Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS
HLTH 634
HEALTH COMMUNICATION AND ADVOCACY

COURSE DESCRIPTION
This course examines the principles and practices of effective interpersonal, organizational, and community-based communication to shape attitudes and actions about health and health care. Students will explore the use of counseling, public campaigns, social media, and political processes to advocate for health among diverse populations.

RATIONALE
This course is required in the Health Promotion concentration of the Master of Public Health curriculum at Liberty University. It prepares students to serve as competent communicators of health information across multiple media and to serve in advocacy roles to advance the profession and to promote the public’s health.

I. PREREQUISITES
HLTH 509 or permission of instructor

II. REQUIRED RESOURCE PURCHASE

Disclaimer: The above resource provides information consistent with the latest research regarding the subject area. Liberty University does not necessarily endorse specific personal, religious, philosophical, or political positions found in this resource.

III. ADDITIONAL MATERIALS FOR LEARNING
A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Microsoft Word
   (Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:
A. Describe how societal, organizational, and individual factors influence and are influenced by public health communications.
B. Apply evidence-based approaches in the communication and evaluation of public health information.
C. Apply theory and strategy-based communication principles across different settings and audiences.

D. Use logic models and ecological frameworks in program development, implementation, communication, and evaluation.

E. Demonstrate effective written, oral, and technical skills for communicating health information with diverse audiences.

F. Advocate for community health programs and policies through media, politics, agencies, and churches.

G. Differentiate the purposes and methods of formative, process, and outcome evaluation.

H. Define a biblical basis for personal and public health practice.

V. **COURSE REQUIREMENTS AND ASSIGNMENTS**

A. **Textbook readings and lecture presentations/notes**

   Each module/week will be introduced by a video presentation overviewing the content to be covered. Textbook readings provide the core content necessary for mastery of the subject area and prepare the student for the related assessments and activities. Completion of the required readings is necessary to successfully complete the quizzes. Follow the syllabus carefully, as textbook readings are not always in consecutive chapter order. To find examples of forms and products being discussed, be sure to refer to appendices of the texts when asked to do so.

B. **Course Requirements Checklist**

   After reading the Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C. **Discussion Board Forums (4)**

   The student will complete 4 Discussion Board Forums which progressively build components of the Program Plan. Each Discussion Board Forum will have specifications as outlined in the Assignment Instructions folder in the course; some will require replies to other students and some will not. When replies are required, the instructor is looking for substantive comments reflecting critical analysis of the material and thoughtful reflection of classmates’ posts.

D. **e-Portfolio (8)**

   The e-Portfolio is a collection of web repositories for products and activities demonstrating the knowledge and skills the student has gained throughout the course. The collection may also serve as a tool for future professional use and possible career advancement.

E. **Quizzes (8)**

   There will be 8 open-book/open-notes quizzes given during this course. The student will have 1 hour to complete each quiz.

VI. **COURSE GRADING AND POLICIES**
A. Points

Course Requirements Checklist 10
Discussion Board Forums (4 at 100 pts ea) 400
e-Portfolio (7 at 20 pts ea; 1 at 60 pts) 200
Quizzes (8 at 50 pts ea) 400

Total 1010

B. Scale

D- = 680–699   F = 679 and below

C. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the class will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.
# Course Schedule

**HLTH 634**


<table>
<thead>
<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
</table>
| 1           | Parvanta et al: chs. 1–2, 8  
1 presentation  
2 websites | Course Requirements Checklist  
DB Forum 1  
e-Portfolio 1  
Quiz 1 | 10  
0  
20  
50 |
| 2           | Parvanta et al: chs. 3–5  
3 presentations  
2 websites | DB Forum 2  
e-Portfolio 2  
Quiz 2 | 100  
20  
50 |
| 3           | Parvanta et al: chs. 9–10  
1 presentation  
1 website | e-Portfolio 3  
Quiz 3 | 20  
50 |
| 4           | Parvanta et al: chs. 11–12  
1 presentation  
2 websites | DB Forum 3  
e-Portfolio 4  
Quiz 4 | 100  
20  
50 |
| 5           | Parvanta et al: ch. 13  
1 presentation  
1 website | e-Portfolio 5  
Quiz 5 | 20  
50 |
| 6           | Parvanta et al: ch. 14  
1 presentation  
1 website | DB Forum 4  
e-Portfolio 6  
Quiz 6 | 100  
20  
50 |
| 7           | Parvanta et al: chs. 6–7  
1 presentation | e-Portfolio 7  
Quiz 7 | 20  
50 |
| 8           | Parvanta et al: chs. 15–16  
1 presentation | DB Forum 5  
e-Portfolio 8  
Quiz 8 | 100  
60  
50 |

**Total:** 1010

DB = Discussion Board

**NOTE:** Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.