



Undergraduate Course Syllabus

IHP 210: Health Promotion

Center: Online

Credits: 3

Course Prerequisites

None

Course Description

Health Promotion is a problem-based course designed to give students an overview of health promotion issues, explore selected current topics in health and health policy from a national and global perspective, and investigate the consequences these issues have for the health status of individuals, populations, and society. This course will provide the theoretical foundation to look at issues to change health behaviors. Healthy People 2020 and the national health agenda will be explored. The concepts of health literacy, consumer advocacy, and their impact of health promotion will be explored.

Course Outcomes

- Define the concepts of health and illness with regard to the changing social, historical, and cultural factors that influence the definition of health and illness and the individual and social reactions to these phenomena
- Develop a critical understanding of a range of theoretical approaches to health promotion by analyzing and judging the merits and limitations of theories, methods, and strategies pertinent to health promotion to diverse populations
- Recognize that health promotion in a global society primarily involves changing the social and physical conditions that either produce illness or disease, or enhance health
- Describe the differences between Healthy People 2020 and the United Nations Millennium goals
- Develop a health promotion project and interventions for a specific region or nation using the theories and foundations of health promotion, change theory, and health literacy with a focus on diverse populations

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU's online bookstore, [MBS Direct](#), rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

American Psychological Association. (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: Author. ISBN: 978-1-4338-0561-5

Cottrell, R.R., Girvan, J.T., & McKenzie, J.F. (2017). *Principles and foundations of health promotion and education*. (7th ed.). San Francisco, CA: Benjamin Cummings. ISBN: 978-0-13-451765-0

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	7	4	28
Case Studies	2	8	16
TTM Paper	1	16	16
Reflection Journals	5	2	10
Quizzes	3	10	30
		Total Course Points:	100

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Undergraduate

Grade	Numerical Equivalent	Points
A	93–100	4
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2
C-	70–72	1.67
D+	67–69	1.33
D	60–66	1

Grade	Numerical Equivalent	Points
F	0–59	0
I	Incomplete	
IF	Incomplete/Failure *	
IP	In Progress (past end of term)	
W	Withdrawn	

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignments and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	Introduction to the Profession of Health Promotion and Education Cottrell et al. (2017), <i>Principles and foundations of health promotion and education</i> , Chapters 1 and 2 1-1 Discussion: Measures of Health in the Community 1-2 Reflection Journal: Roles of a Health Educator
2	Planning for Change in Health Promotion Cottrell et al. (2017), <i>Principles and foundations of health promotion and education</i> , Chapter 4 2-1 Discussion: Smoking Cessation and MAP-IT 2-2 TTM Paper: Introduction to Client Health Behavior Assessment 2-3 Discussion: Needs Assessments 2-4 Quiz: Chapters 1 and 2
3	Philosophical Foundations of Health Promotion and Education Cottrell et al. (2017), <i>Principles and foundations of health promotion and education</i> , Chapter 3 3-1 Reflection Journal: Roles of a Health Educator 3-2 Review: TTM Paper 3-3 Case Study
4	Communication and Collaboration 4-1 Discussion: Health Literacy 4-2 Reflection Journal: Communication Style 4-3 Discussion: Using PowerPoint

5	<p>Ethical Dilemmas in the Health Promotion and Education Field</p> <p>Cottrell et al. (2017), <i>Principles and foundations of health promotion and education</i>, Chapter 5</p> <p>5-1 Case Study: Ethical Theory</p> <p>5-2 Review: TTM Paper</p> <p>5-3 Reflection Journal: Ethical Decision-Making</p> <p>5-4 Quiz: Chapters 3 and 4</p>
6	<p>Funding and Sustaining Health Promotion Programs</p> <p>6-1 Discussion: Program Budget</p> <p>6-2 TTM Paper: Client Health Behavior Assessment</p>
7	<p>Collaboration and Implications of Evidence-Based Literature in Health Promotion Education</p> <p>Cottrell et al. (2017), <i>Principles and foundations of health promotion and education</i>, Chapters 8 and 9</p> <p>7-1 Discussion: Agency Collaboration</p>
8	<p>Where We Go From Here: Trends in Health Promotion and Education</p> <p>Cottrell et al. (2017), <i>Principles and foundations of health promotion and education</i>, Chapter 10</p> <p>8-1 Reflection Journal: Roles of a Health Educator</p> <p>8-2 Quiz: Chapters 5 and 6</p>

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a posting to the graded assignment/discussion during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU College of Online and Continuing Education Student Handbook

Review the [student handbook](#).

ADA/504 Compliance Statement

Southern New Hampshire University is dedicated to providing equal access to individuals with disabilities, including intellectual disabilities, in accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act of 2008. The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities.

As soon as you become aware of a disability, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an interactive process between the student and the OAC. Note that accommodations are not retroactive and that disability accommodations are not provided until an accommodation letter has been processed.

Contact Information:

Online Accessibility Center

Phone: 866-305-9430

Email: oad@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues, visit the [Online Accessibility Center](#) website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the [Disability Services](#) webpage.

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU College of Online and Continuing Education Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).

Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please email assessmentcalibration@snhu.edu.