

COURSE OUTLINE

PRINCIPLES OF HEALTH PROMOTION AND
SOCIAL MARKETING

Course Title

CPH 141

Dept. & Course No.

I. COURSE DESCRIPTION:

This course introduces the foundations of Health Promotion, its theory and practice, and it proposes to center on the Non-Communicable Diseases emergency/ epidemic affecting Palau. Specific theories and international fundamental documents are reviewed, and support the practical components of the Course, relevant to Palau.

II. SEMESTER CREDITS:3

III. CONTACT HOURS PERWEEK: Lecture: 3 Lab: 0 Total: 3

IV. PREREQUISITE:CPH 101

V. STUDENT LEARNING OUTCOMES: VI. COURSE CONTENTS:

Upon completion of this course the student will be able, with 65% level of accuracy, to:

1. Describe and illustrate the principles of Health Promotion (HP) as it relates to the Non-Communicable Diseases (NCD) crisis in Palau, the relevant risk factors and the role of Palauan culture.
 2. Describe and illustrate the main theories and fundamental documents of international scope relevant to HP. Elaborate on the interaction of HP principles and Palauan culture.
 3. Describe and illustrate the planning cycle in HP, its function in Social Marketing and elaborate on HP programs of Palau, including a practicum.
- A. Definition and principles of HP.
 1. HP defined
 2. HP and its impact on NCDs.
 3. Risk factors of NCDs and the HP potential
 4. Palauan culture as it relates to the NCD risk factors
 - B. HP theories and basic documents in relation to culture.
 1. Different HP theories
 2. HP and the culture in the NCD emergency in Palau
 3. HP and NCD risk factors
 4. The ecological theory
 5. Alma Ata and the Ottawa Charter
 - C. The HP planning cycle and Social Marketing.
 1. Steps in the HP planning
 2. Community participation in HP planning
 3. Social marketing in Palau
 4. HP programs of relevance to Palau
 5. A practicum in HP planning related to the NCD emergency

VII. EQUIPMENT AND MATERIALS:

1. Projector
2. Routine classroom materials
3. 1 USB storage device (at least 1 GB)—student-furnished

VIII. TEXT:

Required Text: Cheng, H, Kotler, P, Lee, NR Social Marketing for Public Health: Global Trends and Success Stories[2011] – Jones and Bartlett Publishers ISBN-13: 978-0-7637-5797-7

IX. METHODS OF INSTRUCTION:

1. Lecture
2. Group work on practical classroom exercises
3. Questions and Answers (Discussion) and/or Guest Speakers

X. METHOD OF EVALUATION:

1. Description	Points
a. Class participation and assignments	25%
b. Tests/Quizzes	25%
c. Mid-term Exam	25%
d. Final Exam	<u>25%</u>
Total	100%
2. Transmutation of percent to letter grade	
a. 90-100	A
b. 80-89	B
c. 70-79	C
d. 65-69	D
e. 0-64	F

Palau Community College
CPH 141 Principles of Health Promotion and Social Marketing
Course Learning Outcomes

During the course experience, the *course learning outcomes* (CLOs) will be assessed through the use of signature assignments. A rating scale will be used to determine the students' proficiency level of each CLO using specifically aligned assignments. The numerical ratings of 4, 3, 2 and 1 are not intended to represent the traditional school grading system of A, B, C, D and F. The descriptions associated with each of the numbers focus on the level of student performance for each of the course learning outcomes listed below.

Rating Scale: 4. Exceeds Expectations 2. Developing
 3. Meets Expectations 1. Below Expectations

CLO#1: Students will be able to describe Health Promotion's (HP's) role in combating the NCD crisis in Palau.

4	Perform all of the following tasks accurately and completely: <ul style="list-style-type: none"> • Define HP • Discuss HP programs in Palau and their effectiveness in dealing with the NCD crisis. • Define and describe "risk factors". • Elaborate on risk factors that contribute to NCDs in Palau.
3	Perform the tasks mentioned above with mixed quality, but most are adequate and complete.
2	Perform the tasks mentioned above with mixed quality, but most are inadequate or incomplete.
1	Unable to perform the tasks mentioned above.

CLO#2: Students will be able to describe HP theories and the interaction of the principles of HP and Palauan culture.

4	Perform all of the following tasks accurately and completely: <ul style="list-style-type: none"> • Describe and discuss theories common to HP • Describe and discuss HP principles and their interaction with Palauan culture • Describe and discuss the ecological theory. • Elaborate on how to select an appropriate theory for HP programs
3	Perform the tasks mentioned above with mixed quality, but most are adequate and complete.
2	Perform the tasks mentioned above with mixed quality, but most are inadequate or incomplete.
1	Unable to perform the tasks mentioned above.

CLO#3: Students will be able to discuss the steps in HP planning for an NCD emergency-related practicum and carry out practicum.

4	Perform all of the following tasks accurately and completely: <ul style="list-style-type: none"> • Describe the steps in HP planning • Describe the community's role and participation in HP planning and development • Discuss social marketing programs in Palau • Elaborate on the use of HP planning steps in an NCD-related practicum in Palau • Carry out practicum
3	Perform the tasks mentioned above with mixed quality, but most are adequate and complete.
2	Perform the tasks mentioned above with mixed quality, but most are inadequate or incomplete.
1	Unable to perform the tasks mentioned above.