUBH 7720
Theory in Health Education
Fall 2006**

Texts Health Behavior and Health Education, 3rd ed., Glanz, Rimer, Lewis
Stigma: Notes on the Management of Spoiled Identity, Erving Goffman
Articles on E-Reserves: www.library.armstrong.edu/eres.html (diffusion)

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Office Hours: Monday, Tuesday, Wednesday, 1–4 p.m.

Course Description Individual and environmental variables causing opposing viewpoints regarding health education needs and concerns. Practical application of various theories is stressed.

Course Details This is an interdisciplinary course that combines both theory and practice and focuses on effective models that promote healthful behaviors and positive health outcomes at the individual, interpersonal, group and community, and infrastructural levels. An understanding of the sociological, cultural, and environmental aspects of health and illness — as well as the body — is crucial to be able to plan and carry out health education. The theoretical foundations of this course include: embodiment, risk, self-efficacy, the sick role, social networks, social support, stigma, diffusion of innovations, and efficacy.

Evaluation	1.	1 point	1.5%	<i>Plagiarism Tutorial</i>
	2.	13 points	19.4%	<i>Attendance & Participation</i>
	3.	26 points	38.8%	<i>Weekly Response Papers</i>
	4.	2 points	3.0%	<i>Journal Article Presentation</i>
	5.	25 points	37.3%	<i>Comprehensive Exam</i>
		67 points total	100.0%	

Grading Criteria	A	90 - 100 %	60 - 67 points
	B	80 - 89 %	54 - 59 points
	C	70 - 79 %	47 - 53 points
	D	60 - 69 %	40 - 46 points
	F	0 - 59 %	0 - 39 points

Academic Policies

Plagiarism Tutorial ~ Students will receive one (1) point for completing the online plagiarism tutorial via the link <http://www.library.armstrong.edu/plagiarismtutorial.html> and e-mailing the results to the instructor at richleig@mail.armstrong.edu.

Attendance & Participation ~ Students will receive one (1) point for each class they attend and offer thoughtful contribution.

More than three (3) absences will result in a grade of “WF” for the course.

Excused absences will be allowed only in extreme cases (e.g., death, serious illness, etc.). Excuses of this nature must be accompanied by a signed, written statement explaining the absence. If written verification is not submitted to the instructor, the student will receive a mark of zero (0) for the missed class(es). The student is responsible for obtaining missed lecture notes or other information from classmates. There will be no exceptions.

Weekly Response Papers ~ Each week at the beginning of class, students will hand in a one-page, single-spaced paper addressing a topic provided by the instructor. Papers must be typed and must cite any source materials according to APA Style.

2 points each for 13 papers (grading scale is below)

2 An on-time, well written paper critically addressing the topic

1 An on-time paper in need of improvement

0 A paper turned in past the deadline and/or no paper

Presentation ~ Once during the semester, each student will locate and present a research article from a peer-reviewed journal that employs one of the health theories/models discussed in class. Presentations will be graded using the same grading scale as the Weekly Response Papers.

Exams ~ One (1) open book, open note 25-point exam covering any material from the textbook and/or discussed in class will be given during the semester. Makeup exams will not be allowed.

Honor Code ~ Every student is to abide by AASU’s Academic Honor Code and Code of Conduct (www.sa.armstrong.edu/Activities/hccoc.htm). In particular, this includes:

1. Exercising honesty in all matters;
2. Being fair, courteous, respectful, and accepting of diversity;
3. Refraining from engaging in discriminatory or harassing behavior; and
4. Avoiding plagiarism in both spirit and deed.

If a student is caught **PLAGIARIZING** or **CHEATING**, the student will receive a grade of zero (0) for that assignment or exam — no exceptions! Honor Code violations also may result in a failing grade (F) for the entire course and/or dismissal from the program. It is the student’s responsibility to know and understand what plagiarism and cheating entail. For helpful information about plagiarism, please visit <http://www.library.armstrong.edu/plagiarismtutorial.html>.

If a student requires more information and/or clarification about any of these policies, it is the student’s responsibility to contact the instructor.

Course Outline*

#	Date	Topics	Readings	Due
Part I: Socio-cultural Perspectives in Health				
1	08-22	Syllabus & Introduction		Plagiarism Tutorial
2	08-29	Techniques of the Body	Mauss, Bourdieu, Foucault	Paper 1
3	09-05	Birth of the “Clinic”	Illich, Starr, JAMA, Hiatt	Paper 2
4	09-12	Changing Narratives	Mattingly, Fissell, Chapter 21	Paper 3
5	09-19	Health Risk & Promotion	Douglas, Starr, Ratcliffe, Alonzo	Paper 4
Part II: Individual Models				
6	09-26	Perceptions, Beliefs, Attitudes	Chapter 3, Chapter 4	Paper 5
7	10-03	Self-Efficacy & Stage Theories	Chapter 5, Chapter 6	Paper 6
Part III: Interpersonal & Social Models				
8	10-10	Social Cognitive Theory	Chapter 8	Paper 7
9	10-17	Spoiled Identity	Goffman’s book, <i>Stigma</i>	Paper 8
10	10-24	Social Support, Stress/Coping	Chapter 9, Chapter 10	Paper 9
Part IV: Community & Group Models				
11	10-31	Organizational Change	Chapter 13, Chapter 15	Paper 10
12	11-07	APHA – No Class		
13	11-14	Diffusion of Innovations	Chapter 14	Paper 11
14	11-21	Social Marketing	Chapter 19	Paper 12
15	11-28	Ecological Models	Chapter 20	Paper 13
16	12-05	Turn in Comprehensive Exam	Exams due by 4:30 p.m. Late exams will <u>NOT</u> be accepted.	Exam
17	12-12	Finals – No Class		

* This course outline is subject to change at the instructor’s discretion.