



**Principles of Health Education  
(HEA 234)  
Fall 2003**

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**Days/Time:** TTH - 2:00 pm – 3:15 pm

**Room:** Trask 119

**Instructor:** Dr. Mike Perko, Ph.D., CHES

**Office:** Hanover 202

**Office Hours:** M - 2:00 am - 4:00 am,  
W - 9-10 am, 2-3 pm  
TTH - 9:00 am - 10:00 am,  
F - By appointment

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**Text:** Principles of Health Education and Health Promotion  
(3rd Edition). J. Thomas Butler, Morton Publishing Company.

**Course Description:** Health Education is defined as “any combination of learning opportunities designed to facilitate voluntary adaptations of behavior (in individuals, groups, or communities) conducive to health. Therefore, this experience will introduce the learner to concepts fundamental to health education and to a larger extent, health promotion.

In other words, Health Education is learning to educate about health, so just because you lift weights, run marathons, and eat like a really boring health freak that nobody wants to be around because all you do is talk about fat grams and calories and oh I can't eat that, it's not on my diet, can I have the brown rice with no butter, no salt, cooked in purified water and then just kill me doesn't mean you can educate others about health. It is a science based on understanding others and their motivations.

**Course Objectives:** At the completion of this course, the student will be able to:

1. Define health education to those you interact with;
2. Explain why learning the design, implementation and evaluation of health education (process) are more important than being a health knowledge expert (product);

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3. Analyze the impact of culture, media, teaching, politics, etc., on health;
4. Critically examine health resources and learn to separate fact from fiction;
5. Understand that this is a SCIENCE that is based in theory and has practical applications.

**Attendance Policy:** Regular attendance will not be taken in this class. It is the responsibility of the student to attend class. There will however be in class activities, etc., that will be used to take attendance at random approx. 8 times. If 2 classes where attendance is taken are missed, a half a letter grade will be deducted from your final grade. If 3 classes are missed, a full letter grade will be deducted, etc. It is strongly encouraged that you attend class because I rely on what you bring to the class as a catalyst for discussion.

**Evaluation Criteria:** Class grades will be based on two exams, interview, and reaction papers.

<b><u>Grades:</u></b>	<b><u>Percent</u></b>
Mid-term and final.....	40%
Interview.....	30%
Reaction papers.....	30%

\* The mid-term and final will cover the first and second half of the semester, respectively. They will be constructed from material in the text, lecture notes, and anything else we cover.

\* The interview will require the student to visit a health educator and ask them a series of questions. Presentations on this interview will be given to the class at the end of the semester. Complete details will be given in class. (This can be done alone or in groups of no more than 3)

\* Reaction papers will be your thoughts on issues and topics in health. These papers will be assigned at my leisure. They are to be no longer than 2 pages in length, typed, double-spaced. These reaction papers **must** be turned in on the due date provided. No excuses.

**Make-Up Policy:** A missed written examination may only be made up when a student follows this procedure: 1) informs the professor of their impending absence, and, 2) documents their absence with evidence satisfactory to the instructor. If this procedure isn't followed no make-up exam will be given. Only a life-threatening emergency will supercede this policy. Any make-up exam must take place prior to the return of exam papers which will occur at the next class meeting following the stated regular exam date. These dates are found on your syllabus.

### **What Instructor expects from the students:**

1. Respect for all in the classroom;
2. Honesty, integrity, timeliness;
3. Class participation is a must.

### **What you can expect from Instructor:**

1. Respect for all in the classroom;
2. Honesty, integrity, timeliness;
3. Knowledgeable about subject matter; What I doesn't know I will find out for you;
4. Examinations will reflect subject matter;
5. Office door is always open.

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### Class Meeting Schedule

#### Date Topic Chapters to read

<b>Aug.</b>	21 - Course outline 26 - The Meaning of Health and Wellness 1 28 - The Meaning of Health and Wellness 1
<b>Sept.</b>	2 – Health Promotion 2 4 - Health Promotion 2 9 - Health Education 3 11 - Health Education 3 16 - History of Health Education and Health Promotion 4 18 - History of Health Education and Health Promotion 4 23 - Health Education and Promotion as a Profession 5 25 - Health Education and Promotion as a Profession 5 30 - Settings for Health Education and Promotion 6
<b>Oct.</b>	2 - Settings for Health Education and Promotion 6 7 - Mid-term exam 9 – Fall break 14 - Coordinated School Health Programs 7 16 - Government Initiatives 8 21 - Programs that work 9 23 - Programs that work 9 28 - Learning and Behavior Change: Theories and Models 10 30 - Learning and Behavior Change: Theories and Models 10
<b>Nov.</b>	4 - Needs Assessment, Planning, and Program Implementation 11 6 - Needs Assessment, Planning, and Program Implementation 11 11 - Evaluation 12 13 - Evaluation 12 18 - Current and Future Issues in Health Education and Health Promotion 13 20 - PPD 25 – Interview presentations 27 - Thanksgiving
<b>Dec.</b>	2 - Interview presentations 4 - Interview presentations
<b>FINAL</b>	<b>TBA</b>