

Georgia Southern University

Digital Commons@Georgia Southern

Public Health Syllabi

Public Health, Jiann-Ping Hsu College of

Spring 2018

PUBH 6535 - Theoretical Perspectives of the Social and Behavioral Sciences in Public Health

Stacy W. Smallwood

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

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



Part of the [Public Health Commons](#)

Recommended Citation

Smallwood, Stacy W., "PUBH 6535 - Theoretical Perspectives of the Social and Behavioral Sciences in Public Health" (2018). *Public Health Syllabi*. 262.

<https://digitalcommons.georgiasouthern.edu/coph-syllabi/262>

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.

Georgia Southern University
Jiann-Ping Hsu College of Public Health
PUBH 6535 Theoretical Perspectives of the Social and Behavioral Sciences in Public Health
Spring 2018

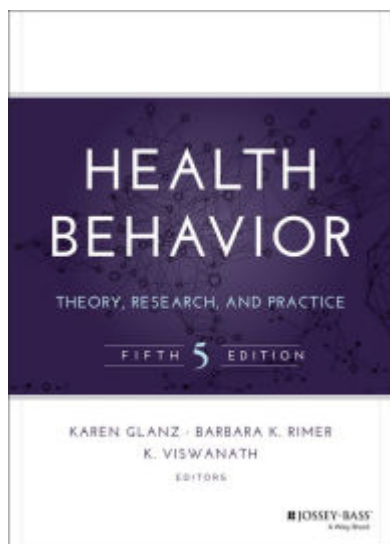
<u>Instructor:</u>	Stacy W. Smallwood, PhD, MPH
<u>Office:</u>	Hendricks Hall 2039
<u>Phone:</u>	912-478-2040
<u>E-Mail Address:</u>	ssmallwood@georgiasouthern.edu
<u>Office Hours:</u>	Wednesdays, 10:00am-12:00pm; Thursdays, 10:00am-1:00pm Also by appointment
<u>Web Page:</u>	http://jphcoph.georgiasouthern.edu

Course schedules can be found at: <http://students.georgiasouthern.edu/registrar/>

Prerequisites: None

Class Meets: Online via Folio

Catalog Description: This course is designed to familiarize students with the history and current applications of social and behavioral sciences as they are applied to public health practice and research. It explores social and behavioral science models, theories, and approaches that inform public health, and their philosophical roots. The course also examines social and behavioral determinants of health equity across the ecological spectrum. Emphasis is placed on critical thinking skills to help students synthesize and utilize information in research and practice. An important contribution of this course is the emphasis on recognizing the contributions of social and behavioral science research and practice to enhance public health.



Required Textbook: Glanz, K., Rimer, B.K., & Viswanath, K. (2015). Health Behavior: Theory, Research and Practice, Fifth Edition. San Francisco, CA: Jossey-Bass.

Purchase this book via any venue of your choice.

Secondary Text: Research articles, webinars and government documents. You will be able to access these additional resources in Folio.

Cross-Cutting MPH Student Learning Outcomes:

1. Demonstrate proficiency and effectiveness in the communication of core public health principles and practices, both oral and written.
2. Demonstrate proficiency in the integration of the core public health disciplines (Biostatistics, Epidemiology, Environmental Health, Health Policy/Management, and Social/Behavioral Science) in practice and research.
3. Demonstrate proficiency in problem-solving, critical thinking, and public health leadership.

Community Health MPH Student Learning Outcomes:

At the completion of their MPH program all Community Health MPH students will be able to:

1. Utilize basic theories, concepts, and models from a range of social and behavioral disciplines that are used in public health research and practice to identify the causes of social and behavioral factors that affect health of individuals and populations.
2. Assess individual, organizational and community concerns, assets, resources, and deficits for social and behavioral science interventions.
3. Identify critical stakeholders for the planning, implementation, and evaluation of public health programs, policies, and interventions.
4. Demonstrate steps and procedures for the planning, implementation, and evaluation of public health programs, policies, and interventions.
5. Apply evidence-based, ethically-grounded approaches in the development and evaluation of social and behavioral science interventions.

Course Learning Objectives (BASED ON THE COMPETENCIES ABOVE):

At the completion of this course the student will be able to:

1. Describe social and behavioral determinants of health equity at all ecological levels (individual through policy).
 1. Define and describe the concept of health equity
 2. Explain the concept of a social determinant of health
 3. Discuss 3 social/behavioral determinants of health equity at each ecological level
2. Describe social and behavioral determinants of health equity in rural and urban settings locally, nationally, and globally.
 1. Compare/contrast issues related to rural and urban health
 2. Explain the social determinants of health at the local, national, and global levels
3. Describe theory-based social and behavioral interventions at multiple ecological levels.
 1. Define theory
 2. Determine if a theory is upstream or downstream
 3. Describe the constructs of each theory discussed in class and determine where they fit within the ecological model
4. Describe Community-Based Participatory Research (CBPR) principles and approaches when working on collaborative projects.
 1. Distinguish between CBPR and traditional research
 2. List benefits and challenges of the CBPR approach
5. Describe the impact of power and privilege on health inequity at local, national, and global levels.
 1. Distinguish between the terms health disparity and health equity
 2. Describe ways to reduce the power differential between public health practitioners and the communities at the local, national, and global levels

6. Explain the process of planning, implementing, and evaluating evidence-based community public health interventions.
 1. Describe the process of planning, implementing, and evaluating a public health program utilizing the PRECEDE-PROCEED model for program planning
7. Demonstrate the ability to conduct reviews of scientific literature related to public health issues.
 1. Utilize peer-reviewed literature to support arguments and assertions related to course assignments and content
 2. Utilize appropriate reference style (e.g. APA) in citing peer-reviewed scientific literature

***Samples of your work may be reproduced for search purposes and/or inclusion in the professor's teaching portfolio. You have the right to review anything selected for use, and subsequently ask for its removal.

Preview of the Content to be Covered During the Semester:

Week	Topic	Readings	Assignment
1 (January 8)	Introduction to Course Health Education and Health Behavior: The Foundations	Chapters 1, 2	Course Introduction/ Attendance Verification Post Week 1
2 (January 15)	Individual-Level Health Behavior Theories: Health Belief Model	Chapter 5 Davis, J., Buchanan, K., & Green, B. (2013). Racial/Ethnic Differences in Cancer Prevention Beliefs: Applying the Health Belief Model Framework. <i>American Journal of Health Promotion</i> , 27(6), 384-389.	Quiz 1 Post Week 2
3 (January 22)	Theory of Reasoned Action/Theory of Planned Behavior	Chapter 6 Fisher, W., Kohut, T., Salisbury, C., & Salvadori, M. (2013). Understanding Human Papillomavirus Vaccination Intentions: Comparative Utility of the Theory of Reasoned Action and the Theory of Planned Behavior in Vaccine Target Age Women and Men. <i>Journal of Sexual Medicine</i> , 10:2455-2464. Zoellner, J.M., Hedrick, V.E., You, W., Chen, Y., Davy, B.M., Porter, K.J., ... & Estabrooks, P.A. (2016). Effects of a behavioral and health literacy intervention to reduce sugar-sweetened beverages: a randomized-controlled trial. <i>International Journal of Behavioral Nutrition and Physical Activity</i> , 13(1), 1-12.	Quiz 2 Post Week 3
14 (January 29)	Transtheoretical Model/Stages of Change	Chapters 4, 7 Horvath C., Schembre S., Motl R.,	Quiz 3 Post Week 4

		<p>Dishman R., Nigg C. (2013). Does the Transtheoretical Model of Behavior Change Provide a Useful Basis for Interventions to Promote Fruit and Vegetable Consumption? <i>American Journal of Health Promotion</i>, 27(6), 351-357.</p> <p>Evers, K.E., Paiva, A.L., Johnson, J.L., Cummins, C.O., Prochaska, J.O., Prochaska, J.M., ... & Gökbayrak, N.S. (2012). Results of a transtheoretical model-based alcohol, tobacco and other drug intervention in middle schools. <i>Addictive behaviors</i>, 37(9), 1009-1018.</p>	
5 (February 5)	Interpersonal-Level Health Behavior Theories: Social Cognitive Theory	<p>Chapters 8, 9</p> <p>Joseph R., Pekmezi D., Lewis T., Dutton G., Turner L., Durant N. (2013). Physical Activity and Social Cognitive Theory Outcomes of an Internet-Enhanced Physical Activity Intervention for African American Female College Students. <i>Journal of Health Disparities Research and Practice</i>, 6(2), 1-18.</p>	<p>Quiz 4</p> <p>Post Week 5</p>
6 (February 12)	Social Networks and Social Support/Technology, Social Media, & Health	<p>Chapters 10, 11</p> <p>Turner-McGrievy G., Tate, D. (2013). Weight loss social support in 140 characters or less: use of an online social network in a remotely delivered weight loss intervention. <i>Translational Behavioral Medicine</i>, 3(3), 287-294.</p> <p>Ramallo, J., Kidder, T., Albritton, T., Blick, G., Pachankis, J., Grandeleski, V., & Kershaw, T. (2015). Exploring social networking technologies as tools for HIV prevention for men who have sex with men. <i>AIDS Education & Prevention</i>, 27(4), 298-311.</p>	<p>Quiz 5</p> <p>Health Technology Critique</p>
7 (February 19)	Community Organizing and Community Building	<p>Chapters 14, 15</p> <p>Smallwood, S., Freedman, D., Pitner, R., Sharpe, P., Cole, J., Hastie, S., Hunter, B. (2015). Implementing a Community Empowerment Center for Developing, Implementing, and Sustaining Interventions to Promote Community Health. <i>Journal of Community Health</i>, 40(6), 1122-1129.</p>	<p>Quiz 6</p> <p>Theory Application Paper Proposal</p>
8 (February 26)	Diffusion of Innovations	Chapter 16	<p>Quiz 7</p> <p>Post Week 8</p>

9 (March 5)	Ecological Models of Health Behavior	Chapter 3	Quiz 8 Post Week 9
MARCH 12-16—SPRING BREAK			
10 (March 19)	Ecological Models: Power and Privilege, Part 1	Ford, C.L., & Airhihenbuwa, C.O. (2010). Critical race theory, race equity, and public health: toward antiracism praxis. <i>American Journal of Public Health</i> , 100(Supplement 1), S30-S35. Graham L., Brown-Jeffy S., Aronson R., & Stephens C. (2011). Critical race theory as theoretical framework and analysis tool for population health research. <i>Critical Public Health</i> , 21(1), 81-93.	Post Week 10
11 (March 26)	Ecological Models: Power and Privilege, Part 2	Bowleg, L. (2012). The Problem with the Phrase “Women and Minorities”: Intersectionality—an Important Theoretical Framework for Public Health. <i>American Journal of Public Health</i> , 102(7), 1267-1273. Cook, J. E., Purdie-Vaughns, V., Meyer, I. H., & Busch, J. T. (2014). Intervening within and across levels: A multilevel approach to stigma and public health. <i>Social Science & Medicine</i> , 103, 101-109.	Post Week 11
12 (April 2)	Social Marketing & Health Communication	Chapter 21	Quiz 9 Post Week 12
13 (April 9)	Theory Application: PRECEDE-PROCEED	Chapters 18, 19	Quiz 10 Post Week 13
14 (April 16)	Emerging Theories in Health Behavior & Health Education	To Be Announced	Theory Application Paper
15 (April 23)	Tying It All Together		Exam Review
APRIL 30—EXAM WEEK			

Instructional Methods:

This class is fully online. A diverse array of instructional methods will be used, including (but not limited to) lecture, discussions, activities, reflections, and online media.

Student Performance Expectations:**Class Participation**

Participation in all class sessions is critical for the learning process in this course. Weekly readings are outlined in this syllabus. I expect that students will complete all readings and be ready to participate in discussions about the readings and the weekly topic. The readings are intended to inform you about how others are thinking about the topics we cover in class, as well

as provoke your own critical thinking on these issues. As you read, you should jot down questions or thoughts that occur to you. I strongly suggest writing these down and sharing them in discussion.

Writing Standards

It is expected that students will spend sufficient time reviewing and editing all written documents before submitting them for review and/or grading. All written assignments are required to be free from grammatical and spelling errors. In addition, all written documents should be well-constructed in thought and flow. The instructor reserves the right to: 1) return without the benefit of review any document that is submitted for review and/or grading that violates these standards, and/or 2) reduce the grade of such assignments based upon the frequency and severity of the errors. All documents must be consistent with the *Publication Manual of the American Psychological Association (6th Edition)*.

Due Dates and Deadlines

Students are expected to complete all reading and written assignments prior to the indicated class date. Your grades will be posted on the online grade book for this course on Folio. All assignments are **expected to be ON TIME**, and will be graded and posted promptly so that students can accurately calculate their grades at any point in time during the semester. **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

There are times when extraordinary circumstances occur (e.g., serious illness, death in the family, etc.). In such circumstances, please consult with Dr. Smallwood within 48 HOURS. If you have not contacted Dr. Smallwood within 48 HOURS of A MISSED ASSIGNMENT, it WILL NOT BE EXCUSED and YOU WILL RECEIVE A 0 FOR ALL ASSIGNMENTS MISSED. NO EXCEPTIONS. *Nota Bene:* Extensions are not guaranteed and will be granted solely at the discretion of the instructor.

Assignments:

Theory Application Paper. More details on this assignment will be found in Folio.

Health Technology Critique. More details on this assignment will be found in Folio.

Weekly Response Postings. In this course, there will be eleven (11) weekly response postings. Each week, students will:

- Write and post to the appropriate Folio discussion a 350-word (minimum) response for ten (10) of the 11 posting assignments in the course. Each post is worth 10 points. You will not receive extra credit for completing all 11 postings.
 - Use the readings assigned in class and demonstrate your knowledge, comprehension, and analysis of the readings and topics.
 - Make sure to use concrete examples from the texts, and cite the examples properly using APA Sixth Edition format.
 - Check your response for grammatical and typographical errors before posting.
- Unless instructed otherwise, you will be required to respond to at least two (2) of your colleagues' posts each week.
- Initial postings are due by Friday at 11:59pm, and responses to your colleagues' postings are due by Sunday at 11:59pm for the week they are due. Postings should be submitted

electronically in the “Discussions” section on Folio. **You are encouraged to post discussion threads early in order to facilitate your colleagues’ ability to reply.**

Quizzes. In this course, there will be ten (10) quizzes designed to assess students’ basic understanding of the reading material. These quizzes will be posted on Folio. You will have two opportunities to complete the quiz, and the higher of the two grades will be recorded.

Final Exam. There will be a final exam administered via Folio during exam week.

Grading:

<i>Assignments</i>	<i>Points</i>
1. <i>Theory Application Paper Proposal</i>	25
2. <i>Theory Application Paper</i>	100
3. <i>Weekly Response Postings</i>	100
4. <i>Health Technology Critique</i>	75
5. <i>Quizzes (10)</i>	100
6. <i>Final Exam</i>	100
<i>TOTAL POINTS</i>	<i>500</i>

450-500 points (90%) A

400-449 points (80%) B

350-399 points (70%) C

For calculation of your final grade, all grades above will be included.

Because I want you to be successful in this course, I want to clarify other important student expectations:

- Announcements may be made during posted on Folio and/or sent through email. It is each student’s responsibility to pay attention to these announcements, to check for announcements on a routine basis on Folio, as well as check their email. **An individual’s difficulties with Folio or email will not constitute a valid basis for avoiding late assignment penalties. System-wide difficulties may be taken into consideration, should they arise. It is therefore recommended that you not wait until the last minute to meet submission deadlines.**
- Students are expected to actively participate in class. **If you do not actively participate in the class, your grade may be reduced by a full letter grade (i.e., an A becomes a B).**

- Students are expected to be self-advocates. If there are questions about the material and/or course assignments during the semester, students are expected to contact the instructor so that help and/or assistance can be provided, where possible and appropriate.
- Writing is an important skill and an important part of public health practice. As needed, you will seek writing consultation at the University Writing Center, located in the Forest Drive Building, Room 1119. The Writing Center is open Monday-Thursday from 10am to 6pm and Friday from 10am to 3pm. To schedule an appointment, call (912) 478-1413 or visit <http://class.georgiasouthern.edu/writing-center/>. Alternatively, Purdue University offers an online “writing lab” which includes writing exercises in grammar, punctuation, sentence structure, and sentence style, among others. It also provides instructions for using APA style. The website link is <http://owl.english.purdue.edu>.

Expectations of Instructor:

In return, you can expect the following from me during the course of this semester:

- Use a variety of instruction methods to maximize learning. These include lecture, experiential activities, case examples, and guided facilitation.
- Be responsive and flexible to individual student needs.
- Respond to your questions in a timely manner. This means that I will respond to e-mails within 24-48 hours and phone calls by the end of the next business day. Please include the course number (PUBH 6535) in the subject line of your e-mails.
- Provide feedback on assignments in a timely manner.
- Monitor my own performance by eliciting student feedback, either informally or formally, throughout the semester and altering my teaching methods when appropriate.

Assistance with:

DISABILITIES

Student Disabilities Resource Center (SDRC)

<http://studentsupport.georgiasouthern.edu/sdrc/>

Students with Special Needs

If you have needs that require assistance from the instructor, please contact the instructor during the first week of class so your needs can be met.

WRITING

Writing Center

<http://class.georgiasouthern.edu/writing-center/>

TECHNOLOGY

Folio HELP!!

<http://academics.georgiasouthern.edu/cats/>

Information Technology Services

<http://services.georgiasouthern.edu/its/stucurstu.php>

Academic Misconduct:

According to the Academic Dishonesty Policy of GSU, Plagiarism includes (but is not limited to):

- A. Directly quoting the words of others without using quotation marks or indented format to identify them.
- B. Using published or unpublished sources of information without identifying them.
- C. Paraphrasing material or ideas without identifying the source.
- D. Unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic material.

If you are accused of plagiarism by a JPHCOPH, the following policy, as per the Judicial Affairs website (<http://students.georgiasouthern.edu/judicial/faculty.htm>) will be enforced:

PROCEDURES FOR ADJUDICATING ACADEMIC DISHONESTY CASES

First Offense - In Violation Plea

1. If the professor and the Dean of Students agree that the evidence is sufficient to warrant a charge of academic dishonesty, the professor should contact the Office of Judicial Affairs to determine if this is a first violation of academic dishonesty. The incident will be reported via the following website: <http://students.georgiasouthern.edu/judicial/faculty.htm>
2. If it is a first violation, the professor should talk with the student about the violation. If the student accepts responsibility in writing and the professor decides to adjudicate the case, the following procedures will be followed:
 - a. The student will be placed on disciplinary probation for a minimum of one semester by the Office of Judicial Affairs.
 - b. The student will be subject to any academic sanctions imposed by the professor (from receiving a 0 on the assignment to receiving a failing grade in the class).
 - c. A copy of all the material involved in the case (Academic Dishonesty Report Form and the Request For Instructor to Adjudicate Form) and a brief statement from the professor concerning the facts of the case and the course syllabus should be mailed to the Office of Judicial Affairs for inclusion in the student's discipline record.

First Offense - Not In Violation Plea (student does not admit the violation)

If the professor and the Dean of Students agree that the evidence is sufficient to warrant a charge of academic dishonesty, the professor should contact the Office of Judicial Affairs to determine if this is the first or second violation of academic dishonesty. The student will be charged with academic dishonesty and the University Judicial Board or a University Hearing Officer would hear the case. If the student is found responsible, the following penalty will normally be imposed:

- a. The student will be placed on Disciplinary Probation for a minimum of one semester by the Office of Judicial Affairs.

b. The student will be subject to any academic sanctions imposed by the professor.

Second Violation of Academic Dishonesty

If the professor and the Dean of Students agree that the evidence is sufficient to warrant a charge of academic dishonesty, and if it is determined this is the second violation, the student will be charged with academic dishonesty and the University Judicial Board or a University Hearing Officer would hear the case.

If the student is found responsible, the following penalty will normally be imposed:

a. Suspension for a minimum of one semester or expulsion.

b. The student will be subject to any academic sanctions imposed by the professor.

NOT RESPONSIBLE FINDING

When a student is found not responsible of academic dishonesty, the work in question (assignment, paper, test, etc.) would be forwarded to the Department Chair. It is the responsibility of the Department Chair to ensure that the work is evaluated by a faculty member other than the individual who brought the charge and, if necessary, submit a final grade to the Registrar. For the protection of the faculty member and the student, the work in question should not be referred back to the faculty member who charged the student with academic dishonesty. In the case of a Department Chair bringing charges against a student, an administrator at the Dean's level will ensure that the student's work is evaluated in an appropriate manner.

Confidentiality:

In accordance with provisions of the Family Educational Rights and Privacy Act of 1974 and the Georgia Open Records Act, any information related to a violation of academic dishonesty or the outcome of a judicial hearing regarding academic dishonesty, is prohibited and must be treated as confidential by members of the faculty."

Academic Handbook:

Students are expected to abide by the Academic Handbook, located at <http://academics.georgiasouthern.edu/procedures/policies/>. Your failure to comply with any part of this handbook may be a violation and thus, you may receive an F in the course and/or be referred for disciplinary action.

University Calendar for the Semester:

The University Calendar is located with the semester schedule, and can be found at: <http://em.georgiasouthern.edu/registrar/resources/calendars/>.

Attendance Policy:

Federal regulations require attendance be verified prior to distribution of financial aid allotments. Attendance will not be recorded after this initial period, but participation is **REQUIRED** during the semester. *Failure to participate fully in assignments/discussions will negatively impact your participation grade.*

One Final Note:

The contents of this syllabus are as complete and accurate as possible. **The instructor reserves the right to make any changes necessary to the syllabus and course material.** The instructor will make every effort to inform students of changes as they occur. It is the responsibility of the

student to know what changes have been made in order to successfully complete the requirements of the course.