Fall 2017

PUBH 4330 - Community Health Education Methods

Tilicia Mayo-Gamble

Georgia Southern University, Jiann-Ping Hsu College of Public Health

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### Fall 2017 Course Outline:

Abbreviations: *CHE* - Community Health Education Methods textbook  
*SFP*: Strategies for Publicity Handbook (Folio) 

#### Module

<table>
<thead>
<tr>
<th>Week/Dates</th>
<th>Day</th>
<th>Class Topics for Discussion</th>
<th>Assigned Readings</th>
<th>Due Dates</th>
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</table>
| 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 | 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] | SFP: Book #1 (Folio) |                                  |
| 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 |                                                       |                                  |
|                  | Thursday | Quiz 1: M1-M5  
Developing Materials and Pretesting (Formative Research) [M6] |NIH Pink Book: Stage 3 (Folio) |                                  |
| 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 |

- *CHE* - Community Health Education Methods textbook  
- *SFP* - Strategies for Publicity Handbook (Folio)
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<th>Week</th>
<th>Thursday</th>
<th>Tuesday</th>
<th>Thursday</th>
<th>Notes</th>
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<tr>
<td>Week Seven</td>
<td>Publicity, Radio, &amp; Print [M8]</td>
<td>Lab # 5: Newsletters</td>
<td>Quiz 2: M6-M9</td>
<td>SFP: Book #2 and #11 Radio (Folio)</td>
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<td>10/2-10/6</td>
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<td>Social Media [M11]</td>
<td>10/6: Advertisements (Ad and Flyer) drafts</td>
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<td>Week Nine</td>
<td>Lab #7: Social Media Strategy</td>
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<td>Lab #8: Press Kit revisions</td>
<td>10/12: Social Media Posts (electronic submission)</td>
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<td>10/9-10/13</td>
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<td>10/13: 1st half Press kit revisions (fact sheet, infographic, newsletter, advertisement (#1 &amp; #2)</td>
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<td>10/16-10/20</td>
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<td>Selecting Presentation Methods [M13]</td>
<td>CHE: Chapter 7</td>
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<td>Week Eleven</td>
<td>Lab #8: News Release</td>
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<td>Folio Reading</td>
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<td>10/23-10/27</td>
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<td>10/27: News Release draft</td>
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<td>Period</td>
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<td>Activity</td>
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<td>Week Twelve</td>
<td>Thursday</td>
<td>Establishing Budgets and Finding Funding [M14]</td>
<td>10/31-11/4</td>
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<td>Tuesday</td>
<td>Lab #9: Websites</td>
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<td>Thursday</td>
<td>Quiz 4</td>
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<td>Implementation Plan and Sustaining Behavior [M15]</td>
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<td>Week Thirteen</td>
<td>Tuesday</td>
<td>Lab #10: Delivering Effective Presentations</td>
<td>11/7-11/11</td>
<td>11/3: Website Draft (electronic submission)</td>
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<td>Thursday</td>
<td>Presentation and Press Kit Finalizing</td>
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<td>Week Fourteen</td>
<td>Tuesday</td>
<td>Presentations</td>
<td>11/14-11/18</td>
<td>11/9: Quiz #5</td>
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<td>Thursday</td>
<td>Presentations</td>
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<td>11/10: Presentation slides due</td>
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<td>11/17: Final Press Kit submission (in-class and online)</td>
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<td>Thanksgiving Break</td>
<td>11/20-11/24</td>
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<td>Week Fifteen</td>
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<td>11/27-12/1</td>
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<td>Course Wrap-up</td>
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<td>Final Exam Review</td>
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<td>Finals Week</td>
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<td>12/4-12/7</td>
<td>Thursday, December 7(^{th}) 10:00am-12:00pm</td>
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