

Georgia Southern University

Digital Commons@Georgia Southern

Public Health Syllabi

Public Health, Jiann-Ping Hsu College of

Fall 2017

PUBH 4330 - Community Health Education Methods

Tilicia Mayo-Gamble

Georgia Southern University, Jiann-Ping Hsu College of Public Health,
tmayogamble@georgiasouthern.edu

Follow this and additional works at: <https://digitalcommons.georgiasouthern.edu/coph-syllabi>



Part of the [Public Health Commons](#)

Recommended Citation

Mayo-Gamble, Tilicia, "PUBH 4330 - Community Health Education Methods" (2017). *Public Health Syllabi*. 148.

<https://digitalcommons.georgiasouthern.edu/coph-syllabi/148>

This other is brought to you for free and open access by the Public Health, Jiann-Ping Hsu College of at Digital Commons@Georgia Southern. It has been accepted for inclusion in Public Health Syllabi by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

Fall 2017 Course Outline:
Abbreviations: *CHE*- Community Health Education Methods textbook
SFP: Strategies for Publicity Handbook (Folio)
[Module]

Week/Dates	Day	Class Topics for Discussion	Assigned Readings	Due Dates
Week One 8/14-8/18	Tuesday	Introduction and Course Overview What is Health Communication? [M1]	CHE: Chapter 4 CHE: Chapter 5	*All Friday assignments due by 5pm. 8/18: Partner assignments
	Thursday	Overview of Social Marketing [M2]		
Week Two 8/21-8/25	Tuesday	Lab #1: Organization Planning	CHE: Chapter 1 CHE: Chapter 9 SFP: Book #1 (Folio)	8/25: Organization name, logo, and topic
	Thursday	Print Materials Basics [M3] Creating and Promoting your Organization Setting Goals and Objectives, Writing a Mission Statement [M4]		
Week Three 8/28-9/1	Tuesday	Lab #2: Branding and Strategic Planning		9/1: Branding and Strategic Planning Worksheet
	Thursday	Behavior Change Theories in Health Communication [M5] Quiz Review		
Week Four 9/4-9/8	Tuesday	No Class	NIH Pink Book: Stage 3 (Folio)	
	Thursday	Quiz 1: M1-M5 Developing Materials and Pretesting (Formative Research) [M6]		
Week Five 9/12-9/16	Tuesday	Lab #3: Fact Sheets	CHE: Chapter 2	9/15: Fact Sheet Draft
	Thursday	Promoting Health in Multi-Cultural Society[M7]		
Week Six 9/19-9/23	Tuesday	Lab #4: Infographic		9/22: Infographic drafts

	Thursday	Publicity, Radio, & Print [M8] Advertising and Marketing (non-traditional sources) [M9]	SFP: Book #2 and #11 Radio (Folio)	
Week Seven 9/25-9/29	Tuesday	Lab # 5: Newsletters	CHE: Chapter 10	9/29: Newsletter drafts
	Thursday	Quiz 2: M6-M9 Working with Media/Television [M10]		
Week Eight 10/2-10/6	Tuesday	Lab #6: Advertisements (Ad & Flyer)	Chapters 13 & 14 Folio: Social Media CDC Tool Kit	10/6: Advertisements (Ad and Flyer) drafts
	Thursday	How Media Can Influence Policy [M10] Social Media [M11]		
Week Nine 10/9-10/13	Tuesday	Lab #7: Social Media Strategy		10/12: Social Media Posts (electronic submission) 10/13: 1 st half Press kit revisions (fact sheet, infographic, newsletter, advertisement (#1 & #2))
	Thursday	Lab #8: Press Kit revisions		
Week Ten 10/16-10/20	Tuesday	Developing a Plan for Monitoring and Evaluation [M12]	Folio Reading CHE: Chapter 7	
	Thursday	Quiz 3: M10-M12 Selecting Presentation Methods [M13]		
Week Eleven 10/23-10/27	Tuesday	Lab #8: News Release	Folio Reading	10/27: News Release draft

	Thursday	Establishing Budgets and Finding Funding [M14]		
Week Twelve 10/31-11/4	Tuesday	Lab #9: Websites	Folio Reading	11/3: Website Draft (electronic submission)
	Thursday	Quiz 4 Implementation Plan and Sustaining Behavior [M15]		
Week Thirteen 11/7-11/11	Tuesday	Lab #10: Delivering Effective Presentations	CHE: Chapter 8 Folio Reading	11/9: Quiz #5 11/10: Presentation slides due
	Thursday	Presentation and Press Kit Finalizing		
Week Fourteen 11/14-11/18	Tuesday	Presentations	<i>No assigned readings</i>	11/17: Final Press Kit submission (in-class and online)
	Thursday	Presentations		
11/20-11/24		Thanksgiving Break		
Week Fifteen 11/27-12/1		Course Wrap-up Final Exam Review	<i>No assigned readings</i>	
Finals Week 12/4-12/7		Thursday, December 7 th 10:00am-12:00pm		