

## HSCI 3312, Theories and Methods of Health Behavior Change – Fall 2009

**Instructor:** Dr. Joe Tomaka

**Office:** CHS 703

**Office Hours:** TBA

**Official Course Description from the Catalog:** An introduction to the major theories, techniques, and methods of behavior change as they relate to health. Examines the change process as well as ways of motivating and maintaining positive behavior change. Includes discussion of the major behavioral theories.

**Purpose and Overview:** This purpose of this course is to familiarize health education/health promotion students with the major health behavior theories. Such theories serve not only as explanatory models of health behavior, but also as guides for health promotion program planning and implementation. An overriding objective of this course is that students come to appreciate and understand the relationships among research, theory, and health-promotion practice.

All dates, topics, and assignments on this syllabus are subject to change at the instructor's discretion.

### Course Objectives:

At the completion of this course, students will be able to:

- Describe the major behavioral theories
- Identify the main concepts contained in each of the major behavioral theories
- Design health promotion programs based on behavioral theory
- Identify the use of behavioral theories in product marketing, social marketing, and public service announcements
- Identify the necessary links among research, theory, and health promotion practice

### Reading:

Hayden, J. (2009). *Introduction to health behavior theory*. Sudbury, MA: Jones and Bartlett Publishers

Other required readings will be placed on WebCT.

**Examinations:** This course will have three examinations consisting mainly of multiple choice questions. Examinations will not be cumulative, but will reflect course work since the start of class or since the last exam. Although not cumulative, students may need to apply general or specific knowledge learned earlier in the course to help answer questions about newer material. Questions will come from material presented in the lectures as well as from the assigned readings. The only acceptable excuse for missing an exam is a documented medical excuse. In such cases, the instructor reserves the right to determine the nature of a make-up exam (e.g., essay, oral examination).

**Participation in Health Promotion Program:** All students must participate in a theoretically-based health promotion program and write a one page paper describing their own experiences and reactions to the program, as well as identify the theoretical concepts the program employed. An opportunity for this will be provided on the first day of class. The paper is due **NOVEMBER 10, 2008**.

**Evaluation:**

75%      3 Exams  
 25%      Project  
 100%     Final Grade

**Grading Scale:**

90% - 100% = A  
 80% - 89% = B  
 70% - 79% = C  
 60% - 69% = D  
 00% - 59% = F

**Lecture Schedule – All Dates Are Approximate**

Date	Topic	Reading
	Course overview: Introduction to Theory and the role of research in health behavior	Hayden Ch. 1
	<b>NO CLASS, LABOR DAY, UNIVERSITY CLOSED</b>	
	The social animal	Chapters on WebCT
	Self-Efficacy Theory	Hayden Ch. 2
	Theory of Reasoned Action/Theory of Planned Behavior	Hayden Ch. 3
	<b>Exam 1</b>	
	Health Belief Model	Hayden Ch. 4
	Attribution Theory	Hayden Ch. 5
	Transtheoretical Model	Hayden Ch. 6
	Social Cognitive Theory	Hayden Ch. 7
	<b>Exam 2</b>	
	Motivational Interviewing -- <b>HP Program Paper Due</b>	Chapters on WebCT
	Diffusion of Innovation	Hayden Ch. 8
	Emerging theories/Choosing a theory	Hayden Ch. 9 and Ch. 10
	<b>Exam 3—Project Presentations</b> (Last day of class)	

**Dead day**

**Class Policy on Electronic Devices:**

**Cell phones.** Cell phones may be left on for use in emergency situations. Please set your phone on silent or vibrate and take any incoming calls outside the classroom. Text messaging during class is not allowed.

**Laptop computers.** Use of laptops during class is not permitted. The necessity of classroom interaction in this course negates the usefulness of laptops as a note-taking device. The use of your laptop during class can also prove distracting to your classmates, so please refrain from using your laptop during class.

## **HSCI 3312: Class Project**

There will be one group project comprising 25% of your final grade. Four students will comprise each group.

Your task is to create a health promoting and behavior changing **billboard** or **public service announcement** (PSA; more details below) applying principles learned in class.

The project must be based on (i.e., incorporate the concepts from) **one** of the following theories:

Social Cognitive Theory  
Theory of Planned Behavior  
Health Belief Model  
Attribution Theory

### **(1) Health promotion billboard**

Your project is to design a prototype of a roadside billboard that addresses a significant health concern. The billboard should be presented as a projectable poster (i.e., single slide created) in PowerPoint or other appropriate software. You can use text, images, drawings, or whatever you like. Please be sure to design your billboard so that interstate drivers can comprehend it without stopping.

### **(2) Public service announce announcement (PSA).**

Your project is to produce (i.e., write the text for and record) a 30-second PSA that addresses a significant health concern. Your PSA can be for radio or television, but please be aware that a television commercial will be considerably more complicated to put together. Please present Regardless of format, please record your PSA on videotape, as it will be easier to play during class.

### **Grading:**

Your grade will be earned on the basis of a short in-class presentation and showing of the project to the class and a short written report (approx 2 pp.). Both reports should describe (a) The specific health problem being addressed, (b) the target audience for the billboard, (c) the specific cognitive and behavioral changes you are trying to achieve, (d) how your billboard relates to the stages of change as outlined in the Transtheoretical model, and (e) how you board applies behavior change concepts from your chosen behavioral theory. Please also send me a computer file that contains your billboard or PSA with the paper.