

PUBLIC HEALTH - UNDERGRADUATE DIVISION  
SCHOOL OF PUBLIC HEALTH

COURSE SYLLABUS

DEPT. COURSE NO: 490 B  
COURSE TITLE: Planning Public Health Programs

CREDIT HOURS: 3

DATE: Fall Semester, 2006

INSTRUCTOR: Karen L. Senn, Ed.D., MPH, CHES

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OFFICE HOURS: Wednesday 2:00pm to 4:00pm or by appointment



**COURSE DESCRIPTION:**

Public health programming models, including community needs assessment, goals, objectives and strategies for effective public health interventions. Preparation of grant proposals.

**PURPOSE OF THE COURSE:**

To prepare undergraduate students to research public health problems and plan programs and strategies to address such problems. Students will utilize a widely accepted planning model, write a proposal, and present the results of their efforts.

**COURSE OBJECTIVES:**

Upon completion of the course the student will be able to:

A. Cognitive Domain

1. Understand the concepts of planning public health programs, including primary, secondary and tertiary prevention.
2. Describe how social, behavioral, environmental and biological factors contribute to specific individual and community health outcomes
3. Differentiate among goals, measurable objectives, related activities, and expected outcomes for a public health program..

B. Affective Domain

1. Appreciate the complexity required for successful program planning
2. Appreciate the significance of planning to produce change
3. Appreciate the role of the public health personnel as change agents.
4. Develop respect for the role of individuals, groups and communities in planning programs

C. Action Domain

1. Demonstrate the ability to plan a program using the PRECEDE-PROCEED model
2. Design developmentally appropriate interventions
3. Analyze technologies, methods and media for their acceptability to diverse groups
4. Design programs which address educational, economic, sociocultural, ecological and regulatory issues/barriers
5. Design and present a 45 minute class session for a specific target group on a particular aspect of their public health program.

**REQUIRED TEXTS:**

Senn, KL **Workbook for PH 490 B.** Purchase at Aztec Shops

James McKenzie, Brad L. Neiger, Jan L. Smeltzer . **Planning, Implementing and Evaluating Health Promotion Programs** , Fourth Edition, San Francisco, CA: Pearson Publishing/Benjamin Cummings: San Francisco, 2005.

**OPTIONAL RESOURCES:**

Green Lawrence W. and Kreuter Marshall W. **Health Promotion Planning: An Educational and Ecological Approach**, Third Edition, Mayfield Pub Company, Mountain View, CA, 1999.

Marshall W Kreuter, Nicole A. Lezin, Matthew W. Kreuter, Lawrence W. Green. **Community Health Promotion Ideas That Work - A Field Book for Practitioners.** Jones & Barlett: Boston, Mass., 1998.

**Healthy People 2010,** <http://web.health.gov/healthypeople>

Gilbert, GG & Sawyer, RG. (2000). **Health Education: Creating Strategies for School and Community Health**, 2<sup>nd</sup> ed. Sudbury, MA: Jones and Bartlett.

**EVALUATION PROCEDURES**

Class/Group Participation & Attendance = grade will be lowered by at least one full grade if your attendance affects performance and/or group process

GROUP PROJECT	ITEMS	POINTS
	PowerPoint Presentation	50
	Group Grade	50
	Individual Grade	50
	Written Report	50
	Individual Contribution to Group	50
<b>EXAMINATION # 1</b>		100
<b>EXAMINATION # 2</b>		100
	<b>TOTAL POSSIBLE POINTS =</b>	<b>450</b>

A = 95%	B+ = 87%	B- = 80%	C = 75%	D+ = 67%	D- = 60%
A- = 90%	B = 85%	C+ = 77%	C- = 70%	D = 65%	F = <59%

You will be given various amounts of time at the end of several class periods to meet with your group, however you need to determine a time and day convenient to all group members to meet outside of class. If you do not contribute equally to the group effort, your grade will be reduced substantially. In other words, it is possible for your group to get an "A" and for you to get "F"

TASK	PERSON RESPONSIBLE	DUE DATE
<b>Program Research &amp; Written Plan</b> 5-10 pages		
Phases 1 and 2		
Phase 3		
Phase 4		
Phases 5-9		
<b>Presentation Design, Session Outline &amp; Instructional Plan</b>		
1-2 page summary of a 45 minute educational plan		
<b>PowerPoint Presentations of the above</b>		
Hard copies for class		
Disk copy for instructor		
Verbal Presentation to the class	<b>ALL MEMBERS OF GROUP</b>	

Possible times to meet outside of class:



